Perceived Values and Personal Values: Which one explains the Consumer's Repurchase Intention of Eco-Friendly Home Appliances Product?

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The focus of the study is to look into two main factors namely perceived value and personal values on consumers' repurchase intention of eco-friendly home appliances. Perceived values was represented by functional value, social value, financial value, whilst personal values were interpreted as looking into the consumer's perceived environmental consciousness and health consciousness. The data was collected from users of green home appliances such as air-conditioning, refrigerators and lighting of the brands available in Malaysia. In total 193 respondents' answers were used for further analysis. Data collected was analysed using PLS-SEM 3.0. The result indicated that only functional value, environmental consciousness, and health consciousness were the constructs that directly influenced the consumer decision to re-purchase green home appliances with (ß=0.533, p=0.00) (ß=0.325, p=0.00) and (ß=0.143, p<0.05) respectively. It is suggested that the idea of stressing and developing the awareness in taking care of the environment should be instilled from a young age and should start at home. Every household should carry out the activities of recycling and reusing items as it plays a big role in reducing unwanted wastage that is harmful to the environment. Thus, effective advertising that uses emotional appeal should be implemented in local TV commercials and printed ads to raise the interest towards green home appliances.

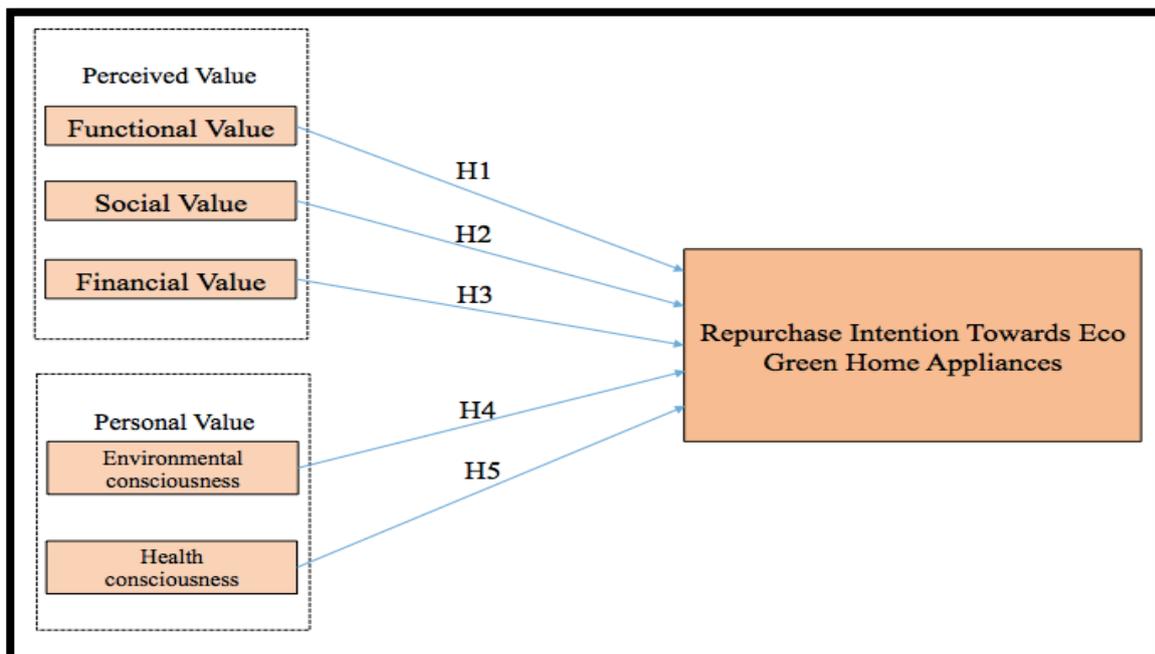**Key words:** *Green home appliances, personal values, perceived value.*

Introduction

The incremental incidences of environmental issues in today's world is on a constant rise and these effects can be seen in multiple aspects namely in issues of global warming, ozone layer depletion, climate change and many more. According to Jie Qin and Tai-Quan Peng (2016), that environmental issues have caught the public's attention as this topic has emerged to be one of the top queries searched by netizens, probably due to these issues being perceived to be unsolved and has lingered over extensive time periods without any noticeable changes in policy and effectiveness. As in the grievance of air pollution and 'smog' that became a major environmental issue in the 1980s. Global warming is only part of the extensive issue, as pollution in landfill, water, and air have also provided signals of environmental degradation largely attributed to industrialization's rapid process (Tang, 2014).

Research by Cecilia Lundholm (2005) states that environmental issues can be interpreted in multiple contexts depending on the individual's background or understanding of the topic, either scientifically, existentially, or politically. Although, it is not easy to carry out this task of saving our planet as there are both advantages and disadvantages to those parties (Clarke & Reed, 1994). As we can see, there are many ways to prevent these occurrences from becoming worse than they already are and one of them is to create and use eco-green products or items.

A green brand can be defined as "a brand, which offers a significant eco-advantage over its competitors and is able to attract consumers who set a high priority on making green purchases" (Ali & Ahmad, 2012). An eco-green product or environment-friendly product is an innovative creation as it helps to reduce pollution by reducing inputs used and producing better output on top of in creating new businesses. However, the support in purchasing or using green products by the public is still inadequate as there are varying reasons that influences consumers on their buying pattern with these eco-green items or products. A study by Prashant Kumar and Bhimrao M Ghodeswar (2015) found that there are determinants that influence the purchase behavior of environment-friendly products and they are purchase intention, purchase decision, actual purchase behavior and willingness-to-pay. Other than that, it is stated the position of a brand must reach the consumers' expectations so they can evaluate the value of the product according to their preference. Also due to the worldwide environmental issues, more consumers' are presenting a higher positive attitude and being supportive towards green brands, which plays a big role on purchase intention for green products (Ohimain & Izah, 2015; Norazah Mohd Suki, 2016).

Currently in Malaysia 'green' products or services can be considered as having mainstream status. Judging from online survey findings about 83% of local respondents stated that their purchase decision is influenced based on their perceptions towards how environment protection is implemented by the company (Golnaz Rezai, 2012). One disadvantage is that the public is not being informed or exposed to the information regarding the green brand positioning of those companies, as this would instil an even hihger sense of positive perception of green branding among the consumers. Even though, consumers having previous purchase experiences with companies that have good green brand positioning managed to fulfil their satisfaction by having green products.

Figure 1.0. Research Framework

This research aims to identify the repurchase intention of consumers towards eco green home appliance products. This study will also analyze how consumer's perceived values and personal values influence repurchase intention of green products and specifically, home appliances. Figure 1.0 summarized the study into a proposed framework.

Literature Review

The Theory of Consumption Value focuses on reasons of a purchase towards a product, preference of a certain product, and preference of a certain brand. Apart from this, it also consists of variable kinds of product categories such as physical and non-physical consumption goods, industrial goods and services. As shown in the figure 2.0 below, factors that influence the purchase behaviour towards a product are divided into five which are conditional value,

social value, epistemic value, emotional value, and functional value (Sheth, Newman, & Gross, 1991).

Figure 2.0. Theory of Consumption Value
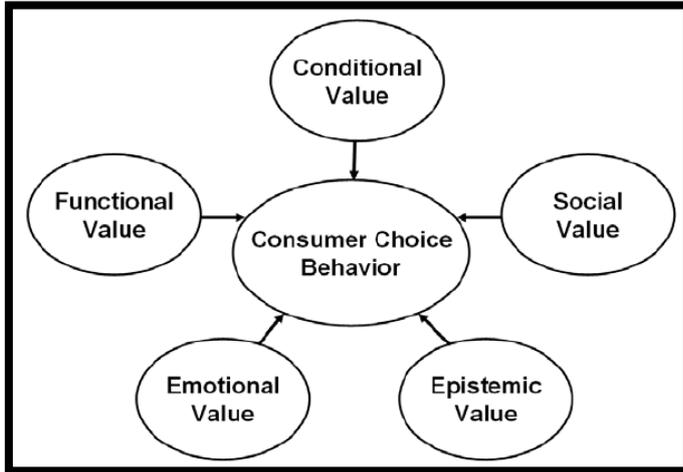
Source: Sheth et, al. (1991)

Perceived Values and Consumers' Repurchase Intention

The first to be discussed in this study is the functional value and according to Alan, Dursun, Kabadayi, Aydin, & Anlagan (2016) the functional value is seen as one of the key drivers for fulfilling consumers' need and desire where it is the fundamental reason why a product is created. If the functional value of a certain product manages to fulfil the consumers' satisfaction, the probability for a repurchase to happen is very likely. The quality of a product is more important than the perceived value, which is the price relationship, for a purchase intention (Jamrozy & Lawonk, 2017; Aziz et al., 2019). This shows that consumers are willing to pay higher price for a product in order to attain a satisfactory level of product quality.

It has also been shown that when the performance, which was partly workable as a functional value of a product or service is reduced, the consumers' overall satisfaction is threatened because the quality has decreased, so it possibly would not fully satisfy their needs (Lewin and Johnston, 2008). The probability of those consumers to have repurchase intention may lessen as their loyalty towards the product or brand has changed in consequence with the changes in performance. Consumers' intention to repurchase is also related with performance expectancy for example it can be seen when a consumer has a positive feeling derived from online shopping, they will continue to use the same service because they are satisfied with it (O. Pappas, G. Pateli, N. Giannakos, & Chrissikopoulos, 2014; Okoli, 2017). Based on the discussion on the relationship between Functional Value and Consumers' Repurchase Intention therefore the researcher hypothesises that,

> *H1: Functional Value has a significant influence on consumer's Repurchase Intention of Eco Green Home Appliances Product*

The second discussion focus is the dimension of social value as a perceived value. Alireza Mosavi & Ghaedi (2012) notes that social value is related to the public's approval and opinion of an individual's image which involves social status and reputation. An individual will indulge in other people's opinions and draw inference into many considerations about fashion, status and sociability so that they feel acknowledged and able to conform within society's standards. If the consumer purchase a certain product or brand that is acceptable and has positive feedback, the consumer is very likely to repurchase the same brand or product. Consumers may purchase a certain type of product because the public regards it as a status symbol akin to social prestige and self-identity, as well as cooperation and competition with their social environment (Alan et al., 2016).

In this study, the purchase of green products may be considered as an individual's image reflection, in that it creates a visible awareness that they care about the environment, which projects a positive image to society. According to Butcher, Sparks, & O'Callaghan (2002), another influence that is involved with the intention to repurchase is the social comfort provided or experienced during the purchase of the product. For example, the customer service received during the previous purchase is positive in which a comfortable and friendly relationship was established. Based on the discussion on the relationship between social value and Consumers' Repurchase Intention therefore the researcher hypothesises that,

> *H2: Social Values has a significant influence on consumer's Repurchase Intention in Eco Green Home Appliances Product.*

Last but not least the role of financial value as one of the dimensions of perceived value should not be ignored. According to Alireza Mosavi & Ghaedi (2012), consumers' repurchase intention is greatly influenced by financial value such as when a product is deemed to be good value for money and better than the nearest alternative, the chances of a repurchase are likely to be high. Consumers' repurchase intention is closely related with their willingness to pay and their price perception, where if the price is affordable to the consumer and their satisfaction is met, possibility for a repurchase is most likely to happen (Anvar, 2014). A product's price must be parallel with the product's quality in order for it to satisfy the consumer's need, with the result of a repurchase intention to happen for the same product. The value for money has a positive influence on the consumer's willingness to purchase an electrical appliance where it can either come from the affordability of the product or even the employees' services rendered (Butcher et al., 2002). Other studies identify that price value has always been the indicator for the quality of the product and that it affects consumer's consideration and intention to repurchase in the future (Moslehpour, Wong, Pham, & Aulia, 2017). Based on the discussion

on the relationship between financial Value and Consumers' Repurchase Intention therefore the researcher hypothesises that,

> H3: Financial Values has a significant influence on consumer's Repurchase Intention in Eco Green Home Appliances Product.

Personal Values and Consumers' Repurchase Intention

In addition to the original theory of consumption value, the researcher is adding another important construct that was not previously prioritised in studies of re-purchase intention. Two dimensions of personal values were added into the framework which are environmental consciousness and health consciousness. One of the major reasons this green consumerism all started is that the public began to realize the alarming state that the planet is currently in. The environment is far from healthy and is increasingly becoming unsafe due to developments that are either too rapid or unchecked, and unabated pollution all around the world. Oflac (2017) states that an individual's motivation plays a big role in repurchase intention because it is based on their previous experience, knowledge, familiarity, needs, objectives and many more. A positive result from those factors will lead to a positive behavior intention which is the repurchase of a specific brand or product (Joshi and Rahman, 2015; Okon & Monday, 2017). For example, when a consumer is used to purchasing an eco-green air conditioner, which helps in reducing air pollution, they will tend to make a repurchase of other products from the same brand.

According to Ariffin, Yusof, Putit, & Shah (2016) many people are aware of the current state of the environment and measures are taken to overcome it by using eco-friendly products rather than traditional products, even though still not in its entirety. The group of people who carry out environmental-friendly activities in their daily lives like recycling and avoiding usage of disposable products will tend to buy green products (Oliver, 2013). These consumers are committed in protecting and preserving the environment by using as many alternatives as possible. "Environmental consciousness is one of the crucial factors in consumer purchasing behaviour toward organic, healthy and green products" (Jansri and Marimuthu, 2015). It is found out that organic, healthy and green products are related with environmental consciousness as these types of products usually promote an alternative for a healthier and safer environment. Based on the discussion of the relationship between environmental consciousness and Consumers' Repurchase Intention the researcher therefore hypothesises that,

> H4: Environmental Consciousness has a significant influence on consumer's Repurchase Intention in Eco Green Home Appliances Product.

Further, health consciousness was also a big reason people are starting to pay attention to green products. In most cases consumers are more concerned about their health in many aspects that includes their food intake and also their surroundings, thus ushering them to make lifestyle

changes by purchasing organic food (Siti Hasnah Hassan et al., 2015). It is known that organic food is healthier than processed food, which is the same situation with green products as they promotes a healthier lifestyle. According to Kim and Chun (2011), consumers who have high levels of health consciousness prefer to purchase products that are safe and harmless to their bodies and lifestyle. Green products usually produces better outputs where it is regarded as safer and healthier to both the consumers and the environment. According to Jansri and Marimuthu (2015), previous study has discovered that consumers with higher health consciousness tend to have the same repurchase intention behavior towards green products and luxury natural products. Natural products usually use natural resources, so they ideally should be less harmful as compared to normal products. Based on the discussion of the relationship between health consciousness and Consumers' Repurchase Intention the researcher therefore hypothesises that,

> *H5: Health Consciousness has a significant influence on consumer's Repurchase Intention in Eco Green Home Appliances Product.*

Methodology

In this study, perceived value and personal values based on consumer's perception of eco-friendly home appliances brands are the determining factors. Predicting factors are considered important as they play a role in sustainable consumption. Therefore, the set of relationship and hypotheses between constructs are examined. Thus, the post positivist assumptions are met in this study. Therefore, quantitative research methods was chosen as an appropriate research approach for this study. The research focuses determining what factors are vital in customer repurchase behaviour of specific brands of home appliances through the examination of the level of value consumers place on the issue of sustainability and how that orientated the consumer action. This phase will use quantitative approach specifically through questionnaire ofq customers of these eco-friendly home appliances brand. The focus of this phase is to assess the consumer behavior and motivations, where associations of likelihood and measures of prediction will be sought and therefore questionnaires survey is deemed appropriate.

Statistical data regarding the number of eco-friendly home appliances outlets from selected brands of electronic products are very limited and thus, the researcher initiated the effort to go through all the identified organizations' websites in order to ascertain the estimated figures. In case of those without such online information, the researcher personally visited the store located in Klang valley area in order to get the response from home appliances users and purchasers. These type of products have clearly stated its store location in all over Malaysia. Outlets located in Klang valley (Kuala Lumpur and Selangor) were chosen due to the high density of these brands outlets in the area. A self-administered questionnaires are to be used in this study. As mentioned earlier the population of the study are those male and female consumers located in the Klang Valley, where most of the eco-friendly home appliances

products are sold in the specified stores. Researcher will approached consumers in selected store location. The respondents that the researcher will approached must fulfil certain criteria, first the consumers must have had the experience of purchasing and using the eco-friendly home appliances product during the past three years, and secondly they must be aged above 18 years old.

In order to analyze the data collected, Partial Least Squares (PLS) analysis technique using SmartPLS 3.0 software was employed (Sarstedt, Ringle, Smith, Reams, & Hair, 2014). Following the recommended two-staged analytical procedure by Anderson & Gerbing (1988) the measurement model (validity and reliability of the measures) was tested followed by an examination of the structural model (testing the hypothesized relationships).

Results

A total of 230 respondents participated in this study and the gathered data was later consolidated and subjected to analysis accordingly, however only 193 were returned and usable. The criteria for each respondent consisted of gender, age, and marital status, level of education, race, nationality, occupation and monthly income. The data analysis for gender criteria resulted in 41.5% of male respondents and 58.5% female, while for the age criteria, the most common age criteria for the respondents came from the 20 to 30 years old group which is at 58.5%. Other than that, the marital status consisted of single at 52.8% and married at 47.2%. As for the race-type, it varies from Malays, Chinese, Indians, and others, but the highest percentage of respondents were Malays at 87%. Lastly, in the salary criteria the highest percentage came from respondents whom has an average monthly salary of below than RM3000, which was at 46.1%.

In this study, Partial Least Squares (PLS) analysis technique using Smart PLS 3.0 software was used to analyse the research model (Sarstedt, Ringle, & Hair, 2014). As suggested by Anderson & Gerbing (1988) Anderson and Gerbing (1988), two-stage analytical procedures was conducted. The researcher tested the measurement model reliability of the measures, followed by an examination of the structural model (Sarstedt, Ringle, Smith, et al., 2014; ; Ramayah, Yeap, & Ignatius, 2013) and Bootstrapping method was also used to test the significant path coefficients and the loadings.

Measurement Model Evaluation

Two types of validity were engaged in order to evaluate the measurement model. The first known as the convergent validity, was followed by discriminant validity. In the case of convergent validity, it is a measurement model that is examining the loadings, average variance extracted (AVE) and also the composite reliability (Gholami, Sulaiman, Ramayah, & Molla, 2013). As suggested by (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014), the loadings

were all higher than 0.7, the composite reliabilities were all higher than 0.7 and the AVE were also higher than 0.5.

Table 1: Convergent Validity of Measurement Model

CONSTRUCT	ITEMS	LOADINGS	AVE	CR
Functional Value	FV1	0.685	0.598	0.898
	FV2	0.770		
	FV3	0.633		
	FV4	0.843		
	FV5	0.834		
	FV6	0.849		
Social Value	SV1	0.664	0.528	0.848
	SV2	0.722		
	SV3	0.800		
	SV4	0.736		
	SV6	0.703		
Financial Value	FinV1	0.929	0.834	0.910
	FinV2	0.897		
Health Consciousness	HC1	0.693	0.621	0.891
	HC2	0.827		
	HC3	0.757		
	HC4	0.840		
	HC5	0.814		
Environmental Value	EC1	0.871	0.683	0.938
	EC2	0.787		
	EC3	0.866		
	EC4	0.774		
	EC5	0.745		
	EC6	0.859		
	EC7	0.872		
Re-purchase Intention	RP2	0.790	0.733	0.916
	RP4	0.912		
	RP5	0.833		

RP6	0.885		

Note: SV5, FinV3, FinV4, FinV5, RP1, RP3were deleted due to low loadings

The discriminant validity of the measures was tested according to (Claes Fornell & Larcker, 2012) criterion of comparing the correlations between constructs and the square root of the AVE for the construct (Refer to Table 2). Based on Table 2, the square root of the AVEs as characterized by the bolded values on the diagonals were greater than the corresponding row and column values (correlation between constructs) representing the measures were discriminant.

Table 2: Discriminant Validity of Measurement Model

	Environmental Consciousness	Financial Value	Functional Value	Health Consciousness	Re purchase Intention	Social Value
Environmental Consciousness	**0.827**					
Financial Value	0.356	**0.913**				
Functional Value	0.587	0.53	**0.773**			
Health Consciousness	0.8	0.413	0.597	**0.788**		
Re purchase Intention	0.734	0.37	0.776	0.696	**0.856**	
Social Value	0.494	0.255	0.566	0.457	0.534	**0.727**

Note: Values on the diagonal (bolded) represent the square a root of AVE while the off-diagonals represent the correlation

Structural Model Evaluation

The structural model involved by calculating R^2, beta and the corresponding t-value (Hair et al. 2014), and a bootstrapping procedures with 5000 resamples was applied. The researchers also reported on the predictive relevance (Q^2) and effect sizes (f^2) (F. Hair Jr et al., 2014). Based on the test conducted, not all relationships were found significant. Relationship between Functional Value and re-purchase intention was found significant with (ß=0.533, p=0.00). However, both Financial Value and Social Value were founds to be not significant with re-purchase intention with (ß=0.095, p>0.01) and (ß=0.030, p>0.01) respectively. However, from the consumers' personal values point of view, both environmental consciousness (ß=0.325, p=0.00) and health consciousness (ß=0.143, p<0.05) were found to be significant to re-purchase intention. The full result of the structural model analysis (hypothesis testing) is summarized in Table 4.

Based on the findings, the R^2 value of 0.733 was higher than the 0.35 (substantial) value and the study also measured effect sizes (f2) as recommended by Sullivan & Feinn (2012). F. Hair

Jr et al., (2014) proposed that the change in the R^2 value should also be studied. The method suggested is to examine the R^2 change when a specified exogenous constructs is absent from the model. As suggested by Cohen (1988), the standard to measure the magnitude of the effect size is 0.02 (small), 0.15 (medium), and 0.35 (Large). Looking at the f^2 value in Table 3, it can be perceived that the relationship of both significant predictors were ranged from small to large. In addition we also calculated the predictive relevance of the model by using the blindfolding procedure. According to Chin (1998) and Henseler, Ringle, & Sarstedt (2014) blindfolding is a sample reuse technique that remove every dth data point in the endogenous construct's indicators and estimates the parameters with the remaining data points. Furthermore, Hair et al (2014) stated that if the value of Q^2 is larger than 0 the model has predictive relevance for a certain endogenous construct and otherwise if the value is less than 0. From Table 3 we can see that all the Q^2 values is 0.502 which suggests that the model has sufficient predictive relevance.

Table 3: Result of the Structural Model Analysis (Hypotheses Testing)

	Relationship	Std beta	Std error	T value	Decision	R^2	f^2	Q^2
H1	EC -> Re purchase Intention	0.325	0.069	4.693	Support	0.733	0.131	0.502
H2	FinV -> Re purchase Intention	-0.095	0.056	1.685	Not Support		0.023	
H3	FV -> Re purchase Intention	0.533	0.062	8.654	Support		0.473	
H4	HC -> Re purchase Intention	0.143	0.059	2.452	Support		0.025	
H5	SV -> Re purchase Intention	0.03	0.06	0.492	Not Support		0.002	

Discussion

Even though significant awareness education, promotion and initiatives had been undertaken to drive environmental care, it is yet to become a common, widely-practiced behavior in the domestic community. Behavior such as continuous recycling, limiting use of plastic bags and converting to environmental-friendly products, it is rarely noticed. This study's importance lies in its potential to increase the public's awareness in taking measures towards making the Earth a better place for the future generations. Recycling should be enforced by every single home and each individual should feel the responsibility to recycle, as it is not considered as a prime objective in many household in this country. Besides that, the use of plastic bags in shops should be reduced and they should be replaced with paper bags or non-woven bags which could be reused and would be less harmful to the environment. Other than that, purchasing and using

environmental-friendly products is also an alternative method in reducing pollution in our country, as these kinds of actions would foster a more positive impact to our environment.

Through the findings of this study, it has been noted that a more positive result for the environment is achievable by making purchases and by using environmental-friendly products, mainly due to it being worthy of price and quality. Eco-green products are known to use less resources and produces less pollution, which is safer for both the consumers and the environment. Every individual should start using environmental-friendly products as we all know that the pollution level will progressively worsen as the technology era grows and becomes more advanced.

This study should leave an impact on various aspects as it involves different parties such as companies and individuals. From the company aspect, those companies that manufacture environmental-friendly products are able to improve their bottom-line as it provides new business opportunity with better products, as well as creating more loyal customers. While increasing their sales rate, they also contribute to campaigns for saving the environment by encouraging consumers to purchase their eco-green products through advertisement and promotion. Products with higher quality that complement both the consumers and the environment could easily gain trust from consumers. Companies that have a production process that can be labelled as environmentally-friendly, are contributing substantially via controlling pollutant outputs, such as air pollution and water pollution since the detrimental wastage from factories would definitely be reduced.

Regarding another aspect, stressing and developing the awareness in taking care of the environment should be instilled from a young age and should start at home. Every household should carry out the activities of recycling and reusing items, as it plays a big role in reducing unwanted wastage that is harmful to the environment. Recyclable items can lessen the dependency on unrenewable resources and prevent the discard of unwanted substances that are not easily disposable and harmful to the Earth's soil, such as plastic and polystyrene. Simple gestures like bringing along our own non-woven bags during grocery shopping or utilizing paper bags to put groceries, goes along way as we refrain ourselves against using plastic bags.

There were many deficiencies identified during this study from many aspects that can be overcome by both individuals and the public. First of all, the government should play a role in protecting the environment through, the first step is to increase awareness and educate the public on green knowledge. There are still people who do not know much about green products or are still unaware of the Earth's health situation, so most do not subscribe to the practice or take mitigating steps of preserving or saving the environment through recycling and making purchases of eco-green products. It is commendable to those consumers who are already aware

and to those that have adapted their lifestyles to follow suit. Hopefully, through continuous education, the masses mentality would eventually improve.

Every side should play their role in saving the Earth, such as the act of carrying out campaigns by the government must be a continuous program in order for the objectives to be achieved efficiently and widespread to every citizen. During the process of giving out the questionnaires, the researcher found that there were still people with low knowledge of environmental-friendly products such as energy-saving light bulbs, economical air conditioners and many more. This means that many of these people have never had any inclination or determined purchase intention towards eco-green products in order to save the environment.

Further, companies that sell environmental-friendly products should devise more creative campaign strategies that provide better promotions and stronger advertisement literature of their products so that consumers are aware of the products that these companies manufacture and their beneficial justifications in terms of use. The exposure provided will benefit both sides as the manufacturers will be able to unlock a potentially new business segment and capitalize on new consumer preference, while consumers will be given the chance to make a wiser purchase decision of obtaining an eco-green product. Sales will gradually accelerate once both sides each understand their roles and start preferring eco-green products as opposed to the usual product offerings. It can be seen that there are a limited number of advertisements that focus on environmentally-friendly products and showcasing intended benefits.

Conclusion

As time passes, environmental issues will keep on rising due to continuing factors such as air pollution, water pollution and many others. Global warming is here and it is definitely happening, the greenhouse effect is spreading widely, and many other previously unnatural conditions being experienced show that our planet is becoming increasingly unhealthy. However, people have noticed these occurrences for a period of time already and many parties are involved in overcoming this problem as it requires cooperation with every occupant of this planet. There have been many attempts focused upon saving the environment such as recycling, reusing, and purchasing green products, including consuming more organic foods and utilizing environmental-friendly products.

The most widely carried out act throughout the world is recycling, because it is the easiest method as it does not require any money and neither is it time consuming. Many countries have already imposed strict regulations on households to recycle their daily waste and upon absconding the rules, legal actions could be taken against them. Besides that, if all citizens follow the rules properly, which includes malls, shops as well as public streets. There will be no issue on environmental endangerment. Recycle bins should be placed everywhere and

strategic signboards displaying signs of cleanliness encouragement and abstinence toward littering, to show the support towards conservation. Nevertheless, even though our country has started setting a strict rule on recycling for every household, not all households are following the rules and no actions are visibly taken to overcome this. This is a weakness evident in our country as the level of pollution in our country keeps on rising every day and citizen awareness is still considerably low.

Another effort in taking care of the environment is the use of eco-green products that are safer for both the consumers and the environment at the same time. There are a group of people who are supportive of purchasing and repurchasing these kind of products but there are also those who do not for various reasons. This study's purpose is to find out factors that influence the repurchase intention towards eco-green products which includes functional value, social value, financial value, and personal value. Through data analysis obtained using questionnaires, the results show that all of the values except for social value have an influence towards the repurchase intention.

Based on past studies for one of the values, the functional value, it is shown that the repurchase intention towards a certain item or product is affected by the functional. One of the reasons is that consumers will repeat the purchase if they are satisfied with the quality and abilities provided by the product and it could fulfill their needs, at the same time reach the purpose of the purchase. The next factor is financial value which also plays a big role in the repurchase intention because price of a product will always matters as it should be equivalent with the quality and function. If a product has a high quality substantiated with a price suitability, consumers tend to be loyal and repurchase the same product over and over again. Another factor is personal value that consists of environmental consciousness and health consciousness, it has an effect towards the repurchase intention of environmental-friendly products. As it can be seen, both of these elements are highly related to the environment so they are very likely to be involved in the repurchase intention, where consumers are aware of the effect of eco-green products on the environment.

Last but not least, a single factor that does not influence the repurchase intention towards green products is social value. Based on past studies this may be due to lack of social involvement in the usage of eco-green products as these products are usually used at home, which is not visible to others or they are not aware of it. So to understand the situation, it means that purchase of these products does not need other people's approval, as its purpose is not to fulfil their needs, but the needs of the individual consumer only. Thus, there are several reasons why consumers make repeated purchase of eco-green products. It can be concluded that this is another attempt to save the environment, which is highly crucial as the planet is in need of our help and we as residents should be adept in our own responsibility in taking care of it. All change starts from an individual and all of us have our own part to play in making the world a better place.

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