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The Influence of Egoistic Values, Biospheric Values, and Altruistic Values on Green Attitudes for Re-intention to Use Eco-Bag: Studies on Millennial Consumers

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Abstract

The primary objective of this scholarly article is to scrutinize the impact of egoistic values, biosphere values, and altruistic values on environmentally friendly attitudes, with a particular emphasis on their ramifications for return intentions. The investigation specifically targets millennial consumers in Indonesia who actively employ environmentally friendly bags during their shopping activities. Employing a quantitative research design, the study involved a sample size of 100 participants. The empirical findings indicate that biosphere values and altruistic values exhibit a statistically significant influence on environmentally friendly attitudes. Furthermore, variables associated with green behaviour demonstrate a positive correlation with the intention to reuse. Conversely, the egoistic value variable is found to lack a statistically significant impact on environmentally friendly attitudes. Intriguingly, the variables of egoistic value, biosphere value, and altruistic attitude fail to demonstrate a significant effect on the intention to reuse. Moreover, the mediation analysis reveals that the influence of egoistic values, biosphere values, and altruistic attitudes on the intention to reuse, when mediated by green attitudes in the utilization of eco-bags, is not statistically significant.

Keywords: Egoistic Values, Biosphere Values, Altruistic Values, Green Attitude, Re- Intention

Introduction

In the contemporary epoch, enterprises, communities, and governmental entities globally, which prioritize environmental considerations, manifest significant apprehension regarding the escalating repercussions of phenomena such as global warming and ozone depletion. Consequently, the safeguarding of the environment has evolved into a pivotal element of strategic agendas (Jaiswal & Kant, 2018). Presently, the discourse on environmental ethics has attained prominence within both organizational frameworks and among consumer demographics. The persistent degradation of the natural environment has underscored the imperative of safeguarding ecological integrity, leading to the emergence of ethical consumption, commonly referred to as green consumerism (Moisander, 2007).

Furthermore, the environmental movement exerts an impact on the well-being of living entities, notably with regard to human sustainability. Diverse environmental challenges, encompassing issues such as climate change, floods, natural disasters, and epidemics, underscore a deficiency in environmental awareness (Arifani & Haryanto, 2018; Chen & Hung, 2016). A salient concern pertains to the utilization of plastic bags, as the disposal of plastic waste not only adversely affects human welfare but also imposes deleterious consequences on the natural environment. The transportation and accumulation of plastic waste underscore the necessity for establishing accountability in the context of plastic bag utilization, given that plastic bags constitute a primary contributor to ongoing waste concerns. Furthermore, the challenges associated with regulating their usage are compounded by their heightened demand (Bursan et al., 2021). The escalating problems linked to the usage of plastic bags are heightening community apprehensions. Additionally, the substantial proliferation of hazards stemming from plastic bags has reached a critical juncture that necessitates earnest attention. From an organizational standpoint, environmental concerns represent strategic challenges that have the potential to impede the attainment of global competitiveness (Ekasari & Zaini, 2020). Enterprises are actively seeking innovative avenues and strategies to formulate their strategic positioning, with the

aim of enhancing their environmentally conscious image in the minds of consumers. This proactive approach is crucial for sustaining competitiveness and ensuring long-term business viability (Trivedi, Patel, & Acharya, 2018).

Plastic bags are extensively employed for shopping purposes owing to their favourable attributes, including being lightweight, cost-effective, and waterproof. Nevertheless, the pervasive utilization of plastic bags and the absence of a culture of reusability have precipitated adverse environmental consequences (Antaria & Pangaribuanb, 2021; Yan & Cortese, 2023). Furthermore, it poses a substantial challenge to the management of solid waste. The disposal of plastic bags not only results in soil and water contamination but also exerts detrimental effects on the broader natural environment. Owing to their composition of polyethylene, the degradation process of plastic bags is notably gradual (Wang & Li, 2022). In accordance with the existing body of literature, the utilization duration of plastic bags is recorded at 12 minutes. Statistical data further reveals a global consumption range of 0.5 to 1 billion plastic bags, with an alarmingly negligible recycling rate. This underscores a pronounced deficiency in the recycling efficacy of plastic bags. A study conducted in the South African context specifically elucidated that a considerable majority of individuals in Africa exhibit a disinclination to reuse plastic bags for shopping purposes. The act of reusing plastic bags is recognized as a pivotal dimension of pro-environmental conduct, owing to its associated multifaceted advantages (Muposhi, Dhurup, & Shamhuyenhanzva, 2018; Muposhi, Mpinganjira, & Wait, 2021). This encompasses financial savings, resource conservation, and the preservation of the environment and natural ecosystems. Notably, extant scholarly literature has yielded findings indicating that while endeavours are being undertaken to promote the reuse of plastic bags, there remains a paucity of literature specifically addressing the intention to repeatedly use plastic bags. Consequently, it becomes imperative to delve into this domain, as the underlying dynamics are pivotal for examination to foster recycling behaviour and curtail the unwarranted proliferation of plastic bag usage (Ashwini & Aithal, 2022; Halim, Tawifk, & El Sheikh, 2022). In this context, the current research endeavours to assess the determinants influencing the sustained intention to utilize

environmentally friendly bags for shopping. For instance, individuals' altruistic values can exert significant influence on their attitudes and behaviours across various domains. Likewise, the perceived efficacy of specific policies plays a formative role in shaping behaviour by establishing pressure to conform to regulations and align with majority practices (Ardeno, 2018).

Environmental concerns induce substantial transformations in the socio-economic landscape, prompting marketers to re-evaluate their current strategies. This involves the incorporation of green values into product lines to achieve strategic alignment within the competitive marketplace (Mohamed, 2015). According to Dagher and Itani (2014), consumers exhibit a favourable inclination toward altering their purchasing behaviour by embracing green products, driven by the desire to safeguard both community and environment over the long term. Concurrently, companies are devising competitive frameworks aimed at fostering awareness regarding eco-friendly products. These initiatives encompass augmenting consumer knowledge and advocating for environmentally conscious consumption (Muralidharan & Xue, 2016).

Eco-bags, or bags designed with environmental considerations, are linked to ecological advantages as they play a significant role in promoting the adoption of environmentally sustainable trends in the realm of fashion. These bags are regarded as a paramount approach to mitigating the environmental challenges posed by conventional plastic bags (Agyeman & Badugu, 2017). Bags crafted from materials such as jute, paper, textiles, and other environmentally conscious materials are categorized as eco-friendly bags (Agyeman, 2014). According to the study of Gano-an (2018), there exists a heightened prevalence of consumer preference for the utilization of eco-friendly bags. Given the widespread awareness of plastic contamination on a global scale, promotional initiatives prove instrumental in enhancing policy acceptance and redirecting consumer intentions towards the utilization of eco-friendly bags (Vassanadumrongdee, Hoontrakool, & Marks, 2020). It is imperative to observe and take into account individuals' attitudes towards eco-friendly bags, as this bears significance in fostering optimism for a sustainable future and ensuring environmental safety (Arı & Yılmaz, 2017).

While certain fashion retailers have undertaken initiatives to retail eco-friendly items, including recycled, fair trade, and biodegradable products, the percentage of retail brands incorporating the concept of eco-friendly products remains relatively low (Smith, Cho, & Smith, 2016). Prior literature has underscored the broader category of green products; nonetheless, there is a paucity of sufficient emphasis on the purchase intention specifically pertaining to eco-friendly bags (Arı & Yılmaz, 2017; Kanchanapibul et al., 2014).

Indonesia grapples with a severe waste management challenge, ranking second among the top five contributors globally to plastic waste. Data from the International Union for Conservation of Nature indicates that a staggering 80 percent of marine pollution stems from plastic waste, leading to an annual influx of 8-14 metric tons of plastic into the oceans. This substantial quantity is further compounded by the presence of 50-65 trillion pieces of plastic and micro-plastic in oceanic environments. A significant proportion of plastic waste remains unrecycled, finding its way into waterways. This situation gives rise to multifaceted ecological concerns, primarily due to the protracted decomposition period characteristic of plastic materials (Irawan, Mairi, & Ekawati, 2016).

Drawing from the findings of a research survey conducted by geo.mapid to assess public awareness and knowledge concerning plastic waste, with a focus on the habitual use of commonly utilized plastic items, it is evident that the prevalence of plastic bag usage is on the rise. This increased usage is associated with a heightened awareness among individuals regarding the long-term impact of plastic bag consumption. According to the study conducted by Jakpat, a noteworthy 34.47% of respondents reported actively refusing the use of plastic bags during shopping, while an additional 10.81% indicated a frequent refusal pattern. Conversely, 25.74% of respondents admitted to occasional usage with rare refusals, and 28.98% fell into the category of individuals who never refused plastic bag usage. The results further indicated that a mere 4.26% of respondents consistently brought their own bags from home as an alternative to plastic bags when shopping. Additionally, 30.56% of respondents infrequently carried bags, whereas 24.87% confirmed that they had done so. The majority of participants,

constituting the highest percentage, asserted that they never carried shopping bags (Jakpat Blog, 2016).

According to Gano-an (2018), The examination of consumer preferences and opinions regarding environmentally friendly products illuminates a widespread utilization of eco-friendly bags. Given the global awareness of plastic contamination, promotional initiatives serve as significant support in influencing consumer behaviours towards the adoption of eco-friendly bags (Vassanadumrongdee et al., 2020). The examination of individuals' attitudes towards the utilization of eco-friendly bags is a crucial discourse, as it ensures the prospect of a sustainable future and a secure environmental milieu (Arı & Yılmaz, 2017). Furthermore, while literature extensively concentrates on the broader category of eco-friendly products, there exists a scarcity of comprehensive evidence and research pertaining specifically to the acquisition of eco-friendly bags (Arı & Yılmaz, 2017; Kanchanapibul et al., 2014).

Similarly, study of Dagher and Itani (2014) It has been posited that a positive intention is discernible among consumers regarding the importance of green consumption, driven by the objective of ensuring long-term protection for both the community and the environment. Concurrently, businesses are undergoing a paradigm shift in their competitive frameworks to endorse eco-friendly products and enhance customer awareness, thereby fostering sustainability in their operations (Muralidharan & Xue, 2016). Nonetheless, environmental awareness is not without its repercussions, manifested in the aspects of green behaviour and purchasing intentions. Specifically, it can be contended that individuals possessing elevated environmental awareness are more likely to exhibit eco-friendly behaviours (Sheltzer & Blotter, 1991). Nevertheless, several studies contend that while consumers may express concern for the environment and nature, there is no inherent guarantee that their purchasing behaviour will consistently align with these intentions (Gardyn, 2003; Kalafatis et al., 1999).

This research represents an initial endeavour to comprehensively explore consumer green purchasing behaviour within the framework of the Theory of Planned Behaviour (TPB), incorporating trust construction. The study extends the Sustainable Development Goals (SDG) framework by introducing additional constructs, namely

perceived value and willingness to pay a premium, to assess their impact on consumers' intentions and behaviours related to green purchases. The investigation aims to ascertain whether attitude can serve as an effective mediator between egoistic value, biosphere value, and altruistic behaviour concerning green attitudes, thereby potentially enhancing the intention to utilize eco-friendly bags. Furthermore, the study seeks to discern the influences of egoistic, biosphere, and altruistic values on green consumer intentions, with a particular focus on green consumer behaviour as a mediating factor.

Methods

The current investigation delves into the disclosure practices of environmentally friendly products in the context of Indonesia. Consequently, this study is characterized as explanatory research, elucidating the variables under examination and elucidating the relationships between these variables. The adoption of a positivist philosophical approach is warranted, given the quantitative nature of the study.

The research objectives are pursued through the application of a deductive approach. Data analysis is conducted using the "Component-Based" or "Variance-Based Structural Equation Modelling" method. Additionally, Partial Least Squares (Smart-PLS) Version 3.0 has been employed to evaluate the hypothesized relationships.

Partial Least Squares (PLS) serves as an alternative method employed for conducting causal-predictive analyses, particularly in situations characterized by high complexity and limited theoretical support (Ghozali, 2014).

The primary objective of PLS is to discern the optimal linear associations inherent in the data for predictive purposes. While PLS may be applied to validate existing theories, its utility lies in elucidating the presence or absence of relationships between inter-latent variables. According to Ghozali (2014), the PLS method is influential due to its independence from a set number of assumptions. Within this methodology, there is no requirement for multivariate normal distribution, nor are there constraints imposed on the sample size.

Table 1. Operationalization of variables

Variables		Dimensions
Egoistic Value (X1) Egoistic values usually arise "when someone wants to use a product, but is more concerned with the benefits for himself."	**1.**	Social Power
	2.	Wealth
	3.	Authority
	4.	Influential
	5.	Ambitious
	6.	Hedonic
	7.	Self-direction
	8.	Achievement
Biospheric Value (X2) "The more people who support the Biospheric Value, the more individuals who tend to have a pro environmental attitude."	**1.**	Prevention
	2.	Respect the Earth
	3.	Union with natural
	4.	Protect the Earth
	5.	Preserving
Altruistic Values (X3) Altruism is a value "that involves actions to increase the welfare of others at personal cost but less personal gain."	**1.**	Equality
	2.	World Peace
	3.	Social Justice
	4.	Mutual Help
	5.	Affection
	6.	Caring for others
Green Attitude (Z) Attitude is "a form of positive or negative assessment of a behaviour."	**1.**	Positive Attitude
	2.	Interest
	3.	Positive Impression
	4.	Helpful
	5.	Make a choice
Re-Intention to Use (Y) Re-intention to refers to "the intention to use a product or service continuously, after the consumer has used the product or service once."	**1.**	Transactional Intention
	2.	Preferential Intentions
	3.	Referential Intentions
	4.	Explorative Intentions

Furthermore, the study encompasses a population of 100 respondents, and the selected sampling technique is random sampling. The dataset is deemed sufficient to provide substantive support for the applied sampling test. The distributed questionnaire adheres to a five-point Likert scale. Additionally, the research employs a "self-administered" survey approach to safeguard participants' privacy and mitigate potential reservations that may arise during the response process.

As previously mentioned, the study's data is being analysed using PLS-SEM. This software is employed to elucidate the relationships among variables. Given that the statistical algorithm forms the basis of variance, there is no imperative need to conduct fit indices in this context (Hair Jr et al., 2014). It is imperative to acknowledge that the PLS methodology comprises two distinct stages: outer model assessment and inner model assessment. The evaluation of the outer model serves to validate and ensure the reliability of the proposed model. Conversely, the inner model assessment encompasses hypothesis testing, predictive relevance (Q^2), and the coefficient of determination (R^2).

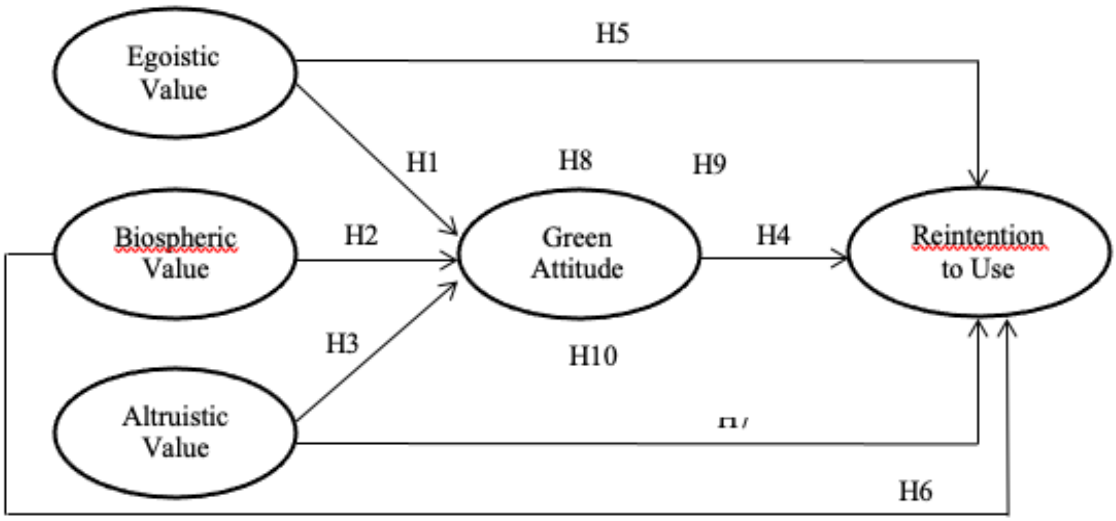

Figure 1. Research Framework

Results

As previously elucidated, the outer model assessment is instrumental in examining the relationship between study indicators and latent variables. In evaluating the outer model through PLS, three criteria are employed to ascertain the model's reliability and validity: convergent validity, discriminant validity, and construct reliability.

To assess convergent validity, it is posited that each indicator exhibits satisfactory validity if its value surpasses 0.70, while the loading factor value should fall within the range of 0.5 to 0.6 (Ghozali, 2014). This criterion therefore stipulates that any loading factor below 0.5 will be excluded from the model.

Table 2. Convergent Validity Modification

Variable	Indicator	Loading Factor	Validity
Egoistic Value	EV3	0.729	Valid
	EV4	0.803	Valid
	EV8	0.810	Valid
Biospheric Value	BV1	0.833	Valid
	BV2	0.888	Valid
	BV4	0.772	Valid
	BV5	0.864	Valid
Altruistic Values	AB1	0.778	Valid
	AB2	0.805	Valid
	AB3	0.765	Valid
	AB4	0.861	Valid
	AB5	0.770	Valid
	AB6	0.776	Valid
Green Attitude	GA2	0.883	Valid
	GA3	0.857	Valid
	GA4	0.846	Valid
	GA5	0.847	Valid
Re-Intention to Use	RTU1	0.851	Valid
	RTU2	0.832	Valid
	RTU3	0.869	Valid
	RTU4	0.776	Valid

Table 4 and Figure 2 present the outcomes of convergent validity, demonstrating that the indicators for each variable possess loading factor values equal to or exceeding 0.5. This confirmation aligns with the specified criteria for model assessment. Additionally, Table 3 showcases the findings related to construct reliability. As per the table, the composite reliability for each construct surpasses 0.7, affirming the reliability of the model.

Table 3. Composite Reliability and Cronbach's Alpha

Variables	Cronbach's Alpha	Composite Reliability
Altruistic Behaviour	0.882	0.886
Biospheric Value	0.862	0883
Egoistic Value	0.693	0.719
Green Attitude	0.881	0.882
Re-Intention to Use	0.853	0.866

Table 4. Hypothesis Testing Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
AB -> GA	0.425	0.416	0.094	4.516	0.000
AB -> RTU	0.103	0.095	0.177	0.579	0.563
BV -> GA	0.404	0.401	0.084	4.825	0.000
BV -> RTU	-0.080	-0.082	0.152	0.525	0.599
EV -> GA	0.111	0.122	0.073	1.523	0.128
EV -> RTU	-0.073	-0.068	0.122	0.593	0.553
GA -> RTU	0.897	0.894	0.174	5.149	0.000
GA X BV -> RTU	0.032	0.020	0.133	0.240	0.811
GA X EV -> RTU	0.026	0.029	0.138	0.187	0.852
GA X AB -> RTU	0.085	0.089	0.165	0.514	0.607

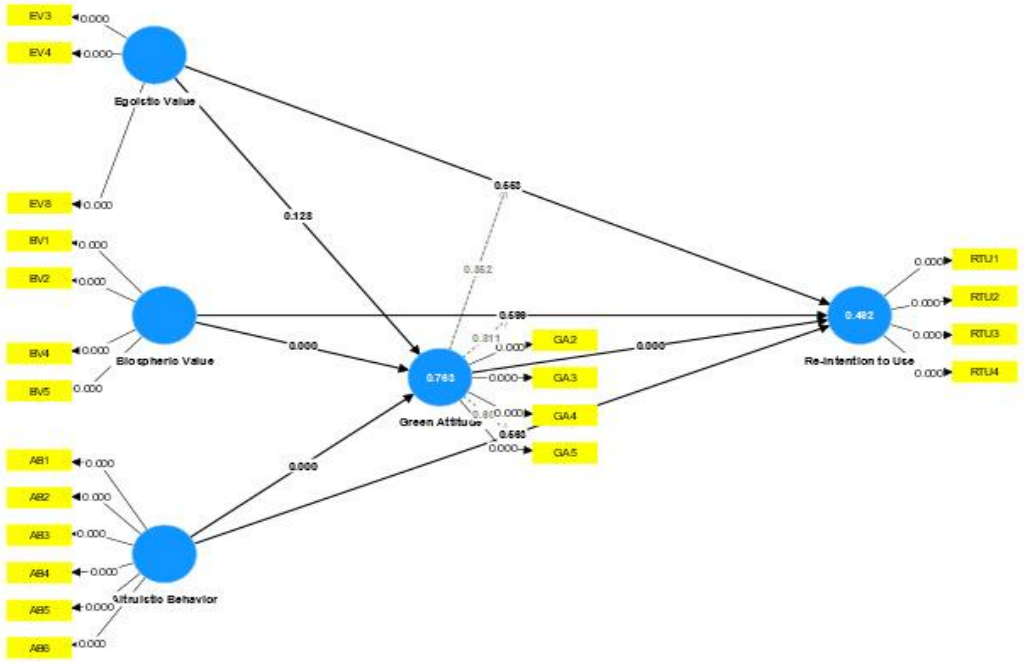

Figure 2. Bootstrapping output (t-value)

Moreover, Table 4 and Figure 2 elucidate the statistical relationships among constructs, with the results delineated as follows:

a. The results reveal an insignificant relationship between egoistic value and green attitude, as indicated by a t-statistic of 1.523 (<1.96). The original sample estimate is positive, amounting to 0.111, signifying a positive direction in the relationship between egoistic values and green attitudes. Consequently, the H1 hypothesis in this study can be inferred, suggesting that egoistic value has a positive yet insignificant effect on green attitude.

b. The results indicate a significant relationship between biospheric value and green attitude, as evidenced by a t-statistic of 4.825 (> 1.96). The original sample estimate is positive, specifically 0.404, implying a positive direction in the relationship between biospheric value and green attitude. Therefore, hypothesis H2 in this study can be affirmed, suggesting that biospheric value has a positive and significant effect on green attitude.

c. The results indicate a significant relationship between altruistic behaviour and green attitude, as evidenced by a t-statistic of 4.516 (> 1.96). The original sample estimate is positive, specifically 0.425, indicating a positive direction in the relationship between altruistic behaviour and green attitude. Consequently, hypothesis H3 in this study can be affirmed, suggesting that altruistic behaviour has a positive and significant effect on green attitude.

d. The findings reveal a significant relationship between green attitude and re-intention to use, as indicated by a t-statistic of 5.149 (> 1.96). The original sample estimate is positive, specifically 0.897, signifying a positive direction in the relationship between green attitude and re-intention to use. Thus, hypothesis H4 in this study can be confirmed, asserting that green attitude has a positive and significant effect on re-intention to use.

e. The results demonstrate an insignificant relationship between egoistic value and re-intention to use, with a t-statistic of 0.593 (<1.96). It is noteworthy that the beta coefficient is negative, specifically -0.073, indicating an opposing direction between the variables. Therefore, hypothesis H5 in this study can be affirmed, suggesting that egoistic value negatively influences re-intention to use.

f. The findings indicate an insignificant relationship between biospheric value and re-intention to use, as evidenced by a t-statistic of 0.525 (<1.96). The original sample estimate is negative, specifically -0.080, implying a negative direction in the relationship between biospheric value and re-intention to use. Therefore, hypothesis H6 in this study can be confirmed, asserting that biospheric value has a negative and non-significant effect on re-intention to use.

g. The results reveal an insignificant relationship between altruistic behaviour and re-intention to use, as denoted by a t-statistic of 0.579 (<1.96). The original sample estimate is positive, specifically 0.103, signifying a positive direction in the relationship between altruistic behaviour and re-intention to use. Thus, hypothesis H7 in this study can be affirmed, indicating that altruistic behaviour has a positive but non-significant effect on re-intention to use.

h. Furthermore, it is substantiated that the mediating effect of green attitude on egoistic values concerning re-intention to use is positive but not significant, as indicated by the original sample value of 0.026 and the T-Statistic value of 0.187 (<1.96). Consequently, hypothesis H8 in this study can be affirmed, suggesting that the mediating role of green attitude in the relationship between egoistic values and re-intention to use has a positive but non-significant effect.

i. Nevertheless, the mediating effect of green attitude on the relationship between biospheric value and re-intention to use is deemed not significant, evident in the beta coefficient of 0.032 and the T-Statistic value of 0.240 (<1.96). Thus, hypothesis H9 in this study can be confirmed, indicating that the biospheric value mediated by green attitude has a positive but non-significant effect on re-intention to use.

j. Ultimately, the mediating effect of green attitude on the relationship between altruistic behaviour and re-intention to use is likewise deemed non-significant, as the p-value exceeds 5%. Therefore, hypothesis H10 in this study can be affirmed, suggesting that green attitude does not serve as a significant mediator in the case of altruistic behaviour and re-intention to use.

Conclusions and Recommendations

Conclusions

Derived from the findings of the research and the subsequent discussion on re-intention to use, encompassing the impact of egoistic values, biosphere values, altruistic behaviour, and green attitude on re-intention to use, the following conclusions can be drawn:

1. Egoistic value demonstrates no influence on green attitude in the utilization of environmentally friendly bags. This leads to the conclusion that the impact of an individual's egoistic value on their green attitude when using environmentally friendly bags is notably limited.
2. Given that Biospheric value exerts a substantial influence on green attitude when utilizing environmentally friendly bags, it can be inferred that an individual's biospheric value significantly shapes their inclination toward adopting green practices in the use of environmentally friendly bags.
3. Altruistic behaviour serves as a robust determinant, thus, establishing that an individual's altruistic behaviour significantly shapes their green attitude toward the utilization of eco-friendly bags.
4. Green attitude exerts a positive and significant impact on re-intention to use environmentally friendly bags. This leads to the conclusion that an individual's green attitude significantly influences their intention to reuse eco-friendly bags.
5. Egoistic value demonstrates a negative and insignificant impact on re-intention to use environmentally friendly bags, indicating that an individual's egoistic value does not influence their intention to reuse eco-friendly bags.
6. Biospheric value exhibits a negative and insignificant impact on re-intention to use environmentally friendly bags, suggesting that an individual's biospheric value does not influence their intention to reuse eco-friendly bags.
7. Altruistic behaviour demonstrates a positive and insignificant impact on re-intention to use environmentally friendly bags, leading to the conclusion that an individual's altruistic behaviour does not influence their intention to reuse eco-friendly bags.
8. The mediating effect of green attitude on egoistic value exhibits a positive but non-significant impact on re-intention to use environmentally friendly bags, indicating that an individual's egoistic value does not significantly influence their intention to reuse eco-friendly bag.
9. The mediating effect of green attitude on biospheric value demonstrates a positive but non-significant impact on re-intention to use environmentally friendly bags, suggesting that an individual's biospheric value does not significantly influence their intention to reuse eco-friendly bags.

10. The mediating effect of green attitude on altruistic behaviour reveals a positive but insignificant impact on re-intention to use environmentally friendly bags, leading to the conclusion that an individual's altruistic behaviour does not significantly influence their intention to reuse eco-friendly bags.

Implications

Based on the findings, the study suggests several implications. Firstly, to promote eco-friendly bags, a comprehensive ban on all types of plastic bags is recommended. During a transitional phase, the reuse of plastic bags can be permitted. Additionally, promoting the recycling of plastic bags is considered a feasible measure to cultivate an eco-friendly culture. Implementing penalty-oriented methods is suggested to encourage adherence to plastic ban policies. Incentive-oriented measures for environmentally-friendly bags are proposed as effective strategies to reduce plastic consumption, warranting further research efforts. The study emphasizes that the government should implement various measures to encourage individuals to use eco-friendly bags for shopping and curb the excessive consumption of plastic bags. For instance, individuals could receive rewards such as discounts and subsidies for bringing their own bags. It is crucial for consumers to adopt the concept of "bring your own bag for shopping" to contribute to a sustainable future

The study underscores the significance of personal norms in shaping positive intentions toward the utilization of eco-friendly shopping bags. The pivotal role of personal norms in fostering favourable intentions for non-plastic shopping bag usage is highlighted. Therefore, the cultivation and reinforcement of positive personal norms should be integral to strategy formulation. When personal norms and values are ingrained, consumers of eco-friendly bags are likely to recognize the myriad benefits, including cost savings. To instil values and norms, practitioners should concentrate on both favourable and unfavourable behavioural consequences. In the study's context, these measures could address challenges associated with the reluctance to use eco-friendly bags. Moreover, as personal values and norms related to eco-friendly bag usage are established and internalized, policymakers should shift their focus toward methods that promote eco-friendly products.

Recommendations

In light of the research findings, the researcher proffers the following recommendations:

1. Egoistic value exhibits a positive yet insignificant impact on green attitude when using environmentally friendly bags. This indicates that an individual's egoistic value, while intending to use eco-friendly bags, yields a positive influence; however, it does not necessarily correlate with a heightened green attitude in utilizing such bags. Therefore, an individual's elevated or diminished egoistic value does not significantly influence the corresponding level of green attitude in the usage of environmentally friendly bags.
2. Egoistic value demonstrates a negative and insignificant impact on the re-intention to use environmentally friendly bags. This signifies that an individual's re-intention to use behaviour in relation to eco-friendly bags is not affected by their egoistic values.
3. Biospheric value exhibits a negative and insignificant impact on the re-intention to use environmentally friendly bags. This indicates that an individual's re-intention to use behaviour regarding eco-friendly bags is not influenced by their biospheric value.
4. Altruistic behaviour demonstrates a positive and insignificant impact on the re-intention to use environmentally friendly bags. This suggests that the level of altruistic behaviour in an individual does not significantly influence their re-intention to use environmentally friendly bags.
5. The mediating effect of green attitude on egoistic value manifests a positive yet non-significant impact on the re-intention to use environmentally friendly bags. This indicates that the mediation of green attitude does not significantly influence egoistic value in relation to the re-intention to use eco bags. Consequently, the extent of positive attitude towards one's egoistic values does not substantially affect the re-intention to use eco-friendly bags.
6. The mediating effect of green attitude on egoistic value demonstrates a positive yet non-significant impact on the re-intention to use environmentally friendly bags. This signifies that the mediation of green attitude does not significantly influence an individual's biospheric value in relation to the re-intention to use eco

bags. Consequently, the degree of positive attitude towards an individual's biospheric value does not markedly affect the re-intention to use eco-friendly bags.

7. The mediating effect of green attitude on altruistic behaviour exhibits a positive yet non-significant impact on the re-intention to use environmentally friendly bags. This indicates that the mediation of green attitude does not significantly influence an individual's altruistic behaviour in relation to the re-intention to use eco bags. Consequently, the degree of positive attitude towards someone's altruism does not markedly affect the re-intention to use eco-friendly bags.
8. For future research, the R-Square results indicate a 76.3% influence of egoistic values, biosphere values, and altruistic behaviour on green attitude, and a 49.2% influence on the re-intention to use eco-bags. Recommendations for subsequent studies may involve expanding the sample size, exploring diverse geographical areas with respondents of distinct characteristics, and introducing unexplored variables like green knowledge, among others. Researchers interested in further investigation are encouraged to consider these suggestions to enrich the understanding of the subject matter.

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