

Exploring Green Purchase Intention via Digital Storytelling, Value Perception, and Behavioral Control

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Abstract

Purpose: This study examines how Digital Storytelling (DS), Green Value Perception (GVP), and Perceived Behavioral Control (PBC) influence Purchase Intention (PI) toward eco-friendly products, particularly recycled shopping bags. It aims to explain how narrative-based communication, perceived ecological values, and perceived control jointly drive sustainable purchasing intentions.

Methodology/approach: A quantitative, survey-based design was employed with 200 respondents in Palembang City, Indonesia, who had been exposed to digital campaigns promoting eco-friendly products. Data were collected through structured questionnaires using a five-point Likert scale and analyzed with IBM SPSS Statistics 26. The analysis involved validity, reliability, classical assumption, and multiple regression tests.

Results/findings: DS, GVP, and PBC each have a positive and significant effect on PI. GVP was identified as the most dominant factor ($\beta = 0.401$), showing that consumers' assessment of ecological, social, and emotional benefits strongly influences their green purchasing intentions. The regression model explains 73.4% of the variance in PI ($R^2 = 0.734$), indicating strong explanatory power.

Conclusions: The findings extend the Theory of Planned Behavior (Ajzen, 1991) and Narrative Transportation Theory (Green & Brock, 2000) by showing that emotional storytelling, perceived environmental value, and perceived control collectively enhance sustainable consumer behavior.

Limitations: The study was limited to one city and product category using a cross-sectional design, reducing generalizability.

Contribution: It integrates emotional (DS), cognitive (GVP), and behavioral (PBC) dimensions into a single model, offering theoretical and practical insights for sustainability marketing.

Keywords: *Digital Storytelling; Green Value Perception; Perceived Behavioral Control; Purchase Intention; Sustainable Consumer Behavior.*

1. Introduction

The escalating problem of plastic waste has emerged as a critical global environmental threat. Each year, over 300 million tons of plastic are produced, yet merely around 9% undergo recycling (Foolmaun et al., 2022). The accumulation of these wastes contaminates marine and terrestrial ecosystems, ultimately infiltrating the human food chain (Apriadi et al., 2024). According to the United Nations Environment Programme (UNEP), the magnitude of plastic pollution's impact demands immediate and collective action from all sectors (Foolmaun et al., 2022).

In response to this crisis, many countries have adopted circular economy policies emphasizing the principles of reduction, reuse, and recycling (Hahladakis, 2025). Such policies aim to curb single-use plastic consumption and encourage community participation in waste management. Through these initiatives, governments seek to enhance consumer awareness of the importance of using recycled materials and reducing waste (Olatayo et al., 2022). Nonetheless, for these policies to be effective, they

must be reinforced by firm regulations rather than relying solely on voluntary participation (Jones & Head, 2023).

Despite growing attention to circular economy frameworks, implementation remains fraught with challenges. Nations with inadequate waste management systems still struggle to mitigate plastic pollution (J. d. S. Silva et al., 2022). For instance, weak infrastructure in several African countries has resulted in persistent marine pollution caused by unmanaged plastic waste (Nielsen et al., 2023). Consequently, Navarre et al., (2023) emphasize the necessity of cross-border collaboration and integrated approaches across the plastic life cycle to minimize ecological harm.

In Indonesia, efforts to reduce plastic waste have begun through local policies restricting single-use plastic bags in numerous cities. In Palembang, several entrepreneurs have used digital media to promote eco-friendly products such as recycled shopping bags. However, the effectiveness of these campaigns remains limited, as promotional content often relies on informative appeals rather than emotionally engaging narratives that foster consumer connection (Júnior et al., 2022). Narrative Transportation Theory posits that individuals emotionally immersed in a story are more likely to experience attitude and behavioral changes (Dillard & Main, 2013).

A growing body of research supports the role of digital storytelling in enhancing consumers' intention to purchase green products. This approach not only delivers information but also cultivates emotional bonds between consumers and environmentally friendly products, thereby encouraging purchase intention (Kim et al., 2024; Tilaar et al., 2023). Nonetheless, empirical findings have not always been consistent. Studies by Grimmer & Miles (2016) and Correia et al., (2023) found that digital storytelling effects may vary depending on factors such as ecological attitudes, ethical identity, and product attributes.

To strengthen green marketing communication, businesses must craft storytelling strategies that are authentic, persuasive, and emotionally resonant. Narratives that evoke empathy and emotional involvement have been shown to significantly boost both purchase intention and ecological awareness (Lee & Lee, 2020; L. Wang et al., 2025). Digital campaigns incorporating visual, interactive, and socially grounded narratives are particularly effective in heightening emotional engagement with green products (Hsiao et al., 2013; Lim & Childs, 2020).

Beyond the narrative dimension, Green Value Perception (GVP) represents a crucial cognitive factor influencing sustainable consumer behavior. Chen & Chang (2012) define GVP as consumers' evaluation of a product's ecological, functional, and emotional benefits. The higher the perceived green value, the stronger the consumer's intention to purchase environmentally friendly products (Harahap et al., 2018). Yet, in developing economies such as Indonesia, such perceptions remain weak due to limited public knowledge and widespread skepticism regarding environmental claims or "greenwashing" practices (Rosi & Ekasari, 2023; Sun & Shi, 2022).

A similar phenomenon is evident in Palembang, where despite policy initiatives promoting sustainable consumption, a gap persists between governmental efforts and consumer behavior (Flores & Jansson, 2021). Low green awareness and distrust toward eco-label claims undermine public confidence in green products. Hence, transparent and educational communication strategies are essential to strengthen consumers' perception of green value (Larasatie et al., 2023).

From a behavioral perspective, Perceived Behavioral Control (PBC) serves as a vital determinant in predicting green purchase intention. Based on the Theory of Planned Behavior (Ajzen, 2011), PBC reflects an individual's perceived ability and opportunity to perform a behavior. Empirical studies by Maichum et al., (2016) and Setyawan et al., (2018) confirmed that consumers with higher perceived control are more inclined to purchase eco-friendly products. Nevertheless, in Indonesia, limited accessibility, higher prices, and insufficient product information often diminish consumers' perceived behavioral control (O'Connor et al., 2017; Ying & Wang, 2019).

In light of these discussions, a research gap emerges: prior studies have predominantly examined the relationship between digital storytelling and green value perception in explaining purchase intention, while neglecting the role of perceived behavioral control within the same empirical model. Moreover, most investigations have been conducted in developed contexts, leaving emerging markets such as Palembang underexplored. Therefore, this study aims to analyze the combined influence of Digital Storytelling, Green Value Perception, and Perceived Behavioral Control on consumers' purchase intention toward environmentally friendly products in Palembang. Conceptually, this research integrates three interrelated dimensions—emotional (digital storytelling), cognitive (green

value perception), and behavioral (perceived behavioral control)—to explain purchase intention. This integrated approach seeks to extend the applicability of the Theory of Planned Behavior and Narrative Transportation Theory within the realm of sustainable marketing in Indonesia, particularly in the Palembang context.

2. Literature review and hypothesis/es development

This study is grounded in several theoretical perspectives that elucidate the interrelationships among Digital Storytelling (DST), Green Value Perception (GVP), Perceived Behavioral Control (PBC), and Purchase Intention toward environmentally friendly products. The principal theoretical foundation is the Theory of Planned Behavior (TPB) proposed by Ajzen (2011). TPB posits that an individual's behavioral intention is shaped by three core determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of sustainable consumption, the theory suggests that consumers who hold favorable attitudes toward green products, perceive strong social support, and feel confident in their ability to make eco-friendly purchases are more likely to exhibit stronger purchase intentions (Chen & Chang, 2012; Si & Madni, 2023).

In addition, the Stimulus–Organism–Response (S–O–R) framework provides a complementary lens to explain how external stimuli—such as DST, GVP, and PBC—can influence behavioral responses, specifically purchase intention (Si & Madni, 2023). Within this framework, digital storytelling acts as a stimulus that captures consumers' attention and conveys emotional narratives about sustainability values embedded in the product (world today news, 2020). Meanwhile, Green Value Perception represents the degree to which consumers assess a product's ecological, social, and emotional benefits (Chen & Chang, 2012). When consumers perceive greater environmental and personal value from a green product, they are more likely to respond positively in their purchasing behavior.

Perceived Behavioral Control also plays a crucial role, as it reflects consumers' belief in their ability to access, use, and afford green products (Dutta et al., 2022). Even when consumers possess high environmental awareness and are emotionally influenced by sustainability narratives, their purchase intention may weaken if they face barriers such as limited product availability or high prices. Therefore, strengthening perceived behavioral control is essential for fostering consistent purchase intentions aligned with ecological consciousness.

To enrich this conceptual framework, the Self-Congruity Theory is also relevant. This theory posits that consumers tend to favor products that align with their self-concept and express their personal values—such as environmental responsibility (Khalid et al., 2018; Liu et al., 2012). When a product successfully represents a consumer's positive self-image and resonates with their ecological identity, purchase intention tends to increase (Hedlund, 2011).

Taken together, the integration of DST, GVP, and PBC within a unified theoretical model provides a more comprehensive understanding of how emotional, cognitive, and behavioral factors jointly drive sustainable purchasing decisions. This framework not only advances theoretical discourse in sustainable marketing but also offers practical insights for designing green marketing strategies that effectively inspire environmentally responsible consumption.

2.1. Digital Storytelling and Purchase Intention

Digital Storytelling (DST) has increasingly been recognized as an influential marketing communication strategy capable of fostering consumer engagement and brand loyalty through the combination of emotional narrative and digital media (S. M. Ali et al., 2023). By blending affective and cognitive appeals, DST strengthens the psychological bond between brands and audiences—particularly within the sphere of green marketing, where messages of sustainability are emphasized. This aligns with the Narrative Transportation Theory proposed by Green and Brock (2000), which

posits that when individuals become immersed in a story, they experience shifts in beliefs, attitudes, and behaviors.

Muposhi et al., (2023) found that authentic and contextually relevant digital narratives can evoke empathy and moral participation among consumers regarding environmental issues. In the case of recycled shopping bags, narratives highlighting their positive environmental and community impact have been shown to enhance perceived value and strengthen purchase intention. Similarly, Ali et al., (2023) reported that sustainable product design and eco-friendly packaging reinforce consumer trust and brand loyalty.

Moreover, Bruno (2024) emphasizes that transparent communication about a product's environmental footprint is a critical determinant of consumer engagement with sustainability practices. A clear understanding of ecological benefits—such as those provided by recycled bags—can motivate individuals to actively contribute to environmental preservation. Consistent with Self-Congruity Theory, consumers are inclined to choose products that mirror their self-identity as environmentally responsible individuals (Khalid et al., 2018; Liu et al., 2012). Hence, enhancing authentic and emotionally resonant narratives within green product marketing not only attracts consumer attention but also nurtures deeper emotional attachment to the brand, ultimately increasing purchase intention and long-term loyalty toward sustainable products.

H1: Digital Storytelling has a positive effect on Purchase Intention toward environmentally friendly products.

2.2. Green Value Perception and Purchase Intention

Green Value Perception (GVP) originates from the Theory of Consumption Values introduced by Sheth et al., (1991), which assesses how consumers evaluate products based on perceived functional, social, and emotional benefits. Within sustainability-oriented consumption, green value perception reflects consumers' assessments of a product's ecological contribution, social relevance, and moral satisfaction derived from environmentally friendly purchases (Firmansyah & Artanti, 2022).

Empirical evidence suggests that the stronger consumers' perception of a product's green value, the greater their intention to purchase (Firmansyah & Artanti, 2022). Kumar et al., (2023) and Yu et al., (2024) likewise confirmed that consumers' confidence in the positive environmental impact of green products directly enhances their buying intentions. Wu et al., (2023) further noted that positive evaluations of ecological benefits significantly influence purchase intentions, supporting Muposhi et al., (2023), who found that belief in green value not only shapes attitudes but also encourages actual purchasing behaviors.

Grębosz et al., (2021) argue that green value perception should be viewed alongside other value dimensions, including functional and social value. For eco-friendly products, aspects such as quality, price, and ease of use play a vital role in shaping perceived value, while social value relates to how such consumption enhances one's image or social identity. In addition, Silva et al., (2021) observed that a green appeal alone is insufficient without considering broader consumption values, and Hwang & Zhao (2022) highlighted the need for a more comprehensive understanding of consumers' value systems in predicting green purchasing behavior.

In sum, the higher a consumer's perception of green value, the greater the likelihood of their engagement in sustainable consumption. Thus, optimizing GVP serves as a key strategic lever for strengthening sustainable marketing performance.

H2: Green Value Perception has a positive effect on Purchase Intention toward environmentally friendly products.

2.3. Perceived Behavioral Control and Purchase Intention

Perceived Behavioral Control (PBC) plays a central role in explaining consumers' intention to purchase green products. It refers to the extent to which individuals perceive they have the ability, resources, and opportunities to perform a particular behavior—in this case, purchasing sustainable

goods Negash et al., (2024). Within the domain of sustainable marketing, PBC encompasses factors such as accessibility, financial capacity, and perceived ease of action (Ajzen, 2011).

Empirical studies consistently show that PBC is a strong predictor of purchase intention, particularly in developing countries where product availability and pricing remain major obstacles (L. Wang et al., 2025; Yong-tao & Zhong, 2017). In Palembang, for example, limited product distribution and accessibility make PBC a crucial variable in explaining variations in purchase intention. When consumers perceive that they have sufficient access and financial control, their intention to purchase environmentally friendly products tends to rise significantly (Dhir et al., 2018).

Dilotsotlhe & Duh (2021) further observed that high perceived control, together with positive functional and social value perceptions, strongly influences consumers' green purchasing decisions. These findings highlight the importance of enhancing accessibility, education, and promotional efforts to help consumers feel more capable of adopting sustainable products (Tilaar et al., 2023). According to the Theory of Planned Behavior (Ajzen, 2011), individual actions are determined by intentions formed through attitudes, subjective norms, and perceived behavioral control (Essiz & Senyuz, 2023). Strengthening perceived control, therefore, becomes a strategic priority for increasing public willingness to buy green products in Palembang. This can be achieved through educational campaigns and marketing efforts that emphasize ease of access and tangible environmental benefits.

H3: Perceived Behavioral Control has a positive effect on Purchase Intention toward environmentally friendly products.

3. Methodology

This study employs a quantitative approach with a survey method to analyze the influence of Digital Storytelling (X_1), Green Value Perception (X_2), and Perceived Behavioral Control (X_3) on Purchase Intention (Y) toward environmentally friendly products, particularly recycled shopping bags in Palembang City. The research is associative and causal in nature, as it aims to empirically examine cause-and-effect relationships between independent and dependent variables. This approach is considered appropriate to describe consumer behavior that encompasses perceptual, value-based, and behavioral control aspects in the decision-making process related to green products.

The population of this study consists of residents of Palembang who have been exposed to digital content promoting environmentally friendly products through social media, e-commerce platforms, or environmental campaigns. Palembang was selected as the research site due to the persistently high consumption of single-use plastic, even after the issuance of the Mayor's Circular Letter No. 39 of 2024 on plastic reduction. This condition reflects a gap between public ecological awareness and actual consumer behavior. The sampling technique used was purposive sampling, with criteria including respondents who reside in Palembang, are at least 17 years old, are active social media users, and have previously encountered digital promotions of eco-friendly products. Referring to the guidelines proposed by Hair et al., (2021), a total of 200 respondents was deemed adequate, meeting the minimum requirement of five to ten times the number of indicators measured.

Primary data were collected through an online questionnaire (Google Form) distributed during October 2025. The questionnaire consisted of three sections, namely respondent screening, demographic information, and main statements measuring the constructs under study. Each indicator was assessed using a five-point Likert scale, ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). The measurement instruments were adapted from previous validated studies, including Digital Storytelling from Robin (2008) and Muposhi et al., (2023); Green Value Perception from Chen & Chang (2012); Perceived Behavioral Control from Ajzen (2011) and Wang et al., (2019); and Purchase Intention from Walsh & Dodds (2022) and Taufique et al. (2019).

Data analysis was conducted using IBM SPSS Statistics version 26. The analytical process included validity testing using the *Pearson Product-Moment correlation*, reliability testing through *Cronbach's Alpha* with a minimum threshold of 0.70, and several classical assumption tests comprising the *Kolmogorov-Smirnov test* for normality, *Tolerance* (> 0.10) and *Variance Inflation Factor* (< 10)

for multicollinearity, as well as the *Glejser test* for heteroskedasticity. After meeting these assumptions, multiple linear regression analysis was applied to determine the effects of the independent variables on the dependent variable using the following equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

where Y denotes Purchase Intention, X_1 represents Digital Storytelling, X_2 Green Value Perception, and X_3 Perceived Behavioral Control, with β_0 as the constant, $\beta_1, \beta_2, \beta_3$ as regression coefficients, and ϵ as the error term. The t-test was performed to assess the partial influence of each independent variable, while the F-test was used to evaluate their simultaneous effects on purchase intention. The coefficient of determination (R^2) indicates the proportion of variance in purchase intention explained by the model. The results of this analysis are expected to provide empirical evidence for developing digital marketing strategies and public policy interventions aimed at promoting sustainable consumption behavior in Palembang.

4. Results and discussion

4.1. Results

Data analysis was conducted using IBM SPSS Statistics version 26 to examine the influence of Digital Storytelling (X_1), Green Value Perception (X_2), and Perceived Behavioral Control (X_3) on Purchase Intention (Y) toward environmentally friendly products in Palembang City. This analytical procedure was designed to empirically assess the relationships among the variables and determine both the partial and simultaneous effects of the independent variables on consumers' purchase intentions. Through the application of statistical testing, the study aimed to produce valid and reliable findings that could explain the behavioral dynamics underlying consumers' intentions to purchase sustainable products within an urban Indonesian context.

4.1.1. Validity and Reliability Test

Before conducting the regression analysis, all research instruments were first tested to ensure that each statement item was appropriate and reliable for measurement through validity and reliability testing. The validity test was carried out using the Pearson Product-Moment Correlation technique to measure the strength of the relationship between each item score and its corresponding total construct score. Based on the results of data processing using SPSS version 26, all items demonstrated calculated r-values (r-count) greater than the critical r-table value (0.138) at the 5% significance level. Therefore, all indicators of Digital Storytelling (X_1), Green Value Perception (X_2), Perceived Behavioral Control (X_3), and Purchase Intention (Y) were declared valid, indicating that each item adequately represents the construct it was intended to measure and is suitable for further statistical analysis.

Table 1. Results of Instrument Validity Test

Variable	Number of Items	Range of r-count	r table (n=200)	Sig. (2-tailed)	Remarks
Digital Storytelling (X_1)	6	0,512 – 0,782	0,138	0,000	Valid
Green Value Perception (X_2)	5	0,486 – 0,754	0,138	0,000	Valid
Perceived Behavioral Control (X_3)	4	0,498 – 0,739	0,138	0,000	Valid
Purchase Intention (Y)	5	0,533 – 0,801	0,138	0,000	Valid

Source : SPSS 26 (2025)

The reliability test was conducted to measure the internal consistency among items within each variable using Cronbach's Alpha. A construct is considered reliable if it has an alpha coefficient (α) of 0.70 or higher, indicating that the items consistently measure the same underlying concept (Hair et al., 2019). The results of the reliability analysis are presented in Table 2 below.

Table 2. Results of Instrument Reliability Test

Variable	Number of Items	Cronbach's Alpha	Remarks
Digital Storytelling (X1)	6	0,911	Reliable
Green Value Perception (X2)	5	0,892	Reliable
Perceived Behavioral Control (X3)	4	0,874	Reliable
Purchase Intention (Y)	5	0,905	Reliable

Source : SPSS 26 (2025)

Based on the results of both tests, all research variables met the criteria for strong validity and reliability. The significant correlation values among the items indicate that each indicator aligns well with its theoretical construct, while the Cronbach's Alpha values exceeding 0.70 demonstrate a high level of internal stability and consistency. Therefore, the research instrument can be considered appropriate and dependable for subsequent analyses, including classical assumption testing and multiple regression analysis

4.1.2. Classical Assumption Test

Before performing multiple linear regression analysis, the research model was first tested to ensure that it met the classical assumptions, which are essential for establishing the validity of the regression model. These tests included the normality test, multicollinearity test, and heteroskedasticity test, all of which aim to confirm that the model satisfies the BLUE (Best Linear Unbiased Estimator) criteria.

The normality test was conducted using the Kolmogorov–Smirnov (K–S) method to assess the distribution of the residual data. The results indicated a significance value (Sig.) of 0.200, which is greater than the threshold of 0.05. This finding confirms that the residuals are normally distributed, meaning the regression model does not violate the assumption of normality.

Next, the multicollinearity test was performed to ensure the absence of strong correlations among the independent variables. The results of the Variance Inflation Factor (VIF) calculations ranged between 1.833 and 2.015, which are well below the critical value of 10. This indicates that there is no multicollinearity within the model, suggesting that each independent variable contributes uniquely to the regression equation without redundancy.

Finally, the heteroskedasticity test was carried out using the Glejser method to examine whether the residual variance remained constant across observations. The analysis produced significance values ranging from 0.145 to 0.693, all exceeding 0.05. Therefore, it can be concluded that there is no indication of heteroskedasticity, and the regression model demonstrates homogeneous error variance, confirming that the data satisfy the assumptions required for a valid linear regression analysis.

Tabel 3 Results of Classical Assumption Tests

Type of Test	Test Result/Value	Criteria	Conclusion
Normality (K–S)	Sig = 0,200	> 0,05	Normal
Multicollinearity	VIF 1,833–2,015	< 10	None detected
Heteroskedasticity	Sig 0,145–0,693	> 0,05	None detected

Source : SPSS 26 (2025)

Overall, the results of the classical assumption tests indicate that the regression model has fulfilled all the BLUE (Best Linear Unbiased Estimator) criteria. This means that the model employed in this study is appropriate for hypothesis testing, as it satisfies the necessary statistical assumptions required to produce efficient and unbiased parameter estimates.

4.1.3. t-Test (Partial Test)

The t-test was employed to examine the partial effect of each independent variable on the dependent variable. This test was conducted at a 5% significance level ($\alpha = 0.05$). A variable is considered to have a significant influence on the dependent variable if the significance value (Sig.) is less than 0.05 and the calculated t-value (t-count) exceeds the critical t-table value of 1.972 (for $n = 200$). The results of the t-test are presented in Table 4 below.

Table 4. Results of the t-Test (Partial)

Independent Variable	Regression Coefficient (β)	t-count	Sig.
Digital Storytelling (X1)	0,348	5,982	0,000
Green Value Perception (X2)	0,401	7,436	0,000
Perceived Behavioral Control (X3)	0,276	4,512	0,000

Source : SPSS 26 (2025)

The test results indicate that all three independent variables have significance values (Sig.) below 0.05, confirming that each exerts a significant influence on Purchase Intention (Y). The positive regression coefficients across all variables demonstrate a direct relationship, meaning that higher levels of Digital Storytelling, stronger Green Value Perception, and greater Perceived Behavioral Control collectively lead to an increase in consumers' intention to purchase environmentally friendly products.

More specifically, the Green Value Perception variable ($\beta = 0.401$; $t = 7.436$; Sig. = 0.000) shows the most dominant effect among the three. This finding implies that consumers' perception of the ecological, functional, and moral value of green products serves as the primary determinant driving their intention to purchase sustainable goods. The Digital Storytelling variable ($\beta = 0.348$) also exhibits a significant influence, highlighting the importance of emotional and narrative-based communication in fostering consumer engagement and reinforcing trust in eco-friendly products. Meanwhile, Perceived Behavioral Control ($\beta = 0.276$) contributes positively to purchase intention, indicating that consumers' perception of ease, accessibility, and capability in purchasing green products plays a vital role in shaping their buying decisions.

Overall, these partial test results reinforce the empirical evidence that narrative-driven communication strategies, positive environmental value perceptions, and strong behavioral control collectively form critical factors in developing sustainable purchasing intentions among urban consumers in Palembang.

4.1.4. F-Test (Simultaneous Test)

The F-test was conducted to determine whether all independent variables collectively exert a significant influence on the dependent variable. This test was carried out at a 5% significance level ($\alpha = 0.05$). If the significance value (Sig.) is less than 0.05 and the calculated F-value (F-count) exceeds the critical F-table value (2.65), the regression model can be considered significant as a whole. The results of the F-test, along with the coefficient of determination (R^2), are presented in Table 5 below.

Table 5. Results of the F-Test (Simultaneous) and Coefficient of Determination (R^2)

Statistic	Value	Sig.	Description
F-count	93,281	0,000	Model significant
Coefficient of Determination (R^2)	0,734	-	Strong model (73,4%)

Source : SPSS 26 (2025)

The calculated F-value of 93.281, which exceeds the critical F-table value of 2.65, together with a significance level of $0.000 < 0.05$, indicates that the regression model is significant as a whole. This finding confirms that the combination of the three independent variables—Digital Storytelling (X_1), Green Value Perception (X_2), and Perceived Behavioral Control (X_3)—jointly exerts a strong and statistically significant influence on Purchase Intention (Y) toward environmentally friendly products. Therefore, the regression model used in this study is deemed appropriate for hypothesis testing and further statistical analysis.

Moreover, the coefficient of determination (R^2) value of 0.734 suggests that 73.4% of the variation in purchase intention can be explained by the three independent variables included in the model, while the remaining 26.6% is attributed to other factors outside the model, such as brand trust, environmental awareness, or consumer lifestyle. The relatively high R^2 value demonstrates that the model possesses strong predictive power, effectively capturing most of the consumer behavior patterns related to sustainable purchasing in Palembang.

Overall, the results of the simultaneous test reaffirm that the combination of effective digital storytelling, strong green value perception, and enhanced perceived behavioral control significantly increases consumers' intention to purchase eco-friendly products. These findings also reinforce the theoretical relevance of both the Theory of Planned Behavior (Ajzen, 1991) and the Narrative Transportation Theory (Green & Brock, 2000) in explaining sustainable consumption behavior within the context of digital marketing practices.

4.2. Discussion

The results of this study reveal that Digital Storytelling (DS), Green Value Perception (GVP), and Perceived Behavioral Control (PBC) have a positive and significant influence on Purchase Intention (PI) toward environmentally friendly products. Collectively, these three variables explain 73.4% of the variance in consumer purchase intention, demonstrating that the research model possesses strong predictive power in explaining sustainable consumption behavior among consumers in Palembang City. These findings reinforce the relevance of the Theory of Planned Behavior (Ajzen, 2011) and Narrative Transportation Theory (Green & Brock, 2000), both of which explain that the intention to purchase green products emerges from the interaction between emotional, cognitive, and behavioral control dimensions. Thus, the results empirically address the central research problem—how the combination of narrative-based communication, green value perception, and individual behavioral control collectively shapes consumers' purchase intention toward sustainable products.

In partial analysis, Digital Storytelling was found to have a significant effect on purchase intention, supporting the findings of Muposhi et al., (2023) and Kolović et al., (2023), who emphasized that authentic and emotionally engaging digital narratives enhance consumers' emotional immersion and perceived authenticity. This aligns with Escalas' (2004) concept of *narrative empathy*, which posits that consumers emotionally involved in a story are more likely to undergo attitudinal and belief changes toward the product. Similarly, Ali et al., (2023) and Tilaar et al., (2023) demonstrated that digital storytelling strengthens customer engagement, as messages conveyed through emotion are more memorable and trustworthy than purely informational ones. In the context of this study, narratives depicting the social and ecological impacts of using recycled shopping bags in Palembang foster a sense of moral identification between consumers and products, consistent with Escalas and Bettman (2005). However, the effectiveness of digital storytelling depends heavily on the authenticity and relevance of the narrative. Correia et al., (2023) highlighted that manipulative or exaggerated narratives can undermine consumer trust. Therefore, local producers should adopt real-life impact storytelling that features authentic user experiences and tangible social outcomes, thereby reinforcing the alignment between product values and consumers' ecological self-identity, as explained in Self-Congruity Theory (Khalid et al., 2018; Liu et al., 2012).

Meanwhile, Green Value Perception (GVP) emerged as the most dominant determinant of purchase intention toward eco-friendly products. This finding is consistent with Chen & Chang (2012) and Harahap et al., (2018), who argued that consumers with a strong perception of green value demonstrate higher purchase intention. Green value encompasses consumers' perceptions of a product's ecological, social, and emotional benefits derived from environmentally responsible consumption. Studies by Kumar, Kumar, et al., (2023) and Yu et al., (2024) support this conclusion, showing that belief in the positive environmental impact of green products enhances environmental satisfaction and strengthens trust in sustainability claims. Furthermore, Wu et al., (2023) found that green value perception is not purely utilitarian but also symbolic, representing moral self-expression through green consumption. Conversely, Grębosz et al., (2021) emphasized the need to balance green value with functional value, warning that overreliance on green imagery without substance can lead to

greenwashing, which erodes public trust. In the context of Palembang, this study suggests that consumers evaluate green products primarily based on perceived tangible benefits and transparency of information, rather than brand image or ecological status signaling.

The findings also confirm that Perceived Behavioral Control (PBC) significantly influences purchase intention. This result reinforces Ajzen (2011) theoretical proposition and the empirical evidence of Maichum et al., (2016) and Setyawan et al., (2018), which show that higher levels of perceived control—encompassing ease of access, financial capability, and belief in action effectiveness—increase the likelihood of purchasing green products. In the Palembang context, PBC plays a particularly crucial role, as limited product distribution and higher prices often hinder green consumption adoption. According to Dhir et al., (2018) and Tilaar et al.,(2023), enhancing perceived behavioral control can be achieved through educational campaigns and promotional efforts emphasizing product accessibility, long-term benefits, and tangible environmental contributions. Therefore, strengthening PBC becomes a strategic approach for marketers and policymakers to encourage a shift toward sustainable consumption behavior.

Taken together, this study demonstrates that consumers' intention to purchase green products is formed through the interaction of three key dimensions: emotional (Digital Storytelling), cognitive (Green Value Perception), and behavioral (Perceived Behavioral Control). These dimensions jointly create holistic consumer engagement with sustainability issues. The integration of these factors not only provides empirical support for extending the Theory of Planned Behavior and Narrative Transportation Theory, but also offers practical implications for both businesses and policymakers. Marketers are encouraged to strengthen authentic, educational, and emotionally resonant storytelling, while governments should enhance digital literacy and product accessibility to broaden the reach of eco-friendly products. Through such an integrated approach, green consumption behavior among urban consumers in Palembang has the potential to evolve into a sustainable consumption culture in the future.

5. Conclusion

5.1. Conclusion

Among the three variables examined, Green Value Perception (GVP) emerged as the most dominant factor, reaffirming that consumers' perceptions of ecological value, social benefits, and moral satisfaction are the key determinants shaping sustainable purchase intentions. Digital Storytelling proved effective in fostering emotional closeness and enhancing narrative empathy, while Perceived Behavioral Control strengthened consumers' confidence in their ability and opportunity to purchase green products.

From a theoretical perspective, this study extends the application of the Theory of Planned Behavior (Ajzen, 2011) and Narrative Transportation Theory (Green & Brock, 2000) by integrating emotional, cognitive, and behavioral dimensions to explain sustainable purchasing behavior. This integrative model demonstrates that consumers' purchase intentions toward eco-friendly products are not merely shaped by rational evaluation but also by emotional engagement and perceived behavioral capacity.

From a practical standpoint, the findings offer valuable insights for business practitioners and marketers. Companies are encouraged to employ authentic digital narratives that resonate emotionally with audiences, strengthen transparency and credibility of green product values, and reduce behavioral barriers such as limited accessibility and perceived high prices. For local governments, these findings can serve as a foundation for reinforcing sustainability literacy programs and promoting digital green campaigns aimed at transforming urban consumers' purchasing patterns toward a circular economy and more sustainable lifestyle behaviors.

5.2. Limitation

Although this study offers meaningful empirical and conceptual insights, several limitations should be noted. The research was confined to Palembang City, which may limit the generalizability of the findings to regions with different socioeconomic conditions. Moreover, the focus on a single product category—recycled shopping bags—may not fully capture consumer behavior toward other green products such as organic food, eco-cosmetics, or electric vehicles. The cross-sectional design also

restricts the ability to observe changes in consumers' purchase intentions over time, while the use of online questionnaires may introduce perception and social desirability biases.

To address these limitations, future research should adopt longitudinal or mixed-method designs to explore the psychological and social dynamics underlying green purchasing behavior. Expanding the model to include variables such as brand trust, environmental concern, subjective norms, and eco-literacy would also improve its theoretical depth and external validity. A more comprehensive approach could provide stronger insights into consumer transformation toward sustainability and further support the shift toward a green economy.

5.3. Suggestion

In summary, this study offers several practical and policy recommendations to promote sustainable consumption behavior. For practitioners, eco-friendly businesses should strengthen digital storytelling strategies through authentic and emotionally engaging narratives that highlight real consumer experiences, sustainable production, and social impact. Enhancing Green Value Perception (GVP) can be achieved through transparent communication, environmental certifications, and educational campaigns, while improving Perceived Behavioral Control (PBC) involves ensuring product accessibility, fair pricing, and consumer education on long-term green benefits.

From a policy perspective, local governments—particularly in Palembang City—should reinforce circular economy initiatives by supporting sustainable market programs, digital “Green Shopping” campaigns, and incentives for MSMEs using recycled materials. Improving digital sustainability literacy and preventing greenwashing are also crucial. Future research is encouraged to adopt longitudinal or mixed-method approaches and expand the analysis to other green product categories, incorporating factors such as brand trust, environmental concern, and social influence. Through collaboration among business, government, and academia, such initiatives can advance the Sustainable Development Goals (SDGs), especially Goal 12 on responsible consumption and Goal 13 on climate action.

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