Green value and servitization effects on purchase intentions toward Indonesian micro food enterprises

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Received: November 21, 2025; Revised: February 23, 2026;
Accepted: February 24, 2026; Published: March 21, 2026

Abstract
This study looks at how Green Perceived Value (GPV) shapes consumers' Intention to Buy (ITB), with Green Servitization (GS) acting as a bridge between the two. We began with a simple question: is buying intention really just about rational cost–benefit calculations as classical economic theories suggest? To explore this, we surveyed consumers using a five-point Likert scale and analysed the data with PLS-SEM. The results suggest a clearer story. GPV does not directly lead to ITB. Instead, its influence works through GS. In other words, consumers are more likely to intend to buy when green value is translated into meaningful service-based offerings. This indirect effect is significant overall, and especially strong among female respondents. For women, GPV positively drives GS, which in turn strongly predicts ITB showing full mediation. It seems women are more inclined to convert green value perceptions into buying intentions when supported by green-oriented services. For men, although GPV strongly predicts GS, GS does not significantly affect ITB. This makes the mediation insignificant. In general, the pathway from GPV to ITB appears to depend on gender. Theoretical and practical implications are provided.

Keywords: *green perceived value, green servitization, intention to buy.*

Introduction

Micro-Sized Enterprises (MSEs) play a central role in Indonesia's economy, particularly in the food sector (Gupta, 2023). These businesses dominate local markets, absorb a large portion of the workforce, and shape everyday consumption patterns within communities. It is different from large corporations, micro-sized food enterprises operate with limited capital, informal structures, and close relationships with customers. Their scale makes them highly flexible. However, they are also vulnerable to competitive pressure and unstable consumer preferences. Because food is a basic and frequently purchased necessity, micro-sized food enterprises are in a unique position to influence sustainable consumption at the grassroots level. This makes them an important context for examining how sustainability values translate into actual buying intentions.

Many previous studies treat intention to buy (ITB) as something that comes directly from a simple cost and benefit calculation. This idea comes from classical economic and rational choice thinking, where consumers are viewed as logical decision makers. In this perspective, people compare what they gain from a product, such as price, quality, and usefulness, with what they have to give up, usually money or effort, before deciding to purchase (Zhao et al., 2021; Ghali-Zinoubi & Toukabri, 2019; Lee & Winterich, 2022). Traditional frameworks like the Theory of Planned Behavior also support this assumption. They suggest that buying intention grows from a reasoned evaluation of advantages and disadvantages (Kumar &

DOI: https://doi.org/10.24123/mabis.v25i1.1025
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Smith, 2018). However, this rigid cost-benefit framework oversimplifies consumer decision-making and ignores the complex interplay of psychological, social, and experiential factors that influence purchasing behaviour. Even though price and quality are still important, recent research in consumer behaviour shows that buying intention cannot be explained only by economic logic. People do not always make decisions purely based on what is cheaper or more functional. In the context of sustainable and ethical consumption, intention to buy is also influenced by moral values, social identity, and emotional involvement (Sharma & Foropon, 2019; Handriana et al., 2021). This challenges the traditional cost and benefit view. In many cases, consumers are willing to pay more for products that match their ethical beliefs or environmental concerns, even when there is no direct financial advantage (Zhao et al., 2021). In other words, purchasing decisions are not always about maximizing economic gain, but also about expressing values and personal principles.

Given the limitations of prior studies that conceptualise ITB as a direct consequence of cost-benefit analysis, it is crucial to observe ITB from the perspective of GPV and GS. GPV and GS provide a more comprehensive lens through which ITB can be analysed. They extend beyond economic rationality to include relational, emotional, and service-based components of value perception (Riva et al., 2022; Oyelakin & Johl, 2022). Essentially, observing ITB through GPV and GS helps address a key gap in prior research. The failure to recognise that consumers do not merely purchase green products for their standalone attributes but also for the ecosystem of sustainability-driven services that enhance their perceived value (Roh et al., 2022). This study also directly responds to the shortcomings of prior research that assumes a universal or homogeneous value perception among consumers. Prior studies often rely on static conceptualisations of perceived value (Ghali-Zinoubi & Toukabri, 2019). They fail to recognise that green products are not judged solely based on their material characteristics but also on how well they integrate with consumers' sustainability-related expectations (Rusch et al., 2023). GPV extends beyond functional and economic benefits, incorporating ethical, emotional, and symbolic dimensions that cannot be fully captured by cost-benefit models alone (Chen & Chang, 2012; Li et al., 2024). However, GPV alone is insufficient to drive ITB because, without proper service-based reinforcement, consumers may struggle to fully realise the advantages of green products. This is where GS becomes essential, acting as a bridge that enhances the perceived utility, convenience, and credibility of green offerings. Studies on green servitization have demonstrated that consumers increasingly seek value through service experience rather than just product ownership (e.g., Hao et al., 2021; Sakaya, 2023). If integrating GS into the ITB framework, this research corrects the overemphasis on product-centric perspectives in prior studies and make parallel with more contemporary understandings of value co-creation, where firms must engage consumers beyond the point of sale through supportive, sustainability-enhancing services.

Furthermore, the incorporation of GPV and GS into ITB analysis offers a necessary response to the lack of consumer segmentation in prior research, particularly concerning gender-based variations in purchasing behaviour. Many previous studies treat consumers as a homogeneous group (Rondoni & Grasso, 2021). They ignore to recognise that different demographic groups weigh value dimensions differently when making purchasing decisions (Rondoni & Grasso, 2021). If linking GPV and GS to ITB, this study introduces a

more comprehensive perspective that accounts for the mediating role of servitization, particularly in explaining why ITB varies across gender groups. The finding of the current study that GS significantly mediates the GPV-ITB relationship for females, but not for males, challenges prior research that assumes uniform decision-making processes. Instead, it is attributed to behavioral economics and consumer psychology research, which suggests that purchasing decisions are shaped by deeply ingrained social and emotional drivers rather than just economic calculations (Kanaveedu & Kalapurackal, 2024). Therefore, by means of recognizing that ITB emerges from a combination of product value and service-based reinforcements, this study moves beyond the limitations of prior cost-benefit-driven research and offers a more holistic, behaviorally grounded, and segmentation-sensitive approach to understanding sustainable consumer decision-making.

Consumer Value Theory (CVT) may provide a powerful foundation for analyzing the research results because it explains how consumers perceive, evaluate, and prioritize different forms of value when making purchasing decisions. Traditional CVT frameworks suggest that consumers assess products based on functional, emotional, social, epistemic, and conditional value (Wang et al., 2021), but these dimensions are not static or universally weighted in the same way by all consumers (Khan & Mohsin, 2017). Instead, the importance of each value dimension varies based on contextual factors such as personal beliefs, societal influences, and product characteristics. This variation is essential in explaining why GPV does not directly lead to ITB but requires the mediating role of GS. If GPV were purely about functional or epistemic value (Chen, 2013), consumers might make direct purchasing decisions based on product attributes alone. The CVT helps explain why green servitization is necessary. Consumers do not perceive green products in isolation but as part of a broader experience that includes services, support, and engagement with sustainability-driven business practices. This is congruence with the evolving understanding of CVT, which suggests that value perception is a dynamic process influenced by how well a product integrates with consumers' expectations and lived experiences rather than merely being a sum of its features (Wang et al., 2021).

Additionally, we propose that CVT helps justify the gender-based variations in the research findings by recognizing that consumer value perception is not uniform across demographic groups. According to Tanrikulu (2021), CVT assumes that value dimensions apply equally to all consumers, but a more comprehensive interpretation suggests that gender, cultural background, and personal values shape how different individuals prioritize value. The fact that women demonstrate a stronger mediation effect through GS suggests that they place greater emphasis on the emotional and social aspects of green servitization, which CVT recognizes as essential components of consumer decision-making. Previous studies (e.g., Joshi et al., 2021; Castro-González et al., 2019) have acknowledged that emotional and social value play a significant role in consumer choices, but they have not always accounted for how these dimensions interact with sustainability-based services. If we apply the CVT, we can move beyond simple demographic categorisations and understand that consumer behavior is shaped by the underlying psychological and social mechanisms that govern value perception.

The new face of consumer behavior is characterized by a deeper connection between individual consumption choices and broader social, ethical, and ecological implications. Consumers are no longer passive recipients of marketing messages. Instead, they actively

seek brands and products that make parallel with their personal values, lifestyles, and long-term sustainability goals (Lubowiecki-Vikuk et al., 2021). This shift has been further amplified by digital transparency, social media activism, and increased awareness of global challenges such as climate change and resource depletion, making consumers more critical, informed, and selective in their purchasing decisions (Leong et al., 2019; Rees et al., 2019). Furthermore, consumers are moving away from purely product-centric evaluations and are instead drawn toward brands that offer meaningful engagement, personalized experiences, and a sense of community. This change has led to the rise of service-based and subscription-driven models, where continuous interaction with a brand becomes more valuable than a one-time purchase (Nicolae, 2024). This study proposes that GS plays a significant role in this evolution. It transforms sustainability into an ongoing relationship rather than a single purchase decision (Oyelakin & Johl, 2022). Whether through repair services, recycling incentives, ethical sourcing transparency, or educational initiatives, businesses that integrate GS into their operations create a long-term connection with consumers, fostering loyalty and repeat engagement. This new behavioral trend also suggests that consumers increasingly expect companies to be proactive in sustainability efforts rather than merely responding to regulatory pressures or market trends. Thus, through embedding sustainability within service-driven interactions, brands can position themselves as partners in consumers' sustainable lifestyles rather than just providers of eco-friendly products (Ramtiyal et al., 2024). Taken together, this section marks a fundamental departure from conventional consumer behaviour, signalling a future where businesses must continuously innovate and engage with consumers in ways that extend beyond the traditional buyer-seller relationship.

The concept of GPV expands the traditional understanding of consumer value. It moves beyond functional and economic assessments to incorporate ethical, environmental, and psychological dimensions. GPV shifts attention toward sustainability, positioning green consumption as a decision influenced by product attributes and an alignment with broader social and environmental concerns (Woo & Kim, 2019). GPV strengthens ITB by reinforcing consumer trust in the authenticity of green claims, which plays a decisive role in purchasing decisions. In today's market, many consumers are skeptical about sustainability claims. They often question whether a product is truly environmentally friendly or just using green labels as a marketing tactic (Cheung et al., 2015). Because of this, people look for clear proof that the environmental benefits are real. When green perceived value is communicated transparently, for example through open information about sourcing, credible third party certifications, and honest sustainability messages, it builds trust. This transparency makes consumers feel more confident about the product and increases the likelihood that they will follow through on their intention to buy (Ghali-Zinoubi & Toukabri, 2019). It is because consumers associate green products with ethical responsibility and corporate integrity (Joshi et al., 2021). This trust-building effect extends beyond a single purchase decision, as consumers who believe in the credibility of GPV are more likely to become repeat buyers, recommend products to others, and actively seek out similar environmentally friendly alternatives.

Beyond trust, GPV elevates ITB by intertwining sustainability with consumer identity and emotional satisfaction (Rondoni & Grasso, 2021). Choosing eco-friendly products allows consumers to express their values, reinforcing a sense of responsibility toward

environmental conservation. This connection between GPV and personal fulfilment strengthens ITB because consumers derive not only functional benefits from their purchases but also an emotional reward tied to ethical consumption (Riva et al., 2022). Research has shown that purchasing green products can lead to a 'warm glow' effect, where consumers feel a sense of accomplishment and pride in making environmentally responsible choices (Tanrikulu, 2021). Unlike conventional purchases driven purely by necessity, green product consumption is often a reflection of deeper ethical and social considerations. When GPV is effectively communicated, it transforms purchasing behaviour into a meaningful act, where ITB is influenced by both rational evaluations and emotional engagement. This dynamic explains why consumers who strongly perceive GPV are more likely to demonstrate brand loyalty and advocacy, as their consumption choices become a reflection of their commitment to sustainability.

H1: A higher level of green perceived value leads to a bigger intention to buy.

When consumers perceive strong GPV in a product, they naturally expect companies to extend sustainability commitments beyond the product itself, fostering demand for complementary green services. These services, such as eco-friendly maintenance, recycling programs, or sustainability-focused customer education, are expected to enhance the overall value proposition of green products. GPV creates a foundation where consumers see green servitization not as an additional benefit but as a necessary extension of the product's sustainable attributes (Riva et al., 2022). As businesses respond to these expectations, they integrate GS into their business models, reinforcing the perception that sustainability is a holistic commitment rather than a mere marketing tool. Consumers may purchase the product with good intentions, but if they lack the means to dispose of it correctly, it may end up in a landfill rather than fulfilling its intended eco-friendly purpose. This is where GS plays a critical role – businesses that prioritize sustainability must implement services such as waste collection programs, instructional campaigns, or take-back initiatives to ensure their green products serve their intended function (Kerber et al., 2024). In doing so, sustainability moves from being a static attribute of a product to an ongoing, dynamic process that businesses and consumers engage in together (Hao et al., 2021). This is particularly relevant in micro-sized enterprises, where resource constraints may limit consumers' ability to adopt sustainable behaviors without external support. GS allows businesses to bridge this gap by providing low-cost, service-driven solutions that complement their green products. In this way, when businesses emphasize GPV, they require creative service-based solutions that enhance the overall value proposition without imposing excessive financial burdens (Rabetino et al., 2024; Yang et al., 2023). Moreover, the influence of GPV on GS is also evident in how businesses restructure their service offerings to maximize sustainability while keeping operational costs low (Opazo-Basáez et al., 2018; Doni et al., 2019). We perceive that companies that highlight GPV understand that their green commitment cannot end at the point of sale; instead, they must foster long-term engagement through service-based sustainability initiatives. Ultimately, this necessity pushes companies to rethink traditional business models and incorporate sustainability in ways that are both economically viable and impactful. As such we propose that GPV acts as a substance for GS, pushing businesses to design services that line up with consumer preferences for ethical and environmentally responsible consumption.

H2: A higher level of green perceived value leads to a bigger extent of green servitization

As consumers become more environmentally conscious, their buying decisions are increasingly shaped by the perceived sustainability of the products they purchase. The implementation of GS strategies in micro-sized food enterprises enhances consumer trust and loyalty by signaling a commitment to sustainability, which in turn fosters a higher intention to buy (ITB) (Johl et al., 2024). Research suggests that consumers prefer to engage with businesses that demonstrate corporate social responsibility (CSR) through tangible, eco-conscious efforts (Ramtiyal et al., 2024). Therefore, when micro-sized food enterprises embed GS into their operations, they fulfil consumer expectations for sustainable consumption and create a competitive advantage that drives purchase intentions. Other scholars suggest that GS initiatives positively influence attitudes toward a company's products, enhance social approval (subjective norms) (Song & Yang, 2024; Xiao et al., 2023), and provide consumers with a greater sense of control over their ecological footprint, thereby increasing their intention to buy from businesses that prioritize green servitization. Additionally, consumers tend to perceive businesses that engage in GS as more transparent, ethical, and socially responsible, all of which contribute to higher levels of trust (Zhang et al., 2022; Kanatlı & Karaer, 2022) – a critical determinant of ITB. In contrast to traditional marketing strategies that focus solely on price and convenience, GS strategies emphasize long-term environmental benefits, which make straight with the growing shift in consumer priorities. In the work of Grover and Bansal (2019), the rise of eco-labelling, certification programs, and sustainability disclosures further reinforces this perception. It make consumers more likely to choose products from businesses that visibly and credibly commit to GS practices.

H3: A higher level of green servitization leads to a bigger intention to buy.

According to some scholars, micro-sized food enterprises that actively implement green servitization practices, such as using biodegradable packaging, sourcing ingredients locally, or improving energy efficiency in their production processes, strengthen the environmental promises attached to their products (Guillard et al., 2018). These concrete efforts make green claims more credible and appealing, especially to consumers who care about sustainability. In a market where people increasingly scrutinize corporate environmental responsibility, visible and practical actions matter more than promotional messages (Wu et al., 2021).

Without these service-oriented commitments, green products risk being perceived as mere marketing strategies rather than genuine sustainability efforts, potentially leading to consumer disengagement and weakened brand credibility. Essentially, without GS, GPV remains an abstract, static concept that lacks the necessary mechanisms to convert consumer interest into actual purchasing behaviour. GPV, on its own, signals a product's alignment with sustainability principles (Chen & Chang, 2012), but it does not provide the practical means for consumers to engage with green consumption in a seamless and rewarding manner. Many consumers recognize the importance of sustainable products (Kumar & Smith, 2018; Riva et al., 2022), yet they hesitate to purchase them due to concerns about accessibility, convenience, affordability, and authenticity. This hesitation stems from a gap between the perceived value of green products and the real-world implications of

integrating them into daily life. GS bridges this gap by embedding sustainability within consumer experience. Consumers may believe that the enterprises demonstrate a tangible commitment to sustainability that extends beyond the product itself (Handriana et al., 2021; Cheung et al., 2015). Consequently, this transparency reassures consumers that their purchase is making a meaningful environmental impact, increasing their willingness to buy and strengthening their loyalty to brands that integrate green services into their business models. Therefore, through strategies like reusable packaging programs, eco-friendly delivery services, sustainability certifications, and educational initiatives, GS provides the structural support needed to ensure that GPV translates into a compelling reason to buy rather than remaining a passive ideal (Johl et al., 2024).

H4: The positive relationship between green perceived value and intention to buy becomes bigger when green servitization is higher

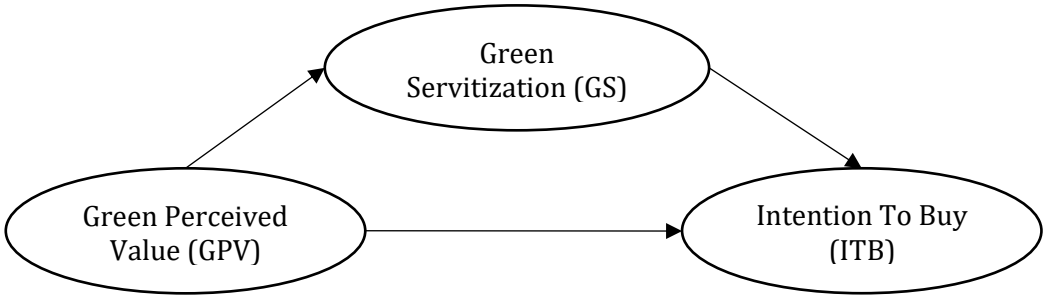

Figure 1. Research Model

Method

We collected our data using questionnaires. We reached people who were in a well-known culinary tourism area in Pamekasan. We chose this location intentionally because Pamekasan is the most developed district in Madura in terms of economic progress, the rapid growth of micro-sized enterprises, and human resource development. We knew that focusing on this area would give us valuable insights since it is a hub for small food businesses that are actively shaping the local economy. In total there are 109 questionnaires analysed within this study. Based on gender, 74 respondents (67.9%) are female, and 35 respondents (32.1%) are male. In terms of age, 28 respondents (25.7%) are aged 25 years or below, 42 respondents (38.5%) are between 26 and 35 years, 25 respondents (22.9%) are between 36 and 45 years, and 14 respondents (12.9%) are above 45 years old. Regarding education level, 39 respondents (35.8%) have completed high school, 24 respondents (22.0%) hold a diploma, 38 respondents (34.9%) have a bachelor's degree, and 8 respondents (7.3%) have a postgraduate qualification.

We approached every potential participant personally. We took the time to explain our project clearly. We wanted them to understand the purpose before deciding. If they showed interest, we introduced the questionnaire. We assured them that completing the questionnaire would only take 5-7 minutes. We did not want them to feel pressured or overwhelmed. On the first page of the questionnaire, we also included all necessary details. We explained the purpose of the study. We assured them that their data would remain confidential. We emphasized that participation was completely voluntary. We also stated that the collected data would be used strictly for research. Additionally, we made it clear

that their responses would stay anonymous. We believed this transparency was crucial for trust. Then, we knew that genuine responses would make our findings more reliable. As such, we wanted participants to feel comfortable sharing their opinions. For us, trust was everything, so we focused on creating a smooth and ethical data collection process.

We used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) so participants could express their opinions clearly and comfortably. This format allowed us to capture different levels of agreement and better reflect real consumer perceptions, rather than limiting responses to simple yes-or-no answers. To measure Green Perceived Value (GPV), we adopted established items from Cheung et al. (2015) to ensure both theoretical grounding and empirical reliability. Since GPV covers several aspects of how consumers evaluate the environmental value of a product, using a validated scale helped maintain consistency and accuracy in measurement. For Green Servitization (GS), we drew measurement items from Opazo-Basáez et al. (2018) and refined them based on Oyelakin and Johl (2022). These sources allowed us to capture how businesses combine green products with sustainability-oriented services. Because servitization continues to evolve, integrating insights from multiple studies ensured that our measurement remained relevant to current discussions. Finally, Intention to Buy (ITB) was measured using items adapted from Onofrei et al. (2022), reflecting recent developments in research on consumer purchase intention.

After collecting the data, we systematically organized it in Excel to ensure accuracy and completeness. This step was crucial for identifying any inconsistencies, missing responses, or anomalies that could affect the analysis. Once the data was cleaned and prepared, we employed Partial Least Squares Structural Equation Modelling (PLS-SEM) to analyse the relationships between our variables. We chose PLS-SEM because it is particularly effective for complex models involving mediation effects and exploratory research settings (Hair et al., 2019). This method allowed us to examine how GPV influences ITB both directly and indirectly through GS. Interestingly, it captures deeper insights that traditional regression techniques might overlook. This analytical approach also enabled us to assess both measurement and structural models simultaneously, ensuring that our constructs were valid and reliable before drawing conclusions. The use of PLS-SEM strengthened our study by providing clear statistical evidence for the proposed relationships, offering a clearer understanding of how sustainability-related values shape consumer behaviour.

Results and Discussion

It is necessary to examine the descriptive statistics. The results are reported in Tables 1 and 2. Table 1 shows good balanced data with no major issues. The median values are close to zero, indicating stability. The minimum and maximum values suggest a reasonable spread without extreme outliers. The negative excess kurtosis in Table 1 means the data is not too concentrated, which is acceptable. Skewness is low, showing no strong bias. Overall, Table 1 presents well-distributed data suitable for analysis.

Table 1. Descriptive Latent Variable

Variables	Median	Min	Max	Excess Kurtosis	Skewness
GPV	-0.030	-2.336	1.187	-0.391	-0.422
GS	-0.110	-1.972	1.751	-0.537	0.017
ITB	-0.123	-2.002	1.757	-0.683	0.226

Table 2 shows the correlations between the latent variables GPV, GS, and ITB. The values indicate positive relationships among them. GPV and GS have a moderate correlation (0.392), meaning they are somewhat related. GS and ITB also have a moderate correlation (0.332). GPV and ITB have a weak correlation (0.132), suggesting a weaker connection. Overall, Table 2 shows good correlations without extreme values. In relation to measurement model assessment, we followed Hair et al. (2019) suggestions.

Table 2. Latent Variable Correlations

Variables	GPV	GS	ITB
GPV	1.000	0.392	0.132
GS	0.392	1.000	0.332
ITB	0.132	0.332	1.000

Table 3. Outer Loadings and VIF

Variables	Outer Loadings	VIF
GPV1	0.907	2.583
GPV2	0.782	1.440
GPV4	0.861	2.282
GS1	0.706	1.318
GS2	0.622	1.263
GS3	0.803	1.491
GS4	0.792	1.433
ITB1	0.635	1.120
ITB2	0.891	2.371
ITB3	0.654	1.419
ITB4	0.714	1.776

Table 4. Construct Reliability and Validity

Variables	Cronbach's Alpha	rho_A	Composite Reliability	AVE
GPV	0.808	0.813	0.888	0.725
GS	0.717	0.743	0.823	0.539
ITB	0.704	0.756	0.818	0.534

Table 3 shows the outer loadings and VIF values for each variable. All outer loadings are above 0.6, meaning the indicators strongly relate to their latent variables. The VIF values are all below 3, showing no multicollinearity issues. Higher loadings, like GPV1 (0.907) and ITB2 (0.891), indicate strong contributions to their constructs. In general, Table 3 confirms good reliability and no issues with multicollinearity. As suggested in Table 4, Cronbach's Alpha values are all above 0.7, indicating good internal consistency. Composite reliability (CR) values are also above 0.8, confirming strong reliability. The Average Variance Extracted (AVE) for GPV (0.725) is high, while GS (0.539) and ITB (0.534) are acceptable since they are above 0.5. It can be argued that Table 4 confirms that the constructs are reliable and valid for analysis.

Table 5 presents the Fornell-Larcker Criterion, which assesses discriminant validity by comparing the square root of the Average Variance Extracted (AVE) for each construct with its correlations with other constructs. The diagonal values represent the square root of AVE, and they are higher than the correlations between constructs. As such, this confirms that

each construct is distinct and does not excessively overlap with others, ensuring that the model measures separate concepts effectively.

Table 5. Fornell-Larcker Criterion

Variables	GPV	GS	ITB
GPV	0.852		
GS	0.392	0.734	
ITB	0.132	0.332	0.731

Table 6 confirms that each item loads more strongly on its intended construct than on others, ensuring discriminant validity. The highest loading for each item appears in its respective column, demonstrating that GPV items load primarily on GPV, GS items on GS, and ITB items on ITB. For instance, GPV1 has a high loading on GPV (0.907) but much lower loadings on GS (0.349) and ITB (0.139), indicating it accurately represents GPV. Similarly, GS3 loads strongly on GS (0.803) compared to GPV (0.332) and ITB (0.273), reinforcing its correct classification. The ITB construct follows the same pattern, with ITB2 showing the highest loading on ITB (0.891) and minimal cross-loadings on GPV (0.151) and GS (0.320). Therefore, Table 6 provides strong evidence that each construct is distinct and that the measurement model effectively differentiates between variables, minimizing concerns about overlap in measurement.

Table 6. Cross Loadings

Items	GPV	GS	ITB
GPV1	0.907	0.349	0.139
GPV2	0.782	0.325	0.110
GPV4	0.861	0.326	0.087
GS1	0.247	0.706	0.244
GS2	0.173	0.622	0.190
GS3	0.332	0.803	0.273
GS4	0.358	0.792	0.259
ITB1	0.131	0.256	0.635
ITB2	0.151	0.320	0.891
ITB3	0.049	0.177	0.654
ITB4	-0.005	0.161	0.714

Moreover, Table 7 shows the Heterotrait-Monotrait Ratio (HTMT), which also tests discriminant validity. All HTMT values are below 0.85, indicating that the constructs are distinct. The highest value is between GS and ITB (0.436), which is still within the acceptable range. Together, this confirms that there are no issues with discriminant validity, and the constructs do not overlap significantly.

Table 7. Heterotrait-Monotrait Ratio (HTMT)

Variables	GPV	GS	ITB
GPV			
GS	0.496		
ITB	0.164	0.436	

Table 8. Hypothesis testing

Paths	*β*	SD	Sig.	Notes
Panel A: Direct effects				
H1: GPV -> ITB	0.003	0.108	*0.979*	Not accepted
H2: GPV -> GS	0.392	0.080	*0.000*	Accepted
H3: GS -> ITB	0.331	0.091	*0.000*	Accepted
Panel B: Indirect effect				
H4: GPV -> GS -> ITB	0.130	0.047	*0.006*	Accepted

Table 8 presents the results of hypothesis testing that show both direct and indirect effects. In Panel A, H1 (GPV → ITB) is not accepted because its significance value (0.979) is too high. However, H2 (GPV → GS) and H3 (GS → ITB) are accepted with strong significance (0.000). In Panel B, the indirect effect (H4: GPV → GS → ITB) is also accepted (0.006), indicating that GS mediates the relationship between GPV and ITB.

We run further analysis to examine whether there is difference between female and males. Tables 9 and 10 show the regression results for females and males separately. For females, GPV does not directly affect ITB (0.327), but it significantly influences GS (0.001). GS also significantly impacts ITB (0.009), and the indirect effect (GPV → GS → ITB) is accepted (0.047), meaning GS mediates the relationship. For males, GPV also does not directly affect ITB (0.374), but it strongly influences GS (0.000). However, GS does not significantly impact ITB (0.195), and the indirect effect (0.296) is also not accepted. This suggests that GS mediates the relationship for females but not for males, indicating a potential gender difference in how GPV influences ITB.

Table 9. Regression for Female

Paths	*β*	SD	Sig.	Notes
Panel A: Direct effects				
GPV -> ITB	0.124	0.126	*0.327*	Not accepted
GPV -> GS	0.366	0.110	*0.001*	Accepted
GS -> ITB	0.335	0.128	*0.009*	Accepted
Panel B: Indirect effect				
GPV -> GS -> ITB	0.122	0.061	*0.047*	Accepted

Table 10. Regression for Male

Paths	*β*	SD	Sig.	Notes
Panel A: Direct effects				
GPV -> ITB	-0.243	0.273	*0.374*	Not accepted
GPV -> GS	0.532	0.138	*0.000*	Accepted
GS -> ITB	0.355	0.274	*0.195*	Not accepted
Panel B: Indirect effect				
GPV -> GS -> ITB	0.189	0.181	*0.296*	Not accepted

Table 9 shows consistency with Table 8. It is because both confirm that GPV does not directly affect ITB but influences it indirectly through GS. For females, the mediation effect (GPV → GS → ITB) is significant, reinforcing the overall findings in Table 8. This means GS plays a key role in linking GPV to ITB for females, maintaining consistency in the results. However, Table 10 (males) differs, as the mediation effect is not significant, suggesting a gender-based variation in how GPV impacts ITB.

The results show that Green Perceived Value (GPV) does not directly influence Intention to Buy (ITB) but instead affects ITB indirectly through Green Servitization (GS). This finding does not support *H1*, but supports *H2*, *H3*, and the mediating hypothesis (*H4*). Prior studies often report a direct positive relationship between green perceived value and purchase intention (e.g., Chen & Chang, 2012; Woo & Kim, 2019; Zameer & Yasmeen, 2022), suggesting that consumers who perceive strong environmental value are more likely to intend to buy green products. However, other research has indicated that the relationship between sustainability values and behavioural intention may depend on additional mechanisms such as trust, service innovation, and value co-creation (Nadeem et al., 2021; Roh et al., 2022). Our findings are more consistent with this latter stream of literature. The absence of a direct GPV-ITB effect suggests that perceiving environmental value alone is not sufficient to trigger buying intention in the context of micro-sized food enterprises. In this setting, consumers may require tangible and service-based reinforcement before translating value perception into action. Limited brand recognition, informal marketing practices, and resource constraints typical of micro enterprises may increase scepticism, making GS a necessary bridge that strengthens credibility and reduces uncertainty. Therefore, the mediation result is justified within this study's context, where sustainability needs to be experienced through services rather than merely claimed at the product level.

Moreover, the additional analysis shows that the mediating role of GS is significant for female consumers but not for male consumers. This partially supports gender-based differentiation and aligns with prior research suggesting that women tend to demonstrate stronger pro-environmental attitudes and ethical sensitivity (Wut et al., 2021; Vicente-Molina et al., 2021). Studies such as Casaló and Escario (2018) and Liu et al. (2019) also indicate that female consumers respond more positively to visible and authentic corporate sustainability initiatives. Our results extend this literature by showing that women not only value green products but also expect sustainability to be embedded in accompanying services. The hypothesis is supported for females because GS provides experiential and relational value that resonates with their stronger emotional and ethical engagement. In contrast, the hypothesis is not supported for males because GS does not significantly translate into ITB, even though GPV strongly influences GS. This may be explained by differences in value prioritisation, where male consumers may focus more on functional attributes such as price or convenience rather than service-based sustainability enhancements. This finding differs from Sreen et al. (2018), who found minimal gender differences under strong institutional pressure. In the present micro-enterprise context, where sustainability initiatives are more voluntary and less regulated, GS appears to function as a differentiating factor, particularly for female consumers.

The CVT helps us understand why people buy things and what makes products or services valuable to them. In this study, we found that GPV do not directly push people to have the ITB. Instead, GPV influences ITB indirectly through GS. This means that when enterprises offer green products, customers do not immediately feel the urge to buy them just because they are eco-friendly. Instead, what really matters is how these products are bundled with green services, things like eco-friendly packaging and recycling programs, or extended sustainability-focused customer support. This finding makes parallel with the CVT because it suggests that consumers evaluate products not just based on their core benefits but also on the additional services and experiences associated with them. If companies want

to boost green purchases, they need to think beyond just making eco-friendly products. They need to create an entire green ecosystem around those products. This expands existing research by introducing a more nuanced, multi-step pathway in the relationship between green product perceptions and consumer action. The perceived value of a product is not a single-dimensional construct but an accumulation of tangible and intangible elements, including the services attached to it. As suggested, the services add layers of perceived value that go beyond the product itself, making it more appealing to consumers who prioritise sustainability.

Another interesting discovery is that this indirect effect – where GPV influences ITB through GS – is significant for females. This tells us that women, more than men, tend to see value in the green services that come with a product. From a CVT perspective, this suggests that women might place higher importance on the experiential and emotional benefits that come with green servitization. It can be argued that female consumers, who often play a primary role in household food purchasing decisions, may be more sensitive to how micro-sized food enterprises integrate sustainability into their overall service experience. As such, micro-sized enterprises in the food sector cannot rely solely on promoting the green attributes of their products. They must also develop green service offerings that enhance the overall consumer experience. This is in line with CVT's principles that value perception is co-created between businesses and consumers. It is not heavily placed on the product itself but the services that support and enhance its sustainability.

This gender-based difference in value perception challenges the long-standing assumption that all consumers respond similarly to sustainability efforts. Much of the literature on green consumer behavior has focused on general environmental attitudes (Woo & Kim, 2019; Lubowiecki-Vikuk et al., 2021; Ghali-Zinoubi & Toukabri, 2019). However, our findings suggest that micro-sized food enterprises need a more comprehensive approach when targeting different demographics. Many prior studies have emphasised the role of price sensitivity and convenience as key barriers to green purchasing behaviour (Zhao et al., 2021; Ghali-Zinoubi & Toukabri, 2019). Our study highlights that for female consumers, the presence of green servitization can help overcome these barriers. This means that MSEs should not merely market their food products as "eco-friendly" but should actively engage in servitization strategies that reinforce the product's sustainability in ways that resonate with female consumers. For example, a small organic juice shop might struggle to compete with larger commercial brands on price, but by offering refillable bottle programs, composting workshops, or partnerships with local urban farms, it can create additional layers of perceived value that justify a higher price point for female customers. Women, in this case, might appreciate these services more than men, seeing them as an extension of the product's overall value. This fits with the idea that different consumer segments perceive value in different ways, and businesses need to cater to these variations.

The findings of this study offer several critical practical implications for businesses, particularly MSEs in the food sector, policymakers, and marketers aiming to promote sustainable consumption more effectively. First, businesses should recognise that simply offering green products is not enough to drive purchase intention; rather, integrating GS strategies, such as sustainable packaging, ethical sourcing, and environmentally friendly delivery options, can significantly enhance consumer engagement. This is particularly important for female consumers, who demonstrated a strong preference for GS as a key

mediator between GPV and ITB. Second, businesses should develop gender-specific sustainability marketing strategies, as male and female consumers exhibit different responses to GS. For female consumers, brands should emphasize experiential and ethical dimensions of sustainability, such as the impact of their supply chain on local communities or the company's long-term commitment to environmental protection. In contrast, for male consumers, GS should be framed in a way that highlights efficiency, practicality, and performance benefits, as they may not perceive servitization as a crucial determinant of their purchasing decisions. Third, businesses should leverage service-based sustainability initiatives to differentiate themselves in a highly competitive market. By offering tangible green services, such as refillable containers, food waste reduction programs, or carbon-neutral operations, MSEs can add value beyond the product itself, fostering stronger consumer trust and brand loyalty.

Fourth, given that female consumers respond strongly to GS, government and regulatory bodies could introduce incentives for businesses to enhance their servitization efforts, such as tax reductions for implementing eco-friendly service models or subsidies for small businesses that adopt sustainable sourcing practices. Fifth, sustainability education and awareness campaigns should incorporate messaging that appeals to both male and female consumers differently. While women may be more drawn to narratives around social responsibility and environmental impact, men may engage more with sustainability efforts when they are linked to innovation, economic benefits, or enhanced product performance. Sixth, businesses should integrate green servitization into their customer engagement strategies, such as loyalty programs that reward customers for using green services (e.g., discounts for returning reusable containers). Finally, businesses should rethink their pricing strategies for green products and services ensuring that green servitization does not become a financial barrier. If sustainability services are perceived as adding unnecessary costs, male consumers – who already show weaker mediation effects through GS – may be further discouraged from purchasing green products. Thus, companies should either bundle green services into the overall product value proposition or offer flexible pricing models that make sustainability more accessible to all consumer segments. Through implementing these practical strategies, businesses can optimise their green marketing efforts, drive sustainable consumption, and foster long-term consumer commitment to eco-friendly products.

Conclusion

Our findings underline the importance of recognising differences across consumer segments in promoting green products. Drawing on Consumer Value Theory, this study shows that consumers do not evaluate value in the same way, and gender plays a meaningful role in that evaluation. Prior research in Consumer Value Theory has consistently argued that value is multidimensional and can vary depending on individual characteristics and social context. Our results support this view. For female consumers, the combination of green products and green services creates a more complete and meaningful consumption experience, which in turn strengthens their intention to buy. This suggests that women may place greater emphasis on emotional, ethical, and relational dimensions of value, which are reinforced through green servitization.

In contrast, green services do not significantly increase purchase intention among male consumers, even though they recognize green value at the product level. This indicates that

additional service elements do not automatically enhance perceived value for all segments. Within the context of micro-sized food enterprises, where pricing and practicality may be key considerations, male consumers may prioritise functional attributes over service-based sustainability initiatives. These findings imply that businesses cannot rely on a uniform sustainability strategy. Instead, marketers, product developers, and policymakers need to design differentiated approaches that reflect how distinct consumer groups interpret and respond to green value propositions. As such, a tailored strategy grounded in consumer value differences is more likely to drive meaningful and sustained green purchasing behaviour.

One limitation of this study is its focus on a single geographical location, which may limit the generalisability of the findings to other regions with different economic, cultural, or environmental conditions. Future research could expand the study to multiple locations to examine whether the results hold across diverse settings. Second, this study primarily relies on self-reported data, which may introduce response biases. Future research could incorporate observational or experimental methods to validate the findings. Finally, this study focuses on micro-sized food enterprises, and the findings may not fully apply to larger businesses or different industries. Further research should assess the applicability of these findings in other sectors to provide a broader perspective on green consumer behavior.

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