

# Basic Human Values and Customer Perceived Values Towards Green Purchase Intention

V K Colombage  
Nilakshi W K Galahitiyawe

## Abstract

Having noted the paucity of literature that explains the role of human values in green purchase intention, the current study investigates the role of human values on the relationships between customer perceived value dimensions: functional value-quality, functional value-price, social value and emotional value and green purchase intention. A survey was conducted among 296 consumers who were willing to purchase green Fast Moving Consumer Goods. The convenience sampling method was deployed for data collection through a structured self-administered questionnaire. Empirical data indicated that there is a significant impact of social value and emotional value on green purchase intention, and that functional value-quality and functional value-price do not exert a significant impact on green purchase intention. Three broad human values: self-enhancement, self-transcendence and openness to change had significant individual impacts on the relationship between customer perceived value dimensions and green purchase intention. Accordingly, the tested moderating impacts imply that self-transcendence values and openness to change values have amplified the impacts of social value and emotional value on green purchase intention, respectively. Thus, the significance of the study also lies in the uncovering of social factors in changing consumption value perspectives towards green products to minimize the negative impacts generated by individuals on the eco system. This research helps managers identify human values as a segmentation variable to produce and deliver value propositions drawn from green products, and to articulate different marketing messages based on the human values and perceived values prioritized by consumers.

**Keywords:** Green purchase intention, Customer perceived value, Human values, PERVAL scale.

---

**Mr. V K Colombage** is a Lecturer, Faculty of Business, NSBM Green University Town. E-mail:venurakalinga@gmail.com

**Dr. Nilakshi W K Galahitiyawe** is a Senior Lecturer, Department of Decision Sciences, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura and a Senior Consultant, Postgraduate Institute of Management, University of Sri Jayewardenepura. E-mail: nilakshi@pim.sjp.ac.lk

DOI: <https://doi.org/10.33939/SLJM.25.01.01.2020>