

Sustainability Marketing for Gen Z Consumers: The Role of Functional, Emotional, and Social Value on Satisfaction and Purchase Intention in Surabaya

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ABSTRACT

This study examines the influence of functional value, emotional value, and social value on satisfaction and purchase intention toward reusable smart tumblers among Gen Z in Surabaya. Using a quantitative approach, data were collected from 250 respondents and analyzed with multiple regression. The results show that all three values significantly and positively affect satisfaction, and satisfaction significantly drives purchase intention. These findings highlight that Gen Z purchase decisions are shaped not only by product functionality but also by emotional attachment and social recognition related to sustainability. This study provides insights for marketers to enhance consumer satisfaction and strengthen purchase intention through sustainability-based strategies.

Keywords - Functional Value, Emotional Value, Social Value, Satisfaction, Purchase Intention, Gen Z

INTRODUCTION

Sustainability issues are now a major concern in modern marketing practices, as companies face increasing demands to align their strategies with environmental, social, and ethical considerations. Rising awareness of climate change, resource constraints, and increasingly vocal consumers expressing social concerns have made it necessary for companies to incorporate sustainability as an important part of their value proposition (Kotler et al., 2021). Among various consumer segments, Generation Z (Gen Z) has emerged as the main driver of sustainable consumption thanks to their concern for the environment and active involvement in the digital world (Francis and Hoefel, 2018). This generation has different expectations of brands, tending to prioritize values such as responsibility, authenticity, and innovation when choosing products and services. In developing countries such as Indonesia, sustainable marketing practices not only open up opportunities but also present their own challenges. Surabaya, as one of the largest metropolitan cities, presents a dynamic context where sustainability efforts go hand in hand with rapid urbanization and changes in people's consumption patterns. Although campaigns on sustainability issues are increasingly being carried out, understanding of how Generation Z views these initiatives is still relatively limited. The perceived value of sustainable products and services from a functional, emotional, and social perspective has the potential to influence their level of satisfaction, which in turn can drive their intention to purchase. A number of previous studies have discussed the topics of green marketing, consumer trust, and the use of eco-friendly labels in influencing purchasing decisions (Shen *et al.*, 2019). However, little attention has been paid to the role of functional, emotional, and social consumption value dimensions in shaping satisfaction and purchase intention, especially among Generation Z in emerging markets. This research gap is significant because it highlights the importance of understanding the extent to which sustainable marketing strategies can actually translate into consumer satisfaction and encourage sustainability-oriented purchasing behavior. Against this backdrop, this study aims to examine how functional, emotional, and social values play a role in shaping the satisfaction and purchase intentions of Gen Z consumers in Surabaya. Focusing on this segment is expected to enrich our understanding of the extent to which sustainable marketing strategies can respond to the preferences of the younger generation in

urban areas of Indonesia. Theoretically, the results of this research are anticipated to enrich the body of knowledge on sustainable consumption. From a practical perspective, the findings may serve as guidance for marketers in formulating strategies that align with Gen Z's preferences while simultaneously promoting long-term sustainable purchasing behavior.

LITERATURE REVIEW

Functional Value

According to (Mishra *et al.*, 2024), Functional value represents the advantages consumers recognize in a product or service based on its practical performance and functional attributes. Meanwhile, (Hudayah *et al.*, 2023) explain that functional value includes consumers' perceptions of the performance, reliability, and efficiency of a product, which are the main basis for purchasing decisions. Additionally, according to (Sheth, Newman and Gross, 1991), functional value is defined as the utility consumers derive from the functional attributes of a product, such as durability, price, and performance quality, which directly influence consumer satisfaction and choice.

H1: Functional Value has a significant effect on Satisfaction

Emotional Value

According to (Solaiman and Rana, 2024), emotional value is created when consumers feel happiness, pride, and moral satisfaction after purchasing environmentally friendly products, because such actions are considered to be in line with their personal ethical and spiritual values. Meanwhile, (Kaur and Soch, 2025) explain that emotional value is the benefit consumers feel from emotional experiences or affective conditions, such as feelings of joy and happiness, that arise from interaction with a product. Furthermore, according to (Sweeney and Soutar, 2001), Emotional value can be understood as the sense of satisfaction or positive emotions that consumers experience when using a product or service. evoked by a product, including emotional pleasure and comfort, which influence consumer attachment to the product.

H2: Emotional Value has a significant effect on Satisfaction

Social Value

According to (*et al.*, 2023), social value is understood as the process of creating sustainable value for all key stakeholders of an organization, ranging from shareholders, employees, customers, suppliers, to the government and the wider community. Furthermore, according to (Sweeney and Soutar, 2001), social value is defined as the benefits obtained by consumers when the use of a product can enhance their social image, provide recognition, and strengthen relationships with others. According to (Pongratte *et al.*, 2023), social value encompasses the extent to which the consumption of a product or service allows consumers to express their social identity, gain social acceptance, and expand their social network.

H3: Social Value has a significant effect on Satisfaction

Satisfaction

Satisfaction is the level of feeling a person experiences after comparing performance or results with their expectations Kotler and Keller (2016). Consumers will feel satisfied if product performance meets or exceeds expectations. (Oliver, Rust and Varki, 1997) states that satisfaction is an emotional response

from consumers that arises from evaluating consumption experiences, which shows the compatibility between the results obtained and initial expectations. According to (Vargo and Lusch, 2010), satisfaction is the consumer's overall evaluation of the consumption experience of a product or service, which is influenced by service quality, perceived value, and emotional factors.

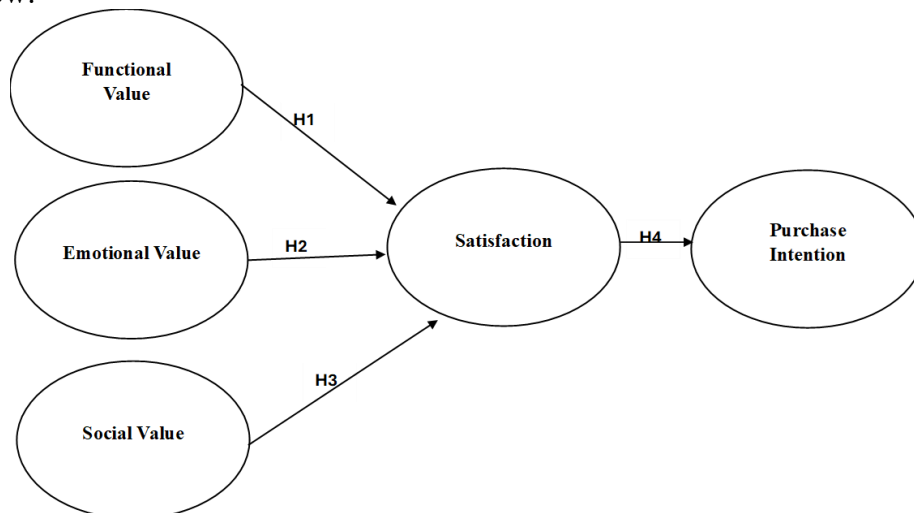
H4: Satisfaction has a significant effect on Purchase Intention

Purchase Intention

According to (Zeqiri *et al.*, 2024), purchase intention is defined as the probability or tendency of consumers to plan or have a desire to buy a product or service in the future. Furthermore, according to (Dodds, Monroe and Grewal, 2020), purchase intention is the desire of consumers to buy a particular product based on their perception of its value, quality, and benefits. In addition, Schiffman and Kanuk (2007) define purchase intention as behavior that arises as a response to an object, in which consumers show interest, preference, and the possibility of purchasing a particular product or brand.

METHODOLOGY

This study has three independent variables: functional value, emotional value, and social value, with purchase intention as the dependent variable and satisfaction as the intervening variable. The type of approach used in this study is a quantitative approach. In this case, the research population consists of men and women who belong to Generation Z (aged 18–26 years), reside in Surabaya, care about environmental issues and sustainable lifestyles, and have experience buying or using reusable smart tumblers at least once in the last six months. This study uses the snowball sampling technique, in which the researcher selects initial respondents who then help distribute questionnaires to other respondents with similar characteristics. The study employed a non-probability sampling method, utilizing a questionnaire as the primary tool for gathering data. The number of respondents planned in this study is 250 Gen Z individuals in Surabaya who meet the specified criteria. The conceptual model of this study examines how functional value, emotional value, and social value influence satisfaction, which in turn affects purchase intention toward reusable smart tumblers. The research model can be seen in the figure below:



RESULTS

Respondent Characteristics

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Respondents in this study were Gen Z consumers in Surabaya who had experience in purchasing or using reusable smart tumblers according to predetermined characteristics. The number of respondents in this study were 250 respondents. All respondents who filled out the questionnaire have met the criteria determined at the beginning of the study.

Table 1. Characteristics of Respondents

Profile		Frequency	Percentage
Gender	Male	118	47.2%
	Female	132	52.8%
Age	18–21	95	38%
	22–26	155	62%

Based on Table 1, the characteristics of respondents totaling 250 respondents were found with 47.2% (118) male respondents and 52.8% (132) female respondents. In this questionnaire, the majority of respondents were in the age range of 22–26 years with a percentage of 62% (155 respondents), followed by respondents aged 18–21 years (38% or 95 respondents).

Validity Test

The validity test aims to assess whether the questionnaire items employed in this study function appropriately as measurement tools for each variable. This assessment was performed using the Pearson Correlation method by comparing the score of each item with the overall score of its respective construct. An item is considered valid when the significance level (Sig. 2-tailed) is below 0.05 and the correlation coefficient shows a positive value. In contrast, if the significance level exceeds 0.05, the item is deemed invalid and must be removed from subsequent analysis.

Table 2. Validity Test Results

Variable	Item Code	Pearson Correlation
Functional Value	FV1	0.642
	FV2	0.711
	FV3	0.689
Emotional Value	EV1	0.755
	EV2	0.708
	EV3	0.682
Social Value	SV1	0.701
	SV2	0.695
	SV3	0.673
Satisfaction	SAT1	0.728
	SAT2	0.702
	SAT3	0.685
Purchase Intention	PI1	0.769
	PI2	0.714

	PI3	0.688
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Based on Table 2, it can be seen that all questionnaire items for each construct have a significance value of 0.000 (<0.05) and a positive Pearson Correlation coefficient. Therefore, all items in this study are declared valid and can be used for further analysis.

Simple Linear Regression Equation

The Simple Linear Regression model is applied to examine the influence of Satisfaction on Purchase Intention. The regression equation is formulated using the unstandardized coefficient obtained from the simple linear regression results. From the output, the regression equation can be expressed as follows.:

Table 3. Simple Linear Regression Equation

Variable	Standardized Coefficients	Std. Error	t-value
Satisfaction	0.587	0.056	10.482

A coefficient with a positive value reflects a direct relationship between the independent and dependent variables. Based on the regression results, the independent variable is shown to have a positive coefficient. The regression coefficient for Satisfaction is 0.587, which carries a positive sign. This means that any increase or decrease of one unit in Satisfaction will lead to an increase or decrease of 0.587 units in Purchase Intention. Hence, it can be concluded that Satisfaction significantly influences Purchase Intention.

Multiple Regression Analysis

Multiple linear regression analysis provides an explanation of the regression equation, the correlation index, and the coefficient of determination (R^2). The regression model illustrates whether each research variable has a positive or negative influence on Satisfaction. The coefficient values in the regression equation are derived from the unstandardized coefficients obtained through multiple linear regression. The results of the variable analysis can be seen in the following table:

Table 4. Multiple Regression Analysis

Variable	Standardized Coefficients	Std. Error	t-value
Functional Value	0.325	0.081	4.012
Emotional Value	0.287	0.076	3.776
Social Value	0.264	0.073	3.616

The coefficients with positive signs indicate a unidirectional change between the independent variables and the dependent variable. In the regression calculation above, it shows that Functional Value, Emotional Value, and Social Value each have positive coefficients. The regression coefficient for Functional Value is 0.325, which indicates that when Functional Value increases or decreases by one unit, Satisfaction will increase or decrease by 0.325 units. The regression coefficient for Emotional Value is 0.287, which indicates that when Emotional Value increases or decreases by one unit, Satisfaction will increase or decrease by 0.287 units. The regression coefficient for Social Value is

0.264, which indicates that when Social Value increases or decreases by one unit, Satisfaction will increase or decrease by 0.264 units.

Partial Significance Test (T Test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. If the Sig. value < 0.05 , then the independent variable has a significant effect on the dependent variable.

Table 6. Hypothesis Testing

	Hypothesis	t-value	Sig.	Result
H1	Functional Value has a significant effect on Satisfaction	4.012	0.000	Supported
H2	Emotional Value has a significant effect on Satisfaction	3.776	0.000	Supported
H3	Social Value has a significant effect on Satisfaction	3.616	0.000	Supported
H4	Satisfaction has a significant effect on Purchase Intention	10.482	0.000	Supported

Based on Table 6, it can be seen that all independent variables have a significance value below 0.05, which means that Functional Value, Emotional Value, and Social Value significantly affect Satisfaction. Furthermore, Satisfaction also has a significant effect on Purchase Intention. Thus, all proposed hypotheses (H1, H2, H3, and H4) are supported.

H1: Functional Value (FV) has a significant influence on Satisfaction.

The research findings indicate that Functional Value has a significant and positive influence on Satisfaction, with a coefficient of 0.325 and a p-value of 0.000. This indicates that the higher the functional value perceived by consumers, the higher the satisfaction they experience. In the context of reusable smart tumblers, functional aspects such as durability, convenience, and practicality play a key role in shaping consumer satisfaction.

H2: Emotional Value (EV) has a significant influence on Satisfaction.

Emotional Value also has a significant and positive influence on Satisfaction, with a coefficient of 0.287 and a p-value of 0.000. This finding suggests that consumers who feel emotionally connected—such as feeling proud, happy, or responsible when using eco-friendly products—are more likely to be satisfied with their purchase. This reflects how emotional resonance from sustainability-oriented products can strengthen consumer satisfaction.

H3: Social Value (SV) has a significant influence on Satisfaction.

The influence of Social Value on Satisfaction is also significant, with a coefficient of 0.264 and a p-value of 0.000. This indicates that the higher the social value perceived (e.g., gaining recognition, social acceptance, or signaling eco-conscious identity), the greater the consumer satisfaction. For Gen Z, using a reusable smart tumbler can reflect lifestyle alignment with sustainable values, enhancing social approval and satisfaction.

H4: Satisfaction has a significant influence on Purchase Intention.

Satisfaction has a significant and positive influence on Purchase Intention, with a coefficient of 0.587 and a p-value of 0.000. This indicates that the higher the consumer satisfaction, the stronger the

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intention to repurchase or recommend reusable smart tumblers. High satisfaction fosters loyalty, positive word-of-mouth, and consistent purchase intention among environmentally conscious Gen Z consumers.

CONCLUSION

This study aims to analyze the factors that influence Gen Z consumers' purchase intention of reusable smart tumblers in Surabaya, with a focus on the role of satisfaction as a mediating variable. The findings indicate that functional value, emotional value, and social value significantly affect consumer satisfaction, which in turn increases purchase intention. Consumers who perceive the tumbler as highly functional durable, convenient, and practical are more satisfied with their purchase decision. Similarly, emotional value plays a crucial role, as Gen Z consumers tend to associate the use of eco-friendly products with positive feelings such as pride, happiness, and responsibility. This emotional connection strengthens satisfaction and fosters a stronger intention to repurchase. The study also reveals that social value has a significant impact on satisfaction. Gen Z consumers often express their environmental awareness and social identity through the products they use. A reusable smart tumbler serves not only as a functional item but also as a social symbol of eco-consciousness and lifestyle alignment with sustainable practices. This social recognition enhances satisfaction, which then translates into a stronger purchase intention. Furthermore, the results confirm that satisfaction has a direct and significant effect on purchase intention. Consumers who are satisfied with the reusable smart tumbler are more likely to continue purchasing similar products, recommend them to others, and integrate them into their daily routines. This highlights the importance of satisfaction as a bridge between perceived product values and actual consumer behavior. Overall, this study provides valuable insights into sustainability marketing targeting Gen Z consumers. By emphasizing functional, emotional, and social values, brands can enhance consumer satisfaction and, ultimately, purchase intention. The findings also suggest that Gen Z consumers are highly responsive to products that align with both their personal needs and their social identity as environmentally conscious individuals. For marketers, this underscores the importance of designing sustainability-oriented marketing strategies that highlight practicality, emotional engagement, and social recognition. This research also contributes to the broader discussion of sustainable consumption behavior in Indonesia, particularly among Gen Z, who are emerging as a key consumer segment. As environmental awareness continues to grow, products like reusable smart tumblers represent an opportunity for businesses to strengthen their market presence while supporting sustainable lifestyles. Moreover, the findings may serve as a foundation for both marketers and policymakers in promoting eco-friendly products and shaping consumer behavior toward more responsible and sustainable consumption. By integrating sustainability values into product design and communication strategies, businesses can not only fulfill functional needs but also contribute positively to environmental protection, thereby fostering long-term consumer trust and loyalty.

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