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"*Ono rego ono rupo*": Empirical Investigation of Intention to Purchase in Javanese Philosophy

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ABSTRACT

Objectives*: The advancement of technology and information has led to an increase in smartphone sales, with various designs and features emerging frequently. Consumers often perceive older smartphone models as obsolete once a new version is released, contributing to high levels of electronic waste. This study aims to examine the role of environmental awareness, eco-friendly products, and green trust in shaping consumer attitudes and their intention to purchase environmentally friendly smartphones. Additionally, it investigates how consumer attitudes mediate these relationships.*

Methodology*: The research adopts the theory of planned behavior and integrates it with the Javanese philosophy of ono rego ono rupo. Questionnaires were distributed to 250 respondents in several cities in Indonesia through an online platform. Structural equation modeling, using Smart-PLS software, was employed to analyze the data.*

Finding*: Consumers with high environmental awareness are more likely to recognize the benefits of purchasing environmentally friendly smartphones, as they believe such purchases contribute to reducing environmental harm. Additionally, green products and green trust positively influence green purchase intention, as consumers associate them with superior quality, convenience, and advanced features. Consumer attitudes serve as a mediator in these relationships.*

Keywords*: Eco-Consciousness, Green Product, Green Trust, Consumer Attitude, Green Purchase Intention.*

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INTRODUCTION

Ono rego ono rupo is a term commonly used by Javanese people to describe that quality products have high prices. This philosophy suggests that price serves as an indicator of value, influencing consumer expectations and purchase decisions. The meaning of this concept has also been recognized in marketing literature (Kotler & Armstrong, 2020; Lamb et al., 2016; Sweezey, 2020). While it is true that high-quality products often have higher prices, consumer purchase intentions for these products remain a critical issue (Leong et al., 2022; Wang et al., 2022; Sokolova & Kefi, 2020; Kuo et al., 2009).

Recently, the technology market has expanded rapidly alongside evolving consumer needs (Varriale et al., 2023; Kerber et al., 2023), particularly in the smartphone industry. As noted by Raj et al. (2023; Chan & Li, 2020), smartphones have significantly contributed to economic activity and have become an integral part of modern life. Given the philosophy of *ono rego ono rupo*, Javanese consumers tend to perceive that a smartphone with superior specifications—such as a high-quality camera, large memory storage, and premium materials—justifies its higher price. In addition, good connection quality enables users to engage in HD video streaming, video chats, and online gaming. The multifunctionality of smartphones has fueled public interest, not only for communication but also for personal and business activities, including online shopping and transactions (Eksananda et al., 2021; Handayani et al., 2022; Daurer et al., 2015; Hwang et al., 2021; Sondari et al., 2024).

The smartphone industry has experienced unprecedented growth, surpassing other ICT products. The global smartphone population has reached 8.65 billion, exceeding the world's human population, and demand continues to rise. However, this expansion raises concerns about electronic waste. As consumers frequently replace older smartphone models with newer ones, e-waste accumulation intensifies, posing environmental challenges. In developing countries, where much of this technology is manufactured, non-degradable smartphone waste presents a serious environmental risk (Chen et al., 2020). The global e-waste recycling rate remains low at just 17.4%, with Asia being the largest contributor to e-waste production. This issue underscores the need for companies to adopt sustainable production practices and promote green consumption behavior.

Leading smartphone brands such as Samsung, Apple, and Xiaomi have responded by integrating recycled materials into their products, reducing carbon footprints, and enhancing power efficiency (Ali et al., 2020; Moslehpour et al., 2023; Raj et al., 2023). However, the high cost of producing environmentally friendly smartphones raises a key question: Are consumers willing to pay a premium for sustainability? Although previous studies have shown that consumers are aware of environmental issues, this awareness does not always translate into purchase behavior (Suki, 2016; Febrianti et al., 2023; Sondari et al., 2024). Additionally, research on the purchase intentions of environmentally friendly products, especially green smartphones, remains limited (Raj et al., 2023; Wong et al., 2023).

In Indonesia, environmental consciousness is still in its early stages compared to other countries (Genoveva & Tanardi, 2022; Itawan, 2023). While previous studies have explored consumer behavior toward environmentally friendly products, they have not specifically examined green smartphone purchases in developing markets, where sustainability efforts may be less mature. Wong et al. (2023) have suggested further investigation into purchase

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intentions in developing countries, particularly by considering product quality and price perceptions.

This study seeks to address this gap by integrating the Javanese philosophy of *ono rego ono rupo* into the discussion of environmentally friendly product consumption. While previous research has examined price and quality perceptions separately, this study uniquely explores how cultural beliefs shape consumer attitudes toward green smartphones. Furthermore, in discussions of sustainable development, the importance of environmentally friendly consumption has been widely recognized. Wang et al. (2022) have linked environmental quality with purchase intention, highlighting the significance of consumer attitudes in shaping green consumption behavior. In addition, this study also tries to address the gap regarding whether consumer attitudes towards purchasing environmentally friendly smartphones can hinder or facilitate consumer purchase intentions. This study also highlights the extent to which consumer attitudes mediate the relationship between environmental consciousness or eco-consciousness, green products, and green trust on purchase intentions.

This study aims to assess the role of consumer attitudes in mediating the relationship between environmental consciousness, green product perception, and green trust in the context of green smartphone purchases. By applying the theory of planned behavior, this research provides new insights into the determinants of green purchase intention, contributing to both academic literature and managerial practice.

LITERATURE REVIEW

The grand theory used in this study is the theory of planned behavior (TPB) proposed by Ajzen (1991). According to this theory, a person's attitude, norms, and control can lead to their intention and actual behavior to purchase certain products or services. A person will use the available information to make decisions by considering the consequences before deciding. The TPB approach has been widely applied in various fields, including to understand consumer behavior to purchase environmentally friendly or green products and mobile learning (Lin et al., 2020). In this study, TPB is applied to understand consumption of environmentally friendly smartphones by young consumers. Specifically, this study attempts to understand consumer intentions and its relation with environmental consciousness, green products, beliefs, and attitudes. According to Alam et al. (2023) and Ogiemwonyi (2022), attitudes have significant consequences for intentions and behavior. Based on this theory, this study suggests that environmental consciousness, green products, and trust can influence the intention to purchase environmentally friendly products if consumers have a pro-environment attitude. Likewise, when people display negative attitudes, they also tend to act with those attitudes regardless of their beliefs and behavioral outcomes. Figure 1 illustrates the research conceptual framework in which TPB is used as a guiding principle for explaining consumer purchase intention towards green smartphone.

Green Behaviour

Ogiemwonyi (2022) and Lin et al. (2020) stated that uncontrolled consumption is the main cause of degradation of environmental quality. Society must pay attention to the environment by consuming green products to achieve sustainability for humans and the environment. Bashir et al. (2020) and Chen et al. (2020) mentioned that a customer's desire to buy a green brand that suits their needs is called green purchase behavior. In addition to this, Liao et al. (2020) suggested that having a positive attitude towards environmentally friendly products

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can increase the likelihood of forming environmentally friendly purchase intentions. Green purchase behavior can occur in various cultures, individuals, knowledge and gender (Sreen et al., 2018). Consumers who care about the environment may be involved and become part of the solution by changing their consumption patterns. When customers understand the attributes of an environmentally friendly product and buy the product, they can be categorized as environmentally friendly or green consumers (Deng & Yang, 2022; Dinh et al., 2021). Chen et al. (2020) also mentioned that customers who have a positive opinion on green products are more interested in purchasing green products, or in other words, consumers who are aware will be more likely to buy environmentally friendly products.

"*Ono rego ono rupo*"

Ono rego ono rupo is a Javanese proverb which means that if you want to get something of high quality, you must pay a high price. As stated by Kotler & Armstrong (2020), products that have high quality, high specifications, and complete features certainly have a high price tag. The presence of various smartphone features which provides high specifications, comfort, and good quality materials certainly has a high price tag. As the Javanese proverb says, higher price determines better quality rather than the cheaper one (Santoso et al., 2020). In addition, the proverb "*ono rego ono rupo*" means that it is better to spend more money to get good goods than to buy cheap goods with low quality. In the context of consumer behavior, the concept of "*ono rego ono rupo*" is sometimes regarded as hedonic behavior (Ardiyanto & Umam, 2018). However, this concept also has the principle that buying quality products can save on product costs. According to Reimers & Hoffmann (2019), The expensive labeling price on a product is based on the brand, value, features and materials of the product itself.

According to Ardiyanto & Umam (2018), if it is translated implicitly, *ono rego ono rupo* explains that the higher the quality of a product, the more expensive the price will be. The increasing development of smartphone products has created a desire for consumer behavior today. However, consumers certainly like products that have good quality, but this desire sometimes cannot be fulfilled when they have limited financial resources. Thus, when consumers have a product with good quality and has a high price, it can be termed as "*ono rego ono rupo*".

Hypothesis Development

Conceptually, eco-consciousness refers to a person's awareness towards the environment (Raj et al., 2023). In marketing literature, eco-consciousness refers to psychological factors that can influence consumer intention or behavior to participate in pro-environmental behavior, such as purchasing green products (Mishal et al., 2017; Wang et al., 2019). Recently, the development of the technology market has become increasingly massive, presenting products like green smartphones produced by considering environmental conservation and reducing negative ecological impacts (Wong et al., 2023). Green smartphone is developed with material features that can reduce the carbon footprint and can be recycled. Companies with strong understanding of environmental aspects will consider the products they produce before marketing them to consumers. According to Alam et al. (2023), consumers with strong environmental consciousness will consider many aspects before having an intention to purchase a product, including smartphone with environmentally friendly features. In the context of green products purchase, several studies have shown that morality encourages

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individuals to engage in pro-environmental activities, (de Sio et al., 2022; Wang et al., 2022) thus consumers are guided by their own and others' morale when developing the intention or behavior to purchase eco-friendly products. Green marketing studies have shown that consumer attitudes to be environmentally friendly significantly influence the intention to purchase green products although they have a higher price than other products (Nuryakin & Maryati, 2022; Sugandini et al., 2020). Besides that, Mishal et al. (2017) highlighted that environmental consciousness can significantly increase consumers' intentions in developed countries to choose environmentally friendly products. Thus, the first hypothesis is proposed as follows:

H1 Eco-consciousness has a positive influence on green purchase intention

Increased environmental problems have changed the way consumers view purchase intentions. Alam et al. (2023) stated that the younger generation prefers to purchase environmentally friendly products although they must spend a lot of money. According to Amin & Tarun (2021), green products can increase consumer attitudes and their willingness to buy. Previous studies conducted by Ali et al. (2020) has explored altruism and eco-friendly thinking in electronic products, which motivates purchase intentions. This shows that green products are not only limited to aspects of food or other manufacturing, but also to other products such as smartphones. Knowledge about the environment that is communicated well in a product can have a significant role in predicting consumer purchasing intentions. This shows that green product can influence the positive actions that can be taken to protect the environment. According to Alam et al. (2023), the probability of consumers' desire to buy green products in various aspects is getting higher, and currently there is a high tendency regarding the perceived benefits when using environmentally friendly products. Thus, the second hypothesis is proposed as follows:

H2 Green product has a positive influence on green purchase intention

Practically, consumers' green trust can have a significant influence on their conscious actions before making purchasing decisions (Joanes, 2019; Raj et al., 2023). Consumers' green trust is defined as a person's willingness, desire, or ability which is symbolized as a fundamental component that can determine purchasing behavior and patterns (Amin & Tarun, 2021). Previous research has identified trust as one particular factor in purchasing intentions of environmentally friendly products and concluded that environmentally friendly beliefs can influence purchasing intentions (Amin & Tarun, 2021; Ekawati et al., 2023; Wang et al., 2019). Thus, it is predicted that green trust in products or services can have a significant influence on attitudes and purchasing intentions, which ultimately drive their actual behavior.

H3 Green trust has a positive effect on green purchase intention

Environmental consciousness is crucial in shaping consumer attitudes regarding purchasing intentions. Zeng et al. (2019) stated that consumers who are environmentally conscious tend to have ethical obligations demonstrated through a positive attitude towards purchasing green products, including green smartphones. This attitude is shown through shows their concerns on purchasing environmentally-friendly products as part of eco-conscious behavior (Currás-Pérez et al., 2018). Previous studies have proven that consumer attitude has been understood as predictors that can mediate consumer purchase intentions (Ahmed et al., 2023; Suki, 2016; Alam et al., 2023; Wong et al., 2023). This attitude can influence the relationship to purchase intentions when consumers have a strong awareness of environmental aspects. Among the younger generation, attitudes are a strong predictor and play an important role in explaining

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intentions. Besides that, Wang et al. (2022) suggested that consumer attitudes can mediate the relationship between eco-consciousness and consumes' intention to purchase environmentally-friendly products.

H4 Eco-consciousness and green purchase intention are mediated by consumer attitudes

Consumers with a positive attitude are more likely to encourage their intention to buy products that provide complete comfort. According to Ahmed et al. (2023), the perceived convenience in consuming green products depends on consumers' likes and dislikes towards the product itself. Consumer attitudes as mediators help attract consumers' attention to environmentally friendly products, and it can build their purchase intention. A product is considered as a means to express certain attitudes, and using green product can shape consumers' positive attitude towards the environment. Chang et al. (2019) stated that environmentally friendly products have become the items most liked by many customers, thereby changing consumer attitudes significantly, where the intention to purchase green products has increased. Moslehpour et al. (2023) assessed the determinants of green purchase intentions and found that it can be predicted by green product through the mediating role of consumer attitudes toward environmentally-friendly product.

H5 Green products and green purchase intention are mediated by consumer attitudes

When consumers realize that the impact of the environment can build attitudes, they will explore their purchasing options that might lead to environmentally friendly products. In this regard, consumers who have trust towards a product for their reputation or ability for environmental performance tend to have positive attitude for the environment. Ahmed et al. (2023) stated that an attitude towards a green product can arises when consumers have confidence or trust in the product. In other words, attitudes towards green products generate purchase intentions when consumer trust is high. Trust in environmentally friendly products can be characterized as trust based on credibility in the product itself. According to Indriani et al. (2019), if consumers have trust in the product, they can form attitudes that lead to purchase intentions.

H6 Green trust and green purchase intention are mediated by consumer attitudes.

The research model can be presented in the following image:

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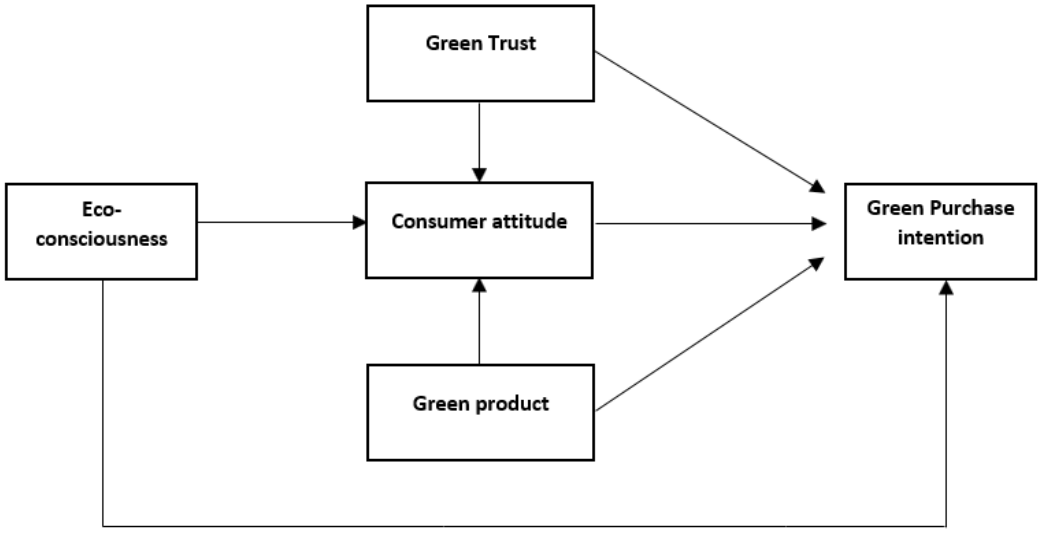

Figure 1 Conceptual framework

METHOD

This study explores the predictors and process of how consumers develop their green purchase intention. It also identifies consumer attitudes as a mediator in the relationship within the context of green smartphone products in Indonesia. The respondents of this study are 250 smartphone users from three major brands (Apple, Samsung, and Xiaomi) who also exhibit environmental concerns, selected using purposive sampling. The data was collected through an online questionnaire.

Primary data was obtained by distributing online questionnaires to 250 respondents, a sample size deemed appropriate for partial least squares structural equation modeling (PLS-SEM). According to Hair et al. (2019), PLS-SEM requires a minimum sample size of 10 times the maximum number of paths leading to an endogenous construct. Given the complexity of our model, 250 respondents provide a robust basis for analysis, ensuring adequate statistical power. The respondents were first asked several demographic questions to verify that they met the sampling criteria. They were then asked to respond to questionnaire items using a 5-point Likert scale, where they rated their agreement from 1 (strongly disagree) to 5 (strongly agree). The data collected is accessible only to the researchers and is kept confidential. Permission for data collection was included in the distributed questionnaire, informing respondents about the nature and use of the data collected.

The obtained data were analyzed using structural equation modeling with partial least squares (SEM-PLS), which was chosen for several reasons. First, PLS-SEM is suitable for predictive and exploratory research, making it appropriate for examining consumer green purchase intentions in an emerging research context. Second, PLS-SEM accommodates complex models with multiple mediators and does not require normally distributed data, which is advantageous given the nature of behavioral research. Third, it is particularly effective for studies with relatively small to medium sample sizes compared to covariance-based SEM (CB-SEM), which requires larger datasets and strict normality assumptions (Hair et al., 2017; Wong, 2013). The PLS-SEM analysis was conducted in two stages, namely measurement

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model evaluation, which assess the validity and reliability of the constructs, and structural model evaluation, to test the hypothesis and determine the strength of relationships between variables.

RESULTS AND DISCUSSION

Table 1 presents the respective frequencies of 54.4% of male and 45.6% female respondents. Then respondents also had an income of 3 to 5 million representing 44.8% and 32.0% of them had obtained a bachelor's degree. Most of the respondents are bachelor graduate (32%).

Table 1 Respondent Profile

Sample characteristics	Categories	Frequency	Percentage
Gender	Male	136	54.4%
	Female	114	45.6%
Age	Below – 25 years old	46	18.4%
	25 – 30 years old	41	16.4%
	31 – 35 years old	44	17.6%
	More than 35 years old	119	47.6%
Income	< Rp 3.000.000	22	8.8%
	Rp 3.000.000 – 5.000.000	112	44.8%
	Rp 5.000.001 – 8.000.000	72	28.8%
	> Rp 8.000.000	44	17.6%
Level Education	High school degree	22	8.8%
	Diploma degree	60	26.4%
	Bachelor degree	80	32.0%
	Master degree	52	20.8%
	Phd degree	30	12.0%

The data analysis is carried out using structural equation modelling with partial least squares (SEM-PLS) to test the proposed hypothesis and unveiling the relationship between variables. According to Hair et al. (2019), SEM-PLS is an effective analysis that provides the best estimates even though researchers have used complex models. The questionnaire for the study consists of 25 questions covering items adopted from previous studies, namely eco-consciousness which has five items adopted from Chan & Li (2020) and Moslehpour et al. (2023). Green products have five items adopted from Chang et al. (2019). The green trust has four items adopted from Chen (2010). Consumer attitudes have five items adopted from Suki (2016). Green purchase intention has six items adopted from Ahmad & Zhang (2020).

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Table 2 Descriptive Statistics

Items	Mean	SD	FL	AVE	CR
EC				0.790	0.934
EC1	4.43	0.903	0.889		
EC2	4.26	0.990	0.902		
EC3	4.28	0.924	0.893		
EC4	4.37	0.937	0.867		
EC5	4.46	0.892	0.892		
GP				0.543	0.785
GP1	4.46	0.923	0.714		
GP2	4.94	0.932	0.813		
GP3	4.98	0.802	0.786		
GP4	4.93	0.920	0.763		
GP5	4.32	1.131	0.788		
GT				0.780	0.905
GT1	4.78	1.056	0.816		
GT2	4.69	1.079	0.881		
GT3	4.70	1.049	0.917		
GT4	4.67	1.017	0.914		
CA				0.674	0.877
CA1	4.66	1.108	0.788		
CA2	4.83	1.017	0.876		
CA3	4.79	1.016	0.878		
CA4	4.59	1.138	0.853		
CA5	4.86	0.939	0.795		
GPI				0.749	0.933
GPI1	4.81	0.971	0.838		
GPI2	4.94	0.921	0.910		
GPI3	4.97	0.969	0.890		
GPI4	4.68	1.046	0.827		
GPI5	4.74	0.960	0.877		
GPI6	4.65	0.984	0.850		

Source: Data processed in 2024

Table 3 shows the values in the correlation matrix model (CMM). CMM is used to assess the relationship between latent variables. The higher the CMM value, the higher the correlation, conversely, if the CMM value is lower, the correlation is lower. Table 2 shows an overview of the results of the mean, standard deviation, AVE, factor loading and construct reliability (CR). The CR and factor loading values must be greater than 0.7, the AVE value must be greater than 0.5 (Fornell & Larcker, 1981). From the test results it can be seen that all the values produced have met the required criteria. Smart PLS and SPSS are used for data analysis. Descriptive statistics are calculated to determine the profile of the respondents involved in the research (Table 2). Discriminant validity testing is used to identify the level of construct differentiation with the criterion that the square root value of AVE must be greater than the correlation value (Table 3).

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Table 3 Correlation Matrix Model

	EC	GP	GT	CA	GPI
EC	1.000				
GP	0.697	1.000			
GT	0.459	0.687	1.000		
CA	0.575	0.769	0.745	1.000	
GPI	0.616	0.785	0.593	0.851	1.000

Source: Data processed in 2024

Furthermore, the CFA technique is used to observe the validity and reliability of variables where the level of validity was measured by factor loading and AVE values, while reliability is measured using CR (Table 4). CR is examined according to the criteria suggested by Fornell & Larcker (1981) where the value must be greater than 0.7. The value for factor loading must be greater than 0.7 and the AVE value must be greater than 0.5 (Fornell & Larcker, 1981).

Table 4 Discriminant Validity

	EC	GP	GT	CA	GPI
EC	0.821				
GP	0.587	0.889			
GT	0.770	0.702	0.737		
CA	0.808	0.620	0.707	0.866	
GPI	0.727	0.460	0.663	0.592	0.883

Source: Data processed in 2024

SEM is used to determine the path relationship between latent variables by observing the beta value and significance level (Table 5). According to Hu & Bentler (1999), model fit can be measured using SRMR, where the SRMR value must be smaller than 0.08. Since the model fit value in the research is 0.069, it can be concluded that the research model is declared fit. Table 5 presents the path relationships between the constructs. These results are evaluated by looking at the beta value and its significance level. If the relationship between a path has a significant value <0.05, then the hypothesis regarding the relationship can be accepted. Based on the test results (Table 5), all relationships between constructs, both direct effects (DE) and indirect effects (ID) have a significant value of <0.05, thus it can be concluded that all hypotheses can be accepted. A summary of the relationships for each path is presented in Figure 2.

Table 5 Summary of SEM

Paths	DE	ID	Sig	Hypotheses
H1: EC → GPI	0.466	-	0.000	Supported
H2: GP → GPI	0.289	-	0.000	Supported
H3: GT → GPI	0.150	-	0.003	Supported
H4: EC → CA → GPI	-	0.268	0.000	Supported
H5: GP → CA → GPI	-	0.319	0.000	Supported
H6: GT → CA → GPI	-	0.278	0.000	Supported

Source: Data processed in 2024

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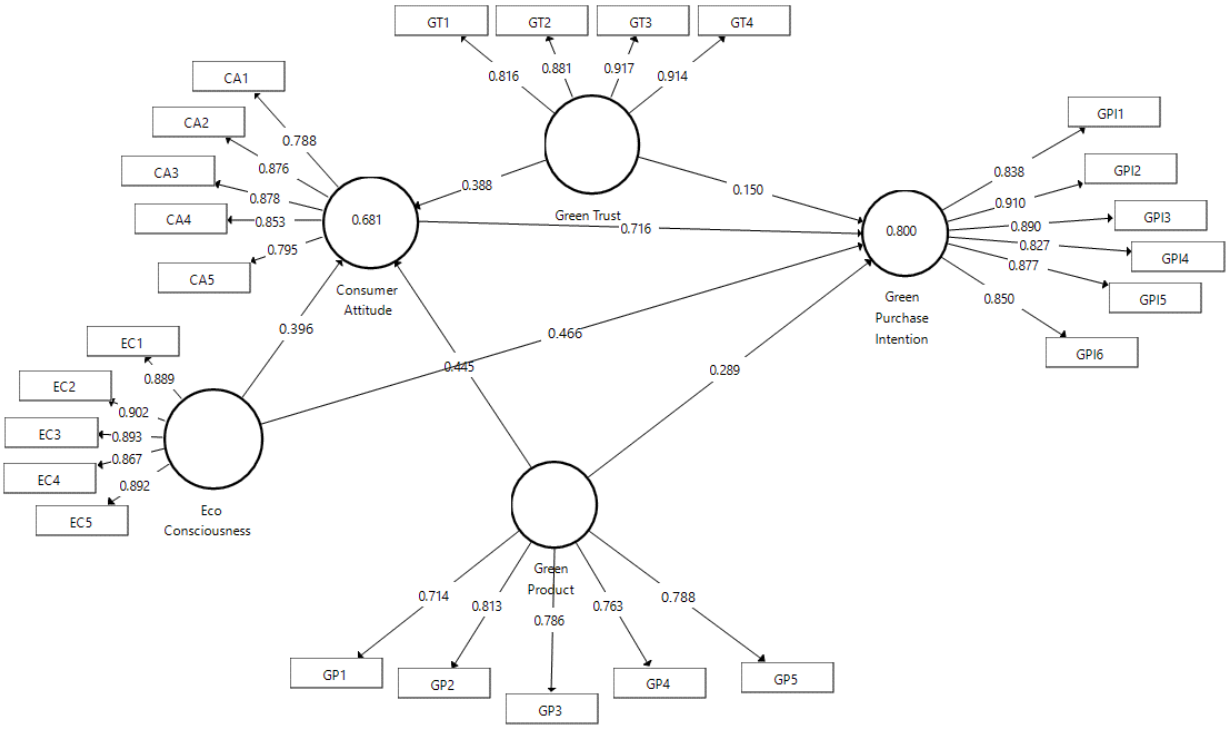

Figure 2 Structural Model

Discussion

This study adopts Ajzen's (1991) theory of planned behavior (TPB) from Ajzen (1991) to understand consumer purchase intentions for environmentally friendly products in the context of green smartphones. It examines the relationships between environmental awareness, green products, green trust, and consumer attitudes as mediating variables. Additionally, this study incorporates the Javanese philosophy of *ono rego ono rupo*, which reflects the belief that higher-priced products signify better quality. This long-held principle suggests that consumers perceive price as an indicator of product quality (Kotler & Armstrong, 2020). In the context of green smartphones, this philosophy implies that eco-friendly features and materials, which often increase production costs, can influence consumer perceptions and purchase decisions. The findings of this study reinforce this notion, indicating that consumers are more likely to trust and purchase high-priced environmentally friendly smartphones due to their perceived superior quality and sustainability benefits.

The results of hypothesis testing indicate that all proposed hypotheses are accepted. Consistent with prior research (Suki, 2016; Wong et al., 2023), this study confirms that the TPB framework is relevant in explaining green purchase behavior. Gabler et al. (2013) and Groening et al. (2018) also emphasize that TPB effectively captures consumer confidence in sustainability-related decisions. This study finds that environmental consciousness has a significant positive influence on consumers' purchase intentions for green products, including smartphones (H1 accepted). In a highly populated country like Indonesia, environmental issues related to business and consumption patterns are pressing concerns. The findings suggest that environmentally conscious consumers recognize the impact of their purchasing behavior and are motivated to choose sustainable options to mitigate environmental damage, particularly the growing issue of electronic waste.

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However, despite an increase in environmental awareness, some consumers remain skeptical about green claims due to the prevalence of greenwashing. This aligns with Joshi et al. (2019), who argue that consumers' willingness to purchase eco-friendly electronics depends on product reliability, comfort, and additional features, with price still being a key consideration. Attitudes and perceived benefits play a crucial role in purchase decisions (Alam et al., 2023). This study finds that while environmental consciousness directly influences green smartphone purchase intentions, consumer attitudes serve as an essential mediating factor. These results are consistent with previous studies (Raj et al., 2023; Currás-Pérez et al., 2018), which highlight the importance of consumer perceptions in shaping sustainable purchasing behavior.

Furthermore, this study confirms that environmentally friendly product attributes significantly impact green purchase intention. Previous research (Moslehpour et al., 2023; Wang et al., 2019) suggests that consumers increasingly consider environmental factors when making purchase decisions. In developing markets, consumers who are highly aware of environmental issues tend to favor products designed with sustainability in mind, including recyclable materials and energy-efficient features (Sharma et al., 2022). Companies that integrate eco-conscious design and innovation into their products can appeal to this growing consumer segment while simultaneously reducing their environmental footprint (Sharma et al., 2022; Kumar & Christodoulopoulou, 2014). Thus, the hypothesis stating that green products influence green purchase intention is supported (H2 accepted).

The study also demonstrates that green trust positively affects green purchase intention. Consumers show a strong preference for green smartphones when they believe in the credibility of eco-friendly claims and the reliability of sustainable materials. Wang et al. (2019), emphasize that trust in green products is a crucial determinant of purchase behavior, as it reduces perceived risks associated with sustainability claims. Increased consumer knowledge about eco-friendly products leads to higher trust, ultimately enhancing purchase intentions (H3 accepted).

Another key finding of this study is the mediating role of consumer attitudes in shaping green purchase intentions. Consistent with Gupta & Singh (2020), the results suggest that environmental consciousness can influence purchase intentions through consumer attitudes (H4 accepted). Moreover, attitudes toward technological innovation in eco-friendly products play a role in shaping consumer decisions. De Sio et al. (2022) highlight that shifts in eco-consciousness significantly alter consumer attitudes, which in turn drive environmentally friendly purchasing behaviors. Knowledge of green products enhances consumer confidence, reinforcing the perception that such products are safe, reliable, and beneficial. As Liobikienė & Bernatonienė (2017), explain, consumer attitudes toward green products act as a bridge that strengthens purchase intentions, particularly for green electronic devices (Raj et al., 2023; Wong et al., 2023) (H5, H6 accepted).

The *Ono rego ono rupo* philosophy further supports these findings by explaining how consumers in Indonesia, particularly in Java, perceive price as an indicator of quality. This cultural perspective influences purchase decisions, especially for high-priced environmentally friendly smartphones. Consumers believe that expensive products must offer superior features, durability, and materials, aligning with the perception that sustainability comes at a premium. Therefore, companies should leverage this consumer mindset by not only

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highlighting the quality and benefits of their green products but also reinforcing their environmental contributions. Increasing consumer awareness about the long-term value and environmental impact of eco-friendly smartphones can further enhance purchase intentions.

By integrating *Ono rego ono rupo* into the TPB framework, this study provides deeper insights into how cultural beliefs and consumer attitudes shape green purchasing behaviors. These findings emphasize the need for businesses to develop clear, trustworthy messaging about the environmental benefits of their products while ensuring that sustainable practices remain a core component of their value proposition.

CONCLUSION

Indonesia, as a developing country with diverse ethnic groups, each with its own philosophical perspectives, presents a unique and complex consumer landscape. These cultural influences shape individual purchasing behaviors, adding layers of complexity to consumer decision-making. This study provides new insights into product recovery by incorporating the Javanese philosophy of *ono rego ono rupo*—an ancestral belief that price reflects quality. This concept can be further explored in the relationship between companies and customers, particularly in terms of product quality perception. Here, all components of environmental consciousness, attitudes, and trust are found to positively influence green smartphone purchase intentions, especially regarding energy efficiency and sustainable material use in product design.

These findings offer valuable implications for future product development, not only for businesses in Indonesia but also for industries across Asia. As consumer awareness of sustainability grows, companies can leverage the perception that higher prices correlate with better quality to drive the adoption of durable, eco-friendly products. The increasing concern over electronic waste, particularly from conventional smartphones, underscores the need for sustainable alternatives. While developed countries have begun implementing policies to encourage green smartphone adoption, developing nations like Indonesia continue to face significant challenges, particularly due to plastic waste from electronic products.

Ultimately, these insights highlight the need for businesses to prioritize environmentally friendly materials in product development. By emphasizing durability, sustainability, and high-quality design, companies can enhance green purchase intentions and align with evolving consumer expectations. As the demand for sustainable products continues to rise, businesses that successfully integrate eco-conscious principles with perceived product value will gain a competitive advantage in the growing green technology market.

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