Towards Green Behavior: Egoistic And Biospheric Values Enhance Green Self-Identities

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Abstract: The focus of this study aims to analyze the egoistic, biospheric and green self-identity values of green purchase intentions in Indonesia who have experience consuming green brands. Because the research approach used purposive nonprobability sampling, questionnaire techniques and PLS data analysis were chosen. The results of this study show that egoistic value has a positive effect on green self-identity but negatively on green purchase intention. The value of the biosphere hurts green self-identity but positively on green purchase intention. Finally, green self-identity has a positive effect on green purchase intention. Of course, this will be an essential contribution to future research as additional knowledge, especially for governments, developers, managers or other business actors in realizing environmentally friendly behaviour. The practical and theoretical implications of this study are discussed in more depth.
Keywords: Biospheric Value; Egoistic Value; Green Self-Identity; Green Purchase Intention.

Abstrak: Fokus penelitian ini bertujuan menganalisis nilai egoistik, biosfer dan green self-identity terhadap green purchase intention di Indonesia yang memiliki pengalaman mengkonsumsi green brand. Karena pendekatan penelitian menggunakan *purposive nonprobability sampling,* pemilihan teknik kuesioner dan analisis data PLS dipilih. Hasil penelitian ini adalah nilai egoistik berpengaruh positif terhadap green self-identity, namun negatif terhadap green purchase intention. Nilai biosfer berpengaruh negatif terhadap green self-identity, namun positif terhadap green purchase intention. Terakhir, green self-identity berpengaruh positif terhadap green purchase intention. Tentunya hal ini akan menjadi kontribusi penting untuk pengetahuan penelitian masa depan, khususnya bagi pemerintah, pengembang, pengelola, atau pelaku usaha lainnya dalam mewujudkan perilaku ramah lingkungan. Implikasi praktis dan teoritis dalam penelitian ini dibahas lebih mendalam.
Kata Kunci: Nilai Biosfer; Nilai Egoistik; Identitas Diri Ramah Lingkungan; Niat Pembelian Ramah Lingkungan.

INTRODUCTION

Global warming causes extreme climate change and needs urgent attention (Goreau and Hayes, 2021). Current climate crises are often associated with plastics being considered pollutants. The impact of plastic on climate change can be classified into (1) production, transport and use of plastic; (2) improper disposal of plastics, waste and decomposition; and (3) bio-based plastic (Ford et al., 2022). Indonesia produces 64 million tons of plastic waste annually, and as much as 3.200 million tons of plastic waste is dumped into the sea. The impact of plastic pollution is also dangerous for species and ecosystems (Ford et al., 2022).

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People are increasingly aware of environmental protection because they have felt the effects of global warming. Individual environmental awareness is key to developing a green attitude (Rusyani et al., 2021). Consumers choose recycled products, provide information on lower chemical content, or are made from organic materials (Otto et al., 2021). Consumers often demand that a company be green because implementing a green business will lead to realizing social responsibility (Strielkowski et al., 2021), especially implementing the green fashion approach (Hamdan et al., 2022).

The development of environmental awareness in the middle of the community has caused consumers to experience improvement in adopting a sustainable lifestyle and consumption (Nguyen et al., 2016). Concerning the statement, groups of consumers have started to reject the products that damage the environment and thus do not compromise with the future (Currás-Pérez et al., 2018). Consumers willing to pay high fees to get a green brand is a form of socially responsible behaviour towards environmental preservation (Han et al., 2019).

The value of the global green technology and sustainability market will increase from 25.500 billion euros in 2021 and is expected to be USD 417.350 billion in 2030. The growth forecast is a combined 2022 to 2023 21.600 per cent (Laricchia, 2022). Such situations encourage the formation of a new class in the middle of the consumers, namely green consumers and green products (Rubik and Frankl, 2017).

In response to these situations, companies should adjust their business strategies toward the increasing number of consumers who adopt a green lifestyle. This adjustment has encouraged companies to understand better the new class of consumers, to understand who the green consumers are and what motivates these green consumers in performing the green purchase decision.

Furthermore, to respond to the needs of green consumers, the companies implement green marketing strategies by green brands to create better green performance (Lin et al., 2017). Green brand refers to products with characteristics that contain as few resources as possible along the product's life cycle. A green brand can also be understood as one that displays environmental advantages and attracts attention to prioritizing green purchases (Aguiar et al., 2022).

Departing from the above definitions, the green brand might be defined as a set of specific brand attributes and benefits related to the decrease of environmental impacts and the perception of the consumers with environmental insights (Tan et al., 2016). On the contrary, consumers associate green brands with environmental protection and sustainable business practices (Todeschini et al., 2017). This association has encouraged more and more companies to make consumers more aware of the need to protect the environment through the green brand. The green brand is not only able to increase the sales peculiarity but also to improve the company image (Suki, 2016).

Several aspects that become important components within the purchase intention toward green products are the improvement of environmental awareness within the community, environmental knowledge changes, and differences in value orientation. Values orientation, or values, refer to the important parameters that might reinforce or loosen the behaviours (Liobikienė et al., 2016). Specific to the study, the intended values refer to the intrinsic factors within the individuals, which might motivate the individual's life and become the principle for directing the individual's life (Brockett and Hiemstra, 2018).

Egoistic values often break consumers' desire to behave green (Li et al., 2021).

However, in some recent studies, it is also proven that egoism does not make someone stop showing green behaviour; on the contrary, some studies show the opposite; someone who has high selfishness does not mean that he cannot show green consumption biospheric is one of the values that is widely researched and proven its role as a driver of green behaviour (Herziger et al., 2020). On the other hand, biospheric values refer to the values orientation that an individual has in associating their life objectives with the safety of both the environment and the surrounding nature. Individuals who base their consumption decisions on the focus on environmental importance will display biospheric values (Ertz et al., 2016).

It was explained that a person's value is the factor that most influences his awareness and judgment of a particular object (Hwang et al., 2020; Khan et al., 2020). However, understanding egoistic and biospheric formation at the individual level is still limited and requires a view that can strengthen the values orientation towards green behaviour, especially green intention (De Groot et al., 2016). So, there are still gaps between values orientation and one's green behaviour (Kautish and Sharma, 2019). Therefore, there should be a mediating variable that might bridge the influence of egoistic and altruistic values on green behaviours.

Although there have been several findings about the significance of self-identification as the encouragement for an individual to display certain behaviours, few studies have explored the purchase interest of the green brand. Therefore, researchers want to discuss the development of green consumer behaviour among the millennial generation through green self-identity. This topic is exciting since few studies have examined green behaviour in developing countries (Yadav and Pathak, 2016).

Therefore, a study is needed to understand how egoistic and biospheric values are associated with self-identity as mediation to strengthen green behaviour. The selfish and biospheric roles as antecedents are expected to be able to form behaviour through self-identity. Departing from such phenomena, the researcher would like to pursue an in-depth discussion about the role of the biospheric values as the antecedent in shaping the green self-identity of an individual and its implication toward the green purchase intention in the middle of the millennial generation in Indonesia. Then, the study title that the researcher would like to propose is: "The Role of Egoistic Values and Biospheric Values in Enhancing the Green Self-Identity and the Green Purchase Intention in Indonesia".

THEORETICAL REVIEW

Green Purchase Intention. One theory in consumer behaviour that has been widely implemented and impacted marketing research and implementation is the Theory of Reasoned Action, also known as TRA (Jang and Cho, 2022; Paul et al., 2016; Sharma and Foropon, 2019). TRA is one of the most important research models in explaining behavioural intention fromthe socio-psychological perspective. The intention is defined as the motivational factor that leads to performance behaviour.Intentional behaviour has several measures (i.e. intention to purchase, intention to use, plan, and intention to repurchase). When a behaviour does not have profound problem control, the behaviour might be accurately predicted by the intention (Kiatkawsin and Han, 2017). Therefore, the intention is an important process in explaining the occurrence of action within consumer behaviour. Within some studies, the intention is also the objective of the behavioural approach (Werf et al., 2019) because the tendency of the consumers plays

the most important role in shaping consumer loyalty (Han et al., 2018).

They were departing from the desire to see how the development of green behaviour among consumers; researchers want to focus on behavioural intention, which is the initial process towards behavioural action. Specifically, the researcher would like to test whether the change in the purchase intention as part of the intention and as part of an important variable and better proxy compared to the actual behaviour of the consumers is absent or present (Schiffman and Kanuk, 2016). Green purchase intention is an important process for customers before deciding to visit or buy an item from a store (Nekmahmud and Fekete-Farkas, 2020). On the other hand, within the context of green behaviour (Yadav and Pathak, 2017), green purchase intention is applied to measure green purchasing activities, which refer to the behaviours of purchasing environment-friendly products and rejecting non-environment-friendly products (Paul et al., 2016). Green purchase intention also relates to consumers' desire to buy green products or the willingness in which consumers perceive they might contribute to the environmental cause (Tarabieh, 2021). Another definition of green purchase intention refers to the motivational factors that influence the buying behaviour of green products (Chekima et al., 2016).

VBN (Value, Belief, and Norm). VBN theory as a value and perspective on the environment is a combination of value theory (Fornara et al., 2020; Whitley et al., 2018) and the norm activation model (Arkorful et al., 2022; Zhang et al., 2018). This theory expands the norm activation model, which aims to improve the intention and pro-environmental behaviours. This theory is also specifically designed for testing environmental behaviours. It includes numerous fundamental concepts (i.e. values and ecological perspectives) within environmental issues (Van der Werff and Steg, 2016). Within the theory of VBN, the role of values and environmental perspective is highly emphasized (Han et al., 2017). According to this theory, values orientation is the main focus, like biospheric and altruistic values, directly relevant to the ecological perspective (Shin et al., 2022).

On the contrary, egoistic values negate or even eliminate the perspective toward the environment. The different explanation shows that biospheric matters are directly related to nature; altruistic values aim at prospering the life of humankind, and egoistic values aim at maximizing personal benefit. The three value orientations indeed have different influences on behaviours; in general, behaviours are positively influenced by the social-altruistic values and the biospheric values, and, on the contrary, behaviours are negatively impacted by egoistic values (Van der Werff and Steg, 2016).

Egoistic Values. Egoistic values are how individuals value themselves and focus on conserving or growing resources, building relationships with other people and living in nature, and focusing on their well-being (Schwartz and Sortheix, 2018; Shin et al., 2022; Van der Werff and Steg, 2016). Egoism is a value-based goal of maximizing personal benefits or values that focus on individual self-interest (Imaningsih et al., 2020; Sun et al., 2022). Furthermore, (Chatterjee et al., 2022) state that individuals with high egoistic values will direct themselves toward green behaviours based on the benefit and cost of personal environment-contextual behaviours. When the perceived benefits have a higher ratio than the perceived costs, these individuals will display an environment-friendly interest. Therefore, several experts argue that egoistic values reflect low environmental beliefs and norms and the lack of environment-friendly actions. This is how hedonists drive people with selfish values to achieve goals (Van der Werff and Steg,

2016). Several aspects can be used in measuring egoistic values (i.e. social strength, treasure, dominion, influence, push, hedonism, self-management and performance) (Chua et al., 2016; Dalvi-Esfahani et al., 2017; Van der Werff and Steg, 2016).

Biospheric Values. The analysis of the biospheric values using the theory of VBN proves to be an important antecedent in influencing the behaviours (Gkargkavouzi et al., 2019). Individuals with a biospheric values orientation will prioritize their decisions based on the significance of the environment (Shin et al., 2017). Instead, they will not quantify perceived costs and benefits; they will only consider the importance of ecosystems and the biosphere (Van der Werff and Steg, 2016). Previous findings acknowledge that biosphere values have a solid and consistent impact on environmental preferences, intentions, and eco-friendly characteristics (Tiwari, 2022). When an individual has high biospheric values, they will pay high attention to the environment and make decisions based on the importance of nature and the environment. Thus, the biospheric values imply a strong relationship with green behaviours, including the acceptance of the changes-related regulations (Van der Werff and Steg, 2016), green consumption (Wu and Zhu, 2021), the activities that support environmental preservation (Summers et al., 2016), the environment-friendly behaviours (Nguyen et al., 2016), the decision to opt for organic food (Yadav and Pathak, 2017), and the decision to donate money for the importance of the environment rather than the significance of humanity organization (Kesenheimer and Greitemeyer, 2021). The indicators of biospheric values based on the results of the study by (Saleem, Eagle, Yaseen, and Low, 2018) are (pollution prevention, respect toward the earth, unity with the universe, and protection toward the environment).

Self-identity. Self-identity refers to how far specific individuals will act as the important components for displaying their self-concept (Van der Werff and Steg, 2016). Another definition of self-identity refers to the label assigned for showing the concept of an individual (Legere and Kang, 2020). The idea that these studies have implied displays the connection between instinct and the part of the non-human environment (Ingold, 2020). Based on the statement, green self-identify refers to how far an individual views themselves as a person who cares about the environment. An individual with a solid green self-identity will imply environment-friendly behaviours. The concept of green self-identity has been studied in the previous literature based on the environment-friendly identity (Van der Werff and Steg, 2016).

Another definition related to the concept of consumer identity is the label of category, which becomes a consumer's identity when the consumer starts to unite the sense of themselves into an individual following the label. Self-identity influences how an individual accepts the world and behaves toward the world (Summers et al., 2016). This concept also refers to the belief that the environment is the most important part of an individual (Begon and Townsend, 2021). The green identity reflects whether an individual perceives themselves as part of nature and also reflects the perspective of an environment-friendly individual (Van der Werff and Steg, 2016). On the contrary, the green self-identity is more specifically related to environment-friendly activities, which has a more direct relationship to environment-friendly actions in comparison to the mere perspective toward the importance of the environment from a personal standpoint (Summers et al., 2016; Van der Werff and Steg, 2016). Specific to the context of the study, the measurement for self-identity will rely on three aspects (i.e. green brand is an important part of portraying who I am, I am the type of individual who will purchase the

green brand, and I regard myself as a person who will b u y the green brand) (Jung and Bice, 2019; Van der Werff and Steg, 2016).

The Relationship Between the Egoistic Values and The Green Self-Identity. The results of several studies show how personal values can be the factor that influences environment-friendly behaviours through the formation of a green self-identity (Van der Werff and Steg, 2016). At the same time, the results of these studies show that personal values are the important variable that shapes the self-concept and contributes to the formation of self-identity (Summers et al., 2016). The two statements show that green self-identity is crucial in mediating the relationship between egoistic values and green behaviours (Van der Werff and Steg, 2016). Based on a literature review, it is alleged that:

H1: Egoistic values have a positive influence on green self-identity.

The Relationship Between the Biospheric Values and The Green Self-Identity. Biospheric values are also discussed in the previous studies as part of self-transcendence. A high level of self-transcendence tends to result in a high level of self-identity (Jia et al., 2017). Similarly, the high level of biospheric values will positively affect self-identity (Ruepert et al., 2016). Thus, the substance of these findings supports the results of another study about the relationship between biospheric values and environmental self-identity (Ateş, 2020), which states that biospheric values positively impact the formation of self-identity. In addition, the result of a study by (Nguyen et al., 2016) shows that biospheric values positively influence consumers' environmental identity. This literature review suggests that:

H2: Biospheric values have a positive influence on green self-identity.

The Relationship Between the Green Self-Identity and The Green Purchase Intention. The fundamental theory that displays the relationship between self-identity and intentional behaviours is the identity theory (Stryker, 1968, 1980, 1987), which states that self refers to the social construct of an individual. In this regard, self-identity refers to a set of identities that play different roles within each individual under certain conditions in a community. These roles are adjusted to some expectations concerning the desired behaviours (Van der Werff and Steg, 2016). Therefore, the behavioural patterns of an individual are related to the role identity; the more critical the essence is, the stronger the intentional behaviours will be among the young generations (Abbasi et al., 2022). (Sharma et al., 2020) emphasizing that green self-identity influences green purchasing intentions. This literature review suggests that:

H3: Green self-identity has a positive influence on green purchase intention.

The Relationship Between the Egoistic Values and The Green Purchase Intention. Principally, an individual is motivated by three objectives, namely, for the sake of attaining personal benefits, for the sake of sharing with other people, and for the sake of preserving the environment (Bamberg et al., 2018; Scopelliti et al., 2018). Each value within a consumer has different objectives, and consequently, the three values have the potential to either strengthen or weaken green behaviours. The other values

orientation might be associated with the green behaviours that promote agricultural context (Chua et al., 2016). In their study, it is confirmed that egoistic values, altruistic values, and biospheric values have a positive influence on the NEP (New Environmental Paradigm) and influence environment-friendly personal norms. In addition, (Van der Werff and Steg, 2016) confirm the influence of the different value orientations in the smart energy system industry domain. Their study confirmed that altruistic and biospheric values influence the formation of behaviours toward the smart energy system. The relationship between egoistic values and green behaviours has been proposed by (Li et al., 2021; Sun et al., 2022; Wang et al., 2020). In this study, it is confirmed that hedonistic values influence an individual's belief system in selecting organic wine. The hedonistic values, which are part of the egoistic values, within an individual do not decrease the desire to pursue green behaviours. Referring to the discussion, it is alleged that:

H4: Egoistic values have a positive influence on green purchase intention.

The Relationship Between the Biospheric Values and The Green Purchase Intention. Some previous studies have shown the influence of biospheric values on environment-friendly behaviours (Van der Werff and Steg, 2016). Similarly, the results of a study (Yadav and Pathak, 2016) show that biospheric values positively influence the environment-friendly behaviours of organic food, which individual behaviours have shown. These findings also show that the biospheric values have been an important predictor in altering individual behaviours into environment-friendly behaviours (Shin et al., 2017). This literature review suggests that:

**H5:** Biospheric values have a positive influence on green purchase intention.

Research Model. In conducting the study, the researcher will rely on the following research model.
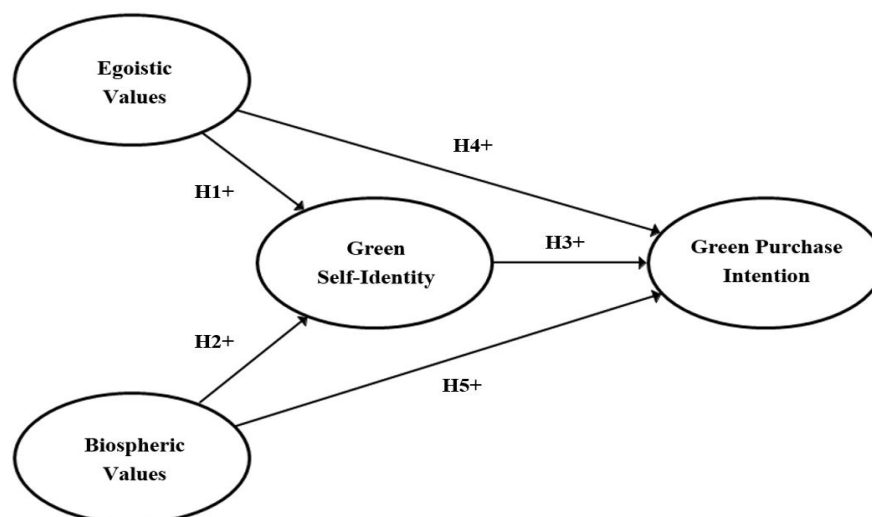
Figure 1. Research Model

METHODS

Design, population and sample, data collection technique. The research design in **Figure 2** is a research flowchart about the influence of egoistic and biosphere values on green shift-identity towards green purchase intention. This study uses a causality approach through marketing strategies (i.e. operationalization of variables, methods of collecting data and information, determining population, calculating the number of samples, sampling techniques, and design analysis), which is carried out in testing research hypotheses by conducting studies that bring about changes in egoistic values and biosphere of green self-identity towards green purchase intention. The data collection technique using the selected instrument is a questionnaire consisting of several statements the subject must fill in. The population in the study is the millennial generation in Jakarta and the surrounding areas; the population is selected concerning the presence of the green brand. Millennial people refer tothe demographic group after Generation X (Gen-X). There is no exact time limit for the group's beginning and end. As a result, the experts usually use the beginning of the 1980s as the birth of these people and the middle of the 1990s untilthe beginning of the 2000s as the end of the birth among these people. The population is in Jakarta and surrounding areas because they represent a dynamic community in the big city of Indonesia.
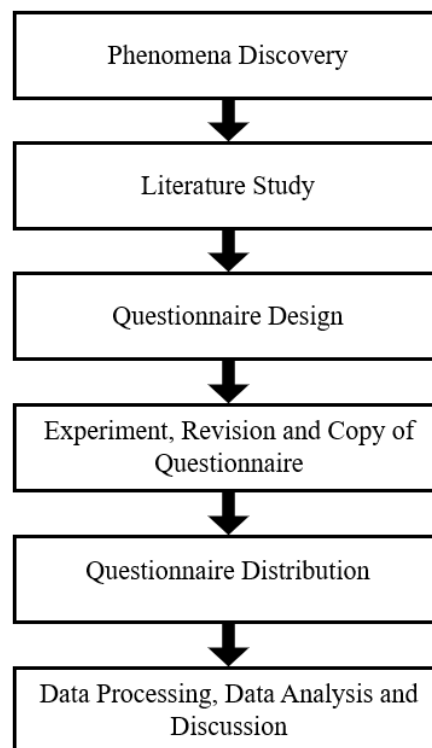
Figure 2. The Flowchart for the Conduct of the Study

Operational Variables. Variable measurements in social research that are vague are carried out using the technique of breaking down ideas or concepts into the characteristics of the object being observed (Sekaran and Roger, 2016). In this study, the definition of operational variables will be elaborated in **Table 1**.

Table 1. Operational Variables

Variables	Operational Variables	Indicators
Egoistic values	How an individual values themself focuses on safeguarding or increasing their resources, making a person related to other people and living in nature, and concentrating on self-welfare (Chua et al., 2016; Dalvi-Esfahani et al., 2017; Van der Werff and Steg, 2016)	1. Social Power 2. Wealth 3. Authority 4. Influential 5. Ambitious 6. Hedonic 7. Self-direction 8. Achievement (Chua et al., 2016; Dalvi-Esfahani et al., 2017; Van der Werff and Steg, 2016)
Biospheric values	The values orientation of an individual emphasizes the objective toward the environment (Shin et al., 2017; Wang et al., 2020)	1. Preventing pollution 2. Appreciating earth 3. Uniting themself to nature 4. Preserving the environment (Shin et al., 2017)
Green Self-identity	A category label becomes the identity when the consumers start to unite their sense into a being by the label (Van der Werff and Steg, 2016; Wheeler, 2017)	1. Green brand is an important part of explaining who I am. 2. I am the type of individual who will purchase the green brand 3. I see myself as an individual who will buy the green brand (Van der Werff and Steg, 2016)
Green Purchase Intention	Consumer interest or intention to purchase green products so that they perceive that they will contribute something to the environment (Bhatt, Silverman, and Dickson, 2019; Yadav and Pathak, 2017)	1. Purchase intention 2. Use intention 3. Plan 4. Repurchase intention (Yadav and Pathak, 2016, 2017)

Source: The theories that the researcher has attained to the study

Data Analysis Method. In selecting the sample, the reason for using purposive sampling is because the sample selection is based on specific criteria (Malhotra and Dash, 2016). Regarding the purposive sampling technique, the requirements that will be assigned for selecting the sample are as follows: (1) the subjects belong to the millennial age group, and (2) the subjects pass the pilot test about environmental awareness and green-brand knowledge. To get the sample characteristics that represent the population (Hair et al., 2017), the method is at least five to ten times the number of indicators, and a sample distribution of at least 100 respondents is obtained. This makes the PLS data analysis method very suitable because it uses a small number of samples but still obtains high statistical power.

RESULTS

Description of Respondents. There are 100 respondents divided into 64 per cent women and 36 per cent men, meaning that women are more dominant towards environmentally friendly behaviour. For the age level between 24 to 29 years, it is 69 per cent; for 30 to 34 years, it is 21 per cent; and for the 35 to 40-year-old there is 10 per cent, meaning that consumers aged 24 to 29 are more likely to behave in

consuming eco-friendly products, perhaps activities Their online shopping is more technology and information literate. This activity usually occurs at the undergraduate level, with 53 per cent of the total 100 respondents.
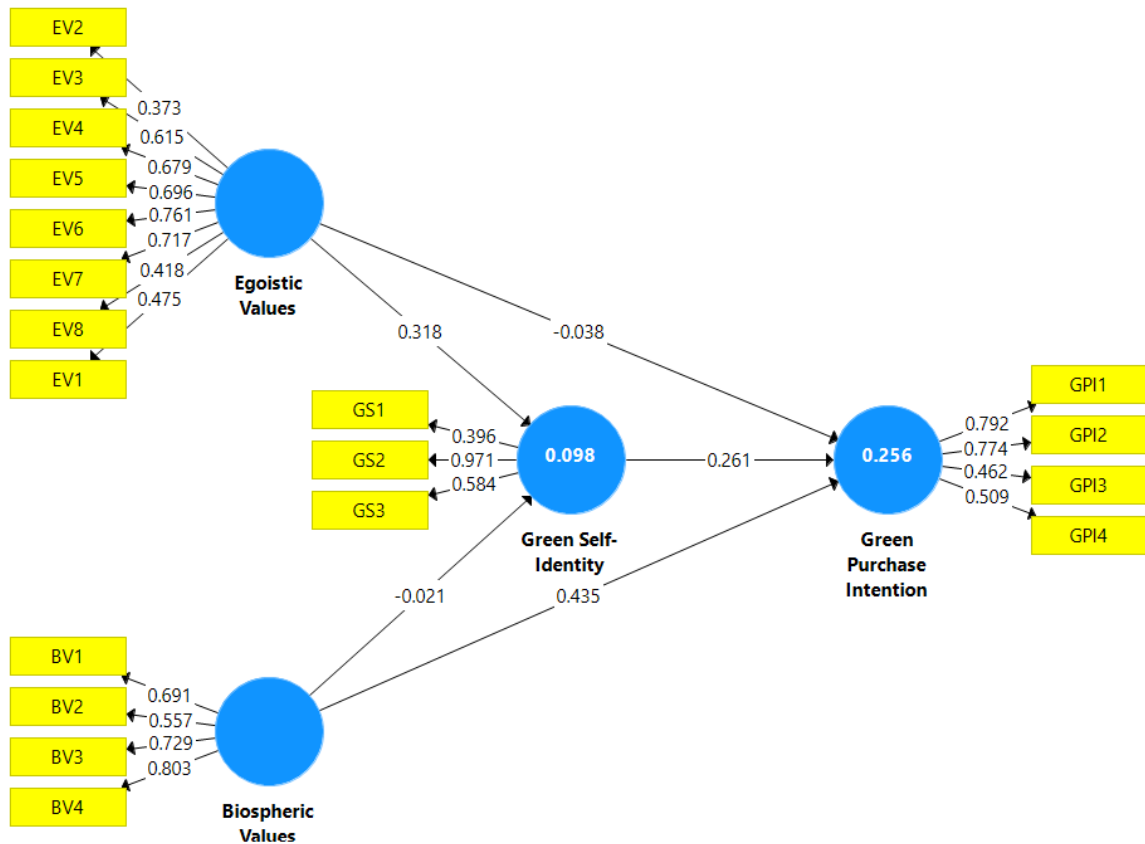
Figure 3. Outer Loadings Before Modification
Source: SmartPLS output

Measurement Model Analysis. To ensure the level of validity according to the criteria, the assessment used is Outer Loadings (OL above 0.708), but if obtained (OL below 0.708), will be excluded from the model (**Figure 3** Outer Loadings Before Modification and **Figure 4** Outer Loadings After Modification). Furthermore, a good level of validity also needs to be assessed from the Average Variance Extracted (AVE above or equal to 0.500) (Sarstedt et al., 2017).
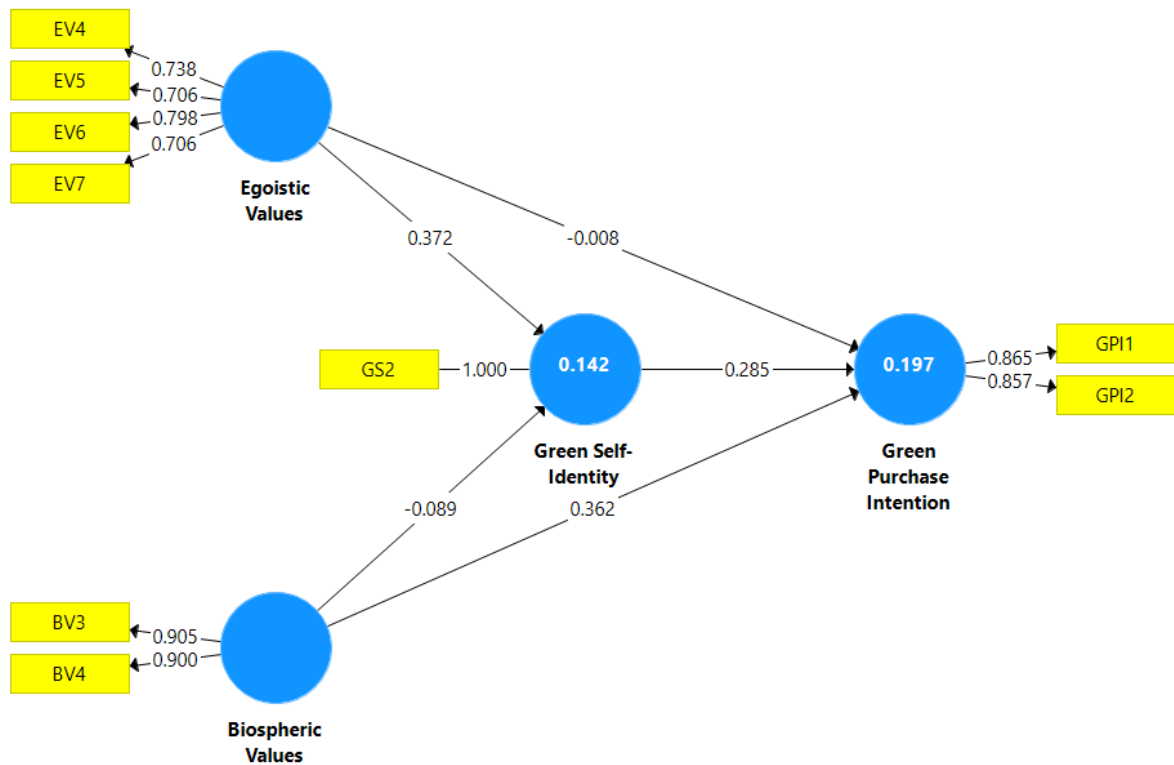
Figure 4. Outer Loadings After Modification
Source: SmartPLS output

The Outer Loadings (OL) results before being modified are presented in **Figure 3** showing several items from the construct of Egostic Values (i.e. EV1, EV2, EV3, EV8), Biosheric Values (i.e. BV1, BV2), Green Self-identity (i.e. GS1, GS2), and Green Purchase Intention (i.e. GPI3, GPI4) results in outer loading below 0.708, so it should be excluded from the model. Therefore, it is necessary to modify the model to produce a model that meets the criteria at a good test level, as shown in **Figure 4**. More details on the Outer Loadings (OL) results can be seen in **Table 2**.

Table 2. Outer Loadings (OL)

Variables	Items	OL	Criterions	Results
Egoistic Values	EV1: Social Power	0.475		Not accepted
	EV2: Wealth	0.373		Not accepted
	EV3: Authority	0.615		Not accepted
	EV4: Influential	0.738	0.708	Accepted
	EV5: Ambitious	0.706		Accepted
	EV6: Hedonic	0.798		Accepted
	EV7: Self-direction	0.706		Accepted
	EV8: Achievement	0.418		Not Accepted
Biospheric Values	BV1: Preventing pollution	0.691		Not accepted
	BV2: Appreciating earth	0.557	0.708	Not accepted
	BV3: Unite himself with nature	0.905		Accepted
	BV4: Preserving the environment	0.900		Accepted
	GS1: Green brand is an important part of explaining who I am	0.396	0.708	Not accepted

Green Self-Identity	GS2: I am the type of individual who will purchase the green brand	1.000		Accepted
	GS3: I see myself as an individual who will purchase the green brand	0.584		Not accepted
Green Purchase Intention	GPI1: Purchase intention	0.865	0.708	Accepted
	GPI2: Use intention	0.857		Accepted
	GPI3: Plan	0.462		Not accepted
	GPI4: Repurchase intention	0.509		Not accepted

Source: SmartPLS output

Based on the procedures that have been set according to the reference to provide a decision on the OL of all constructs shown in **Table 2** is the OL of Egoistic Values (i.e. EV4, V5, EV6, EV7) resulting in acceptable criteria, OL of Biospheric Values (i.e. BV3, BV4) is acceptable, OL from Green Self-Identity (i.e. GS2), and OL from Green Purchase Intention (i.e. GP1, GP2) is acceptable.

Table 3. Average Variance Extracted (AVE)

Variables	AVE	Criterions	Results
Egoistic Values	0.545		Accepted
Biospheric Values	0.815	0.500	Accepted
Green Self-Identity	1.000		Accepted
Green Purchase Intention	0.741		Accepted

Source: SmartPLS output

In addition, the assessment of the Average Variance Extracted (AVE) that has been determined to strengthen the measurement results is at an acceptable level of validity, as shown in **Table 3**. As a result, all constructs have met good validity (i.e. Egoistic Values, Biospheric Values, Green Self-Identity, and Green Purchase Intention) because the AVE value of all constructs is above 0.500.

Table 4. Cronbach's Alpha(CA) and Composite Reliability (CR)

Variables	CA	Criterions	CR	Criterions	Results
Egoistic Values	0.727		0.827		Accepted
Biospheric Values	0.773	0.600	0.898	0.700	Accepted
Green Self-Identity	1.000		1.000		Accepted
Green Purchase Intention	0.651		0.851		Accepted

Source: SmartPLS output

Finally, the assessment of the measurement model is to look at the results of Cronbach's Alpha (CA) and Composite Reliability (CR) shown in **Table 4**. It has been decided, according to the established criteria, that the results of CA and CR from Egoistic Values, Biospheric Values, Green Self-Identity, and Green Purchase Intention produce an acceptable level of criteria because CA results are above 0.600 and CR is above 0.700.

Structural Model Analysis. The hypothesis built in this study, which only tested the positive direct effect of the procedure (Sarstedt et al., 2017), was used. The procedure is the value of the path coefficient between (−1) to (+1) (**Table 5**). If the path coefficient between constructs is getting closer (+1), the relationship is getting stronger, and conversely, it is getting weaker (Sarstedt et al., 2017). However, testing R^2 and Q^2 on the

structural model cannot be ignored because it is important to determine whether the model has relevant predictions (Q^2).

When using the R^2 approach procedure, the results obtained by the green self-identity variable are very weak, namely 0.142, and the green purchase intention variable is weak, namely 0.197, which is explained by the egoistic values and biospheric values variables. As a result, other variables outside the research model provide a greater influence. Meanwhile, looking at the results of the relevant prediction model using the Q^2 approach through the blindfolding procedure (Sarstedt et al., 2017), the results obtained are as expected, where the Q^2 value of the green self-identity variable is 0.094, greater than 0.000. The Q^2 value of the green variable purchase intention is 0.114, greater than 0.000; it can be said that the model has met the relevant predictions.

Table 5. Path Coefficient

Relationships	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Accepted?
H1, EV→GS	0.372	0.378	0.097	3.553	0.000	Yes
H2, BV→ GS	-0.089	-0.087	0.104	0.850	0.396	No
H3, GS→GPI	0.285	0.290	0.110	2.605	0.000	Yes
H4, EV→GPI	-0.008	-0.008	0.119	0.070	0.944	No
H5, BV→GPI	0.362	0.365	0.087	4.149	0.000	Yes

Source: SmartPLS output

Note: research hypothesis is a direct relationship positively

Table 5 shows that the original sample estimate is positive (i.e. 0.372), which indicates that the direction of the relationship between egoistic value (EV) and green self-identity (GS) is positive, which means **H1** is accepted. The original sample estimate is negative (i.e., 0.089), which indicates that the direction of the relationship between biospheric value (BV) and green self-identity (GS) is negative, which means **H2** is not accepted. The original sample estimate is positive (i.e. 0.285), which indicates that the direction of the relationship between green self-identity (GS) and green purchase intention (GPI) is positive, which means **H3** is accepted. The original sample estimate is negative (i.e., 0.008), which indicates that the direction of the relationship between egoistic values (EV) and green purchase intention (GPI) is negative, which means **H4** is not accepted. The original sample estimate is positive (i.e. 0.362), which indicates that the direction of the relationship between biospheric value (BV) and green purchase intention (GPI) is positive, which means H5 is accepted.

DISCUSSION

The Relationship Between the Egoistic Values and The Green Self-Identity. Based on the first hypothesis test, the results obtained that egoistic values positively affect green self-identity prove the first hypothesis is supported. This result is justified by (Perera et al., 2022 Ruepert et al., 2016 and Summers et al., 2016), stating that egoistic values are closely related to green self-identity. However, it differs from the findings of (Barbarossa et al., 2017), saying that openness-to-change negatively affects green self-identity, where openness-to-change is reflected in hedonic values and ego-centred self-esteem. The results of this study provide meaning that consumers with high egoistic values will increase their

environmentally friendly self-identity. In addition, these results provide an empirical understanding of the self-centred values embodied in individuals, which will result in positive behaviour reflected in green self-identity.

Indicators that make a real contribution to influencing egoistic values (i.e., influence, ambition, hedonism, and self-direction). Indicators of self-centred values are values that deserve attention, which will eventually form a green self-identity (i.e. I am the type of individual who will purchase the green brand, and I see myself as an individual who will buy the green brand). Egoistic values are often considered the cause of individuals discouraged from acting Green. Still, in this study, consumers with high self-centred values will affect green self-identity because high egoism does not mean consumers may not indicate green consumption (Ruepert et al., 2016).

This means that egoistic values as antecedents make an important contribution to the formation of green self-identity for Generation X. Consumers born in Generation X instil self-centred values within themselves that tend to be able to maintain and increase their ability to influence the living nature that directs to get as much pleasure as possible. Although egoistic values place less emphasis on environmentally friendly behaviour, such behaviour is an advantage in obtaining functional and emotional benefits embedded in these self-centred values.

The Relationship Between the Biospheric Values and The Green Self-Identity. The results of the second hypothesis test the results obtained that the value of the biospheric value hurts green self-identity, meaning that the second hypothesis can not be proven or not accepted. This result is approved by research from (Perera et al., 2022), which states that biospheric value hurts green self-identity. This result means that the value of the biosphere has not been able to become the best antecedent in shaping the behaviour of green self-identity. Even though several relevant studies state that individuals with biosphere values usually enable them to shape their behaviour as a green self-identity (Ruepert et al., 2016). As explained by (Wang et al., 2021), the value of the biosphere positively affects green self-identity.

Previous research has stated that the value of the biosphere is the best predictor of influencing consumers to behave environmentally friendly (Shin et al., 2017; Van der Werff and Steg, 2016). However, this study resulted in the inability of biosphere values to form green self-identity and was confirmed by research (Perera et al., 2022). Consumers with low biosphere values find it challenging to turn on the feeling of uniting themselves with nature and preserving the environment, resulting in a lack of green self-identity. Of course, the indicators of biospheric values developed in this study (i.e. appreciating earth, uniting himself with nature, and preserving the environment) have not been able to make the best contribution in forming indicators of green self-identity (i.e. I am a type of individual will purchase the green brand, and I see myself as an individual who will buy the green brand).

(Perera et al., 2022) They have emphasized that individuals with biosphere values of respect for nature aim to fulfil their interests and are usually not interested in highlighting environmental identities that are considered essential. This study confirms these findings that consumers who ignore biosphere values will need more awareness of environmental identity. In addition, Generation X's low understanding of the environment does not mean they do not have environmentally friendly behaviour but are unwilling to highlight their identity as environmentally friendly actions.

The Relationship Between the Green Self-Identity and The Green Purchase Intention. The results of the third hypothesis test show that green self-identity positively affects green purchase intentions and prove the third hypothesis is supported". This result is supported by research (Hwang and Kim, 2018; Perera et al., 2022), which states that green self-identity positively impacts green purchase intention. Individuals with a high green self-identity will lead to positive attitudes and behaviours that lead to green purchase intention. Green self-identity is the best factor as the primary consideration for green purchase intention.

The results of this study are also important to highlight the indicators that make an important contribution to shaping green self-identity (i.e. I am the type of individual who will purchase the green brand, and I see myself as an individual who will buy the green brand) and have confirmed a strong ability to influence the indicators of green purchase intention (i.e. purchase intention, and intention to use). The indicators used in this study confirm the indicators developed from the research (Yadav and Pathak, 2016, 2017; Van der Werff and Steg, 2016).

Green self-identity is a feeling embedded in Generation X consumers who have a personality agreeing to buy green brands. (Perera et al., 2022) It was stated that utilizing environmental identity to implement a green marketing strategy was the right decision to target green markets. This study justifies the concept of the findings that consumers from Generation X who have a personality of green self-identity without hesitation intend to buy and consume products or brands that are environmentally friendly.

The Relationship Between the Egoistic Values and The Green Purchase Intention. The results of the fourth hypothesis test, the results of this study indicate that the egoistic value harms green purchase intentions, meaning that the fourth hypothesis can not be proven or unsupported". This result is approved by research (Caniëls et al., 2021), which states that egoistic values harm green purchase intention. This means the egoistic value cannot be ascertained as an important factor influencing green purchase intention. However, in contrast to the findings from (Li et al., 2021; Wang et al., 2020), they state that egoistic value positively impacts green purchase intention.

In the end, the indicators of egoistic value used in this study (i.e. influence, ambition, hedonic, and self-direction) have not been able to make a real contribution to influencing the indicators of green purchase intention (i.e. purchase intention and intention to use) to buy a green product or brand. This is (Caniëls et al., 2021) because selfish feelings are closely related to health problems to benefit them, giving rise to consumer choices for environmentally friendly products. Confirming the findings from previous research, this research acknowledges and affirms that egoistic values with feelings that prioritize personal needs cause consumers to discourage buying environmentally friendly products.

With its egoistic values, Generation X is a consumer who is aware of how important it is to respect oneself, so they selectively choose environmentally friendly products. This ensures that consumers who maximize personal gain and obtain health benefits from environmentally friendly products will need help to influence their purchase intentions for certain products that are genuinely environmentally friendly. If so, marketing strategy management must be able to provide eco-green promotions appropriately according to customer management's understanding and knowledge.

The Relationship Between the Biospheric Values and The Green Purchase Intention. The results of the fifth hypothesis test of this study indicate that the value of the biosphere has a positive effect on green purchase intentions and prove the fifth hypothesis

is supported. The results of this study are confirmed by (Caniëls et al., 2021; Li et al., 2021), revealing that the biospheric value positively influences the consumption of environmentally friendly products. The value of the biosphere embedded in consumers can be ascertained to carry out green purchase intention behaviour.

Generation X consumers with a feeling of uniting themselves with nature and preserving the environment are generations who are involved in environmentally friendly behaviour and are willing and intend to use and buy environmentally friendly products. Confirmation by (Caniëls et al., 2021) that when individuals state that personal values (i.e. preventing pollution, respecting the earth, and protecting the environment) are guiding principles in their lives to demonstrate pro-environmental intentions, behaviours, and purchasing experiences.

Generation X consumption patterns depend on the biosphere values reflected in themselves to support the environment. The orientation of marketing management involving Generation X knowledge that is pro-environmental (i.e. uniting oneself with nature and preserving the environment) is an effective promotion strategy. This, of course, will provide certainty to consumers who intend to buy and use green products. It is confirmed by (Caniëls et al., 2021) that friendly products are positioned in such a way as to attract higher consumer awareness of how important environmental issues are.

CONCLUSIONS

Based on the results of research and discussion on green behaviour: the influence of egoistic values and biospheric values on increasing green self-identity, the first conclusion is egoistic value has a positive effect on green self-identity in Tupperware's eco-friendly products. It can be concluded that a person's egoistic value influences their green self-identity to buy green Tupperware eco-friendly products. Second, biospheric value harms green self-identity in eco-friendly Tupperware products. If a person's biospheric value increases, then green self-identity has no effect, and purchases of eco-friendly Tupperware products decrease. Third, green self-identity positively impacts green purchase intention in eco-friendly Tupperware products. It can be concluded that when a person's green self-identity is high, the higher the intensity of a person in making green purchase intentions on eco-friendly Tupperware products. Fourth, egoistic value hurts green purchase intention in eco-friendly Tupperware products. The higher the egoistic value of a person, the less the intention to buy eco-friendly Tupperware products. And the fifth, biospheric value, positively affects green purchase intentions for Tupperware's eco-friendly products. If the value of a person's biosphere increases, then the green purchase intention of eco-friendly Tupperware products increases.

In addition, there are some limitations to this study. First, because the data was collected only in Jakarta, Indonesia is known to have the largest number of islands, tribes, customs, cultures, and languages in the world. As a result, the generalization of the findings has not interpreted the expected results. It should be noted that the results of this study focus on green purchase intention and green self-identity. It is not recommended for this finding to be adapted other than to product categories such as "green product" (i.e. food or drink that is packaged or made using environmentally friendly materials so that it can be carried out through the 3R method (i.e. reuse, reduce, and recycle). Finally, future research needs to embed the role of awareness in influencing self-identity and how important environmental sustainability is.

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