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GREEN CONSUMPTION–BASED POLICY STRATEGIES FOR GREEN ECONOMY DEVELOPMENT IN YOGYAKARTA CITY

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ABSTRACT

This study aims to examine the effects of green purchase intention and environmental knowledge on green purchase behavior in Yogyakarta City and to formulate evidence-based green economy policy strategies. The research adopts an explanatory quantitative approach using an online survey of 401 respondents with experience purchasing environmentally friendly products from micro, small, and medium enterprises (MSMEs). Multiple linear regression analysis was employed to test the causal relationships among variables, and the empirical findings were subsequently integrated into a SOAR (Strengths, Opportunities, Aspirations, Results) analysis to develop operational policy strategies. The results indicate that both green purchase intention and environmental knowledge have positive and significant effects on green purchase behavior, with environmental knowledge emerging as the most dominant determinant. These findings suggest that green purchase behavior provides a robust empirical foundation for demand-side green economy policies. The SOAR analysis further highlights strategic directions emphasizing environmental literacy strengthening, pilot projects for green consumption, and the integration of MSMEs and tourism sectors into an urban green economy ecosystem. This study contributes to the literature by linking consumer behavior evidence with practical green economy policy formulation at the local level.

Keywords : Green Economy; Green Purchase Behavior; Green Purchase Intention; Environmental Knowledge; SOAR

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh minat konsumsi hijau dan pengetahuan lingkungan terhadap perilaku konsumsi hijau masyarakat Kota Yogyakarta serta merumuskan strategi kebijakan pengembangan ekonomi hijau berbasis bukti empiris tersebut. Penelitian menggunakan pendekatan kuantitatif eksplanatori dengan pengumpulan data melalui survei daring terhadap 401 responden yang memiliki pengalaman membeli produk ramah lingkungan dari UMKM. Analisis data dilakukan menggunakan regresi linear berganda untuk menguji hubungan kausal antarvariabel, yang selanjutnya diintegrasikan ke dalam analisis SOAR (Strengths, Opportunities, Aspirations, Results) guna merumuskan strategi kebijakan yang aplikatif. Hasil penelitian menunjukkan bahwa minat konsumsi hijau dan pengetahuan lingkungan berpengaruh positif dan signifikan terhadap perilaku konsumsi hijau, dengan pengetahuan lingkungan sebagai faktor yang paling dominan. Temuan ini menegaskan bahwa perilaku konsumsi hijau memiliki basis empiris yang kuat untuk dijadikan fondasi kebijakan ekonomi hijau berbasis permintaan. Melalui analisis SOAR, penelitian ini merumuskan strategi kebijakan yang menekankan penguatan literasi lingkungan, pengembangan pilot project konsumsi hijau, serta integrasi UMKM dan sektor pariwisata dalam ekosistem ekonomi hijau perkotaan. Penelitian ini berkontribusi pada pengembangan kebijakan ekonomi hijau daerah yang berorientasi perilaku dan berbasis bukti empiris

Kata Kunci : Ekonomi Hijau; Perilaku Konsumsi Hijau; Minat Konsumsi Hijau; Pengetahuan Lingkungan; SOAR

INTRODUCTION

The development of the global economy over the past few decades has revealed serious consequences for environmental sustainability, particularly in urban areas. Rapid growth in consumption, accelerated urbanization, and unsustainable patterns of production and consumption have collectively contributed to environmental degradation, rising emissions, and increasing pressure on natural resources (Ahmed et al., 2022; Acheampong & Opoku, 2023). In this context, the concept of the green economy has emerged as a development approach that seeks to balance economic growth with environmental protection and social well-being (UNEP, 2011). Beyond emphasizing production efficiency and environmentally friendly technological innovation, the green economy also calls for fundamental changes in societal consumption patterns.

At the urban level, the implementation of the green economy faces complex challenges. Cities, as centers of economic and social activity, constitute the primary loci of energy, goods, and service consumption, thereby playing a significant role in shaping the trajectory of sustainable development (Zhang & Dong, 2020). In many regions, green economy policies still tend to concentrate on the supply side, such as the development of green industries, clean technologies, and environmental regulations. However, without being accompanied by changes in consumption behavior, these policies often yield limited impacts (Csutora, 2012). Consequently, consumption-based approaches (demand-side policies) are increasingly regarded as a key element in the development of an effective and sustainable green economy.

Green purchase behavior refers to individuals' tendency to choose products and services that have a lower environmental impact compared to conventional alternatives (Lee, 2009). A growing body of research indicates that green purchase behavior plays a crucial role in stimulating market demand for environmentally friendly products, while simultaneously serving as a signal to producers and policymakers to expand sustainable economic practices (Joshi & Rahman, 2019; Zhang & Dong, 2020). Accordingly, green consumption is not merely an issue of individual behavior, but also a strategic instrument in transforming economic systems toward a green economy.

A review of the consumer behavior literature indicates that green purchase behavior is influenced by a range of psychological and cognitive factors. Two determinants that are most consistently identified across diverse contexts are green purchase intention and environmental knowledge (Ajzen, 1991; Tam & Chan, 2018). Green purchase intention reflects an individual's readiness and willingness to consume environmentally friendly products and, within the framework of the Theory of Planned Behavior, is regarded as a primary predictor of actual behavior (Ajzen, 1991). Meanwhile, environmental knowledge refers to the level of individuals'

understanding of environmental issues, the impacts of consumption, and the benefits of green products, serving as a cognitive foundation for consumption-related decision-making (Vicente-Molina et al., 2013).

Although the relationships among intention, knowledge, and green purchase behavior have been extensively examined, a number of studies highlight the existence of an intention–behavior gap, namely a condition in which positive intentions toward green consumption do not always translate into actual behavior (Joshi & Rahman, 2019; Csutora, 2012). This gap suggests that public policy efforts should not be limited to promoting awareness or positive attitudes alone, but must also create structural and institutional conditions that enable the conversion of intention and knowledge into concrete action. Within the context of green economy policy, an understanding of the factors that directly influence green purchase behavior is therefore crucial for designing effective interventions.

In Indonesia, attention to the green economy has been increasing alongside the country's commitment to the Sustainable Development Goals (SDGs). However, the implementation of green economy policies at the regional level continues to face constraints, particularly in integrating consumption behavior aspects into policy formulation. Many local policies tend to position the public as passive targets of socialization rather than as key actors in the transformation toward a sustainable economy. In fact, empirical evidence suggests that green purchase behavior among communities holds substantial potential to stimulate the development of green markets and to strengthen the role of micro, small, and medium enterprises (MSMEs) within the green economy (Sugandini et al., 2023).

The City of Yogyakarta provides a relevant context for examining the development of a green economy grounded in green purchase behavior. As a city known for education, culture, and as a hub for micro, small, and medium enterprises (MSMEs), Yogyakarta exhibits social characteristics that are relatively open to value innovation and sustainable lifestyles. The high educational attainment of its population, combined with vibrant creative economic activities and MSMEs, offers strategic opportunities for the municipal government to promote a green economy through policies that target consumption behavior (Sugandini et al., 2023; Zhang & Dong, 2020). Nevertheless, empirical studies that explicitly link green purchase behavior to the formulation of green economy policy strategies at the city level remain limited, particularly those that position consumer behavior as a central foundation for public policy design (Csutora, 2012; Joshi & Rahman, 2019).

Most previous studies have focused on analyzing the effects of behavioral variables on consumption decisions without extending their findings into operational and context-specific policy implications for local governments (Zhang & Dong, 2020). As a result, a gap persists

between empirical insights from consumer behavior research and the practical needs of local policymakers in designing effective green economy interventions (Csutora, 2012). This study seeks to address this gap by positioning green purchase behavior as a key variable in green economy development and by examining the roles of green purchase intention and environmental knowledge as foundations for formulating policy strategies grounded in empirical evidence on green purchase behavior (Ajzen, 1991; Vicente-Molina et al., 2013; Tam & Chan, 2018).

Building on this background, this study aims to analyze the effects of green purchase intention and environmental knowledge on green purchase behavior among residents of Yogyakarta City, as well as to formulate green economy development policy strategies based on the resulting empirical findings. Unlike conventional consumer behavior studies, this research integrates quantitative analysis with a strategic approach through SOAR analysis (Strengths, Opportunities, Aspirations, and Results), enabling the findings to contribute not only to the enrichment of academic literature but also to the provision of relevant and actionable policy recommendations for local governments.

Through this approach, the study is expected to make a significant contribution to the development of urban-level green economy policies, particularly by emphasizing that changes in community green purchase behavior constitute a strategic foundation for sustainable economic transformation. Furthermore, the findings are anticipated to serve as a reference for other regions with similar characteristics in designing evidence-based green economy policies that are oriented toward societal behavior.

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a widely applied theoretical framework for explaining green purchasing behavior, positioning attitudes, subjective norms, and perceived behavioral control as the primary determinants of intention that subsequently influence individuals' actual behavior (Ajzen, 1991). Green purchase behavior refers to consumption activities involving products that provide environmental benefits (Lee, 2009). Recent developments in the literature indicate that TPB has continued to evolve through the incorporation of additional cognitive and normative constructs to enhance its explanatory power. For instance, Cui et al. (2024) extend the TPB framework by integrating environmental knowledge and moral obligation, demonstrating that this expanded model explains variations in green purchase behavior more effectively than the classical TPB model. Other findings suggest that MSME strategies, such as the adoption of green supply chain management and green marketing practices, create market conditions that reinforce the effectiveness of TPB

constructs—particularly attitudes and perceived behavioral control—in shaping consumer behavior (Sugandini et al., 2020; Rahmawati & Pradana, 2023). Moreover, systemic pressures arising from economic growth and the expansion of consumption further underscore the empirical urgency to continuously refine TPB within sustainability research (Acheampong & Opoku, 2023; Ahmed et al., 2022).

Green Purchase Intention and Green Purchase Behavior

Green purchase intention is commonly understood as consumers' tendency or readiness to prefer and purchase environmentally friendly products over conventional alternatives (Kamalanon et al., 2022). A substantial body of empirical evidence confirms a positive relationship between purchase intention and actual buying behavior, although the strength of this relationship varies across research contexts. In the context of Chinese consumers, for example, Cui et al. (2024), employing a structural equation modeling approach, demonstrate that green purchase intention has a positive and significant effect on green purchase behavior.

Nevertheless, several studies also emphasize that positive intentions do not always fully translate into actual behavior. Joshi and Rahman (2019) highlight the existence of a gap between intention and sustainable purchasing behavior, commonly referred to in the literature as the intention–behavior gap.

In the context of MSMEs in Indonesia, research indicates that the implementation of green marketing strategies and environmental communication by small enterprises contributes to increased consumer green purchase intention (Sugandini et al., 2020). However, the conversion of such intention into actual purchasing behavior is often influenced by external factors, including limited product availability, price sensitivity, and levels of consumer awareness. Nguyen's (2016) study on the purchase of energy-efficient appliances in Vietnam finds that purchase intention exerts a positive influence on actual purchasing behavior. This finding is consistent with the results reported by Kumar et al. (2017), who identify a positive and significant relationship between consumer intention and actual purchase behavior. Furthermore, Kanchanapibul et al. (2014) report that young consumers with strong green purchase intentions tend to exhibit higher levels of engagement in purchasing environmentally friendly products.

Environmental Knowledge and Green Purchase Behavior

Environmental knowledge refers to individuals' understanding of environmental conditions, climate change issues, and the ecological consequences arising from consumption and production activities (Saari et al., 2021). A number of empirical studies indicate that environmental knowledge exerts a positive and significant influence on green purchase behavior, either through direct or indirect pathways (Vicente-Molina et al., 2013; Cui et al., 2024). This

level of knowledge plays a crucial role in shaping individuals' capacity to recognize and mitigate the negative environmental impacts of consumption activities. Conversely, limited awareness of environmental risks and low levels of understanding of conservation practices often act as barriers to public participation in environmental protection efforts (Vicente-Molina et al., 2013).

Moreover, extensive research confirms that the delivery of messages oriented toward enhancing environmental awareness is effective in promoting pro-environmental behavior (Tam & Chan, 2018). In the context of developing countries, including Indonesia, empirical evidence demonstrates that environmental knowledge is significantly associated with green purchase behavior, either directly or through mediating mechanisms such as environmental attitudes and green purchase intention (Alamsyah et al., 2021; Suki & Suki, 2015).

Green Economy

The development of the green economy in Indonesia is increasingly viewed as a strategic approach to addressing multiple development challenges simultaneously, ranging from the demands of economic growth to issues of environmental degradation and social inequality. The green economy concept emphasizes efforts to enhance social welfare and equity while maintaining environmental carrying capacity and using resources more efficiently (UNEP, 2011). For developing countries, the transition toward a green economy does not rely solely on technological advancement or macro-level policy interventions. Changes in consumption behavior, particularly in urban areas, play a critical role because they directly shape market demand patterns (OECD, 2017). A range of empirical studies demonstrates that green consumption in urban settings is influenced by levels of environmental knowledge, ecological awareness, and the consistency of public policy support. Accordingly, green consumption can be understood as a crucial entry point for operationalizing the green economy in developing countries (Zhang et al., 2020; Alamsyah et al., 2021).

In the local context, the City of Yogyakarta represents a relevant setting for examining the implementation of a green economy grounded in green consumption behavior. Yogyakarta's position as a center of education, culture, and MSMEs shapes a social environment that is relatively open to sustainability-oriented values. Several studies indicate that urban communities with higher levels of education and environmental literacy tend to exhibit stronger preferences for environmentally friendly products and practices. This condition creates opportunities for the municipal government to promote the green economy through demand-side-oriented policies (Vicente-Molina et al., 2013; Alamsyah et al., 2021). Nevertheless, a key challenge faced by medium-sized cities such as Yogyakarta lies in linking changes in community green consumption behavior with green economy policies that are genuinely operational, particularly

in managing MSME, creative economy, and tourism sectors that are characterized by high resource-use intensity (Joshi & Rahman, 2015; World Bank, 2021).

RESEARCH METHODS

This study employs an explanatory quantitative research design aimed at testing the causal relationships between environmental knowledge and green purchase intention as independent variables and green purchase behavior as the dependent variable. The explanatory approach is used to statistically examine how environmental knowledge and green purchase intention influence individuals' green purchase behavior. This approach was selected to obtain measurable empirical evidence on the behavioral factors underlying green consumption, which subsequently serves as a basis for formulating regional green economy development policy strategies. Data were collected using a snowball sampling technique through an online survey conducted between August and October 2025. Snowball sampling was selected because the population of consumers who have experience purchasing environmentally friendly products from MSMEs is not easily identifiable through conventional sampling frames. Therefore, this technique enables the researchers to reach respondents who meet the research criteria through existing social networks. The data collection process began with several initial respondents who met the inclusion criteria, namely individuals who had previously purchased environmentally friendly products from MSMEs in the Special Region of Yogyakarta. These initial respondents were asked to complete the questionnaire and subsequently distribute the survey link to other potential respondents with similar purchasing experiences, thereby allowing the sample to expand through a chain-referral process. The survey targeted respondents in Indonesia, particularly in the Special Region of Yogyakarta, who had experience purchasing environmentally friendly products from micro, small, and medium enterprises (MSMEs).

The study examines three main constructs, namely green purchase intention, environmental knowledge, and green consumption behavior, all of which were measured using instruments adapted from previously validated and reliable scales. Green purchase behavior was measured using four items adapted from Fraj and Martinez (2007) and Cui et al. (2024), reflecting the purchase of low-waste products, energy-efficient products, organic food, and environmentally friendly packaging. Green purchase intention was measured using four items adapted from Boulding et al. (1993) and Cui et al. (2024), capturing consumers' preferences and commitment toward environmentally friendly products. Environmental knowledge (EN) was measured using four items adapted from Wahid et al. (2011) and Cui et al. (2024), based on respondents' understanding of environmental protection, pollution, and climate change. Table 1 provides the operationalization of research variables. All items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was conducted in two main stages. First, multiple linear regression analysis was employed to examine the causal effects of environmental knowledge and green purchase intention on green purchase behavior while also identifying the relative contribution of each variable in explaining community green purchase behavior. This statistical analysis provides empirical evidence regarding the key behavioral determinants of green consumption. Second, the empirical findings obtained from the regression analysis were subsequently integrated into a SOAR (Strengths, Opportunities, Aspirations, Results) analysis to formulate green economy policy strategies. In this stage, the significant behavioral factors identified from the regression results were interpreted as internal strengths and strategic potentials for green economy development. The SOAR framework was then used to align these empirical insights with external opportunities, development aspirations, and measurable policy outcomes, thereby translating quantitative findings into operational policy recommendations for green economy development in the City of Yogyakarta.

RESULTS AND DISCUSSION

Profile of Respondents

This study involved 401 respondents who had experience purchasing environmentally friendly products from MSMEs in the Special Region of Yogyakarta. The demographic profile of respondents indicates that 53% were female and 47% were male. In terms of educational background, the majority of respondents held a bachelor's degree (61%), followed by those with secondary education or lower (31%), while 8% held a master's degree. These characteristics indicate that the respondents were predominantly individuals with relatively high educational attainment, which may contribute to a greater level of environmental awareness and openness toward environmentally friendly consumption practices.

Classical Assumption Tests

The results of the residual normality test indicate that the normality assumption in the regression model is satisfactorily met. Based on the Normal P–P Plot of Regression Standardized Residuals, the residuals are distributed relatively consistently along the diagonal line, suggesting the absence of significant deviations from a normal distribution pattern (Figure 1). This visual evidence is further supported by the results of the One-Sample Kolmogorov–Smirnov test on the unstandardized residuals, which yielded an Asymp. Sig. (2-tailed) value of 0.052. This significance value exceeds the threshold of 0.05. Accordingly, it can be concluded that the residual distribution in the regression model approximates normality, thereby satisfying the classical normality assumption and allowing the regression estimates and statistical tests to be interpreted as valid and reliable. The R^2 value of 0.914 indicates that 91.4% of the variance in Green Purchase Behavior is explained by the two independent variables, while the remaining

8.6% is attributable to other factors outside the research model. Furthermore, the Adjusted R^2 value, which is also 0.914, suggests that the regression model demonstrates a very high level of accuracy and stability and is not biased by the number of predictors included.

The results of the multicollinearity test (Table 2) show that green purchase intention and environmental knowledge have a Tolerance value of 0.131 and a Variance Inflation Factor (VIF) value of 7.624. The Tolerance value exceeds the threshold of 0.1, while the VIF value remains below the maximum acceptable limit of 10, indicating that there are no serious multicollinearity issues in the model. In addition, the heteroskedasticity test results reveal that the significance values (Sig. 2-tailed) for the two variables are 0.526 and 0.137, respectively, both of which are greater than 0.05. These findings indicate the absence of heteroskedasticity, suggesting that there is no excessive correlation among the independent variables and that the residual variance is constant. Consequently, each independent variable contributes independently to the research model.

The Multiple Regression Analysis

The results of the multiple linear regression analysis (Table 3) indicate that green purchase intention and environmental knowledge have positive and significant effects on green purchase behavior. Green purchase intention exhibits a regression coefficient of $\beta = 0.371$, with a t-value of 9.496 and a significance level of 0.000 ($p < 0.05$), indicating that an increase in green purchase intention significantly promotes higher levels of green purchase behavior. Meanwhile, environmental knowledge shows a stronger effect, with a regression coefficient of $\beta = 0.580$, a t-value of 14.793, and a significance level of 0.000 ($p < 0.05$). The standardized coefficients (Beta) further reveal that environmental knowledge (Beta = 0.592) makes a more dominant contribution than green purchase intention (Beta = 0.380) in explaining variations in green purchase behavior. Accordingly, both independent variables are empirically confirmed to play significant roles in shaping consumers' green purchase behavior.

The SOAR Analysis

The regression analysis results indicate that green purchase intention and environmental knowledge have positive and significant effects on the green purchase behavior of the residents of Yogyakarta City. These findings confirm that green purchase behavior is supported by a strong empirical basis; however, the quantitative results alone do not directly explain how such empirical evidence can be translated into operational green economy policy strategies at the local level. Therefore, this study extends the analysis by employing the Strengths, Opportunities, Aspirations, and Results (SOAR) approach to bridge empirical findings with policy strategy formulation.

The SOAR approach is selected because it emphasizes the strengthening of existing potentials and development aspirations, is aligned with the principles of appreciative inquiry, and is particularly relevant for formulating demand-side-oriented green economy policies. Through this analysis, the strengths of green purchase behavior and the structural opportunities of Yogyakarta City are integrated with sustainability-oriented development aspirations and measurable policy outcomes, thereby generating green economy strategies that are both applicable and context-specific.

The SOAR strategy matrix (Table 4) presents a comprehensive set of alternative strategies for green economy development in the City of Yogyakarta, formulated through the alignment of internal strengths and external opportunities with policy aspirations and measurable outcomes. This matrix serves as a strategic framework for translating empirical findings on green purchase behavior into demand-side policy strategies that are practical and relevant for supporting sustainable urban economic transformation.

The SOAR strategy matrix indicates that green economy development in Yogyakarta City is most effectively pursued by leveraging the strengths of community green purchase behavior as a key policy entry point. Strategies positioned in the Strength–Aspirations (S–A) quadrant emphasize the strengthening of internal community capacity, particularly cognitive aspects and behavioral readiness, as a foundation for achieving medium- and long-term policy objectives. This approach is consistent with recent literature highlighting that sustainable consumption behavior is shaped by a combination of knowledge, social norms, and institutional contexts, suggesting that policies built upon existing behavioral capacities tend to be more effective than approaches that rely solely on coercive measures or information provision (Syed, 2024). This perspective is further supported by evidence from digital marketing research in Indonesia's social commerce sector, which identifies customer relationship management (CRM) and personalized engagement as dominant drivers of sustainable economic performance, underscoring the strategic importance of strengthening consumer–producer relational mechanisms in demand-side green economy policies (Fadlullah et al., 2025).

The strategy of developing pilot projects for green consumption within selected MSMEs and tourism destinations represents an implementation-oriented approach to bridging the gap between intention and actual behavior. Recent systematic reviews indicate that context-based interventions, such as the design of choice architecture and the use of nudging strategies, are more effective in promoting the adoption of sustainable consumption behaviors than conventional awareness campaigns (Pandey et al., 2023; Amiri, 2024). Through pilot projects, local governments gain a policy learning space to test intervention designs, adapt them to local characteristics, and evaluate behavioral impacts before scaling up implementation.

Within the Strength–Results (S–R) and Opportunity–Results (O–R) quadrants, strategies focus on translating behavioral strengths and structural opportunities into measurable policy outcomes. Recent literature emphasizes the importance of employing behavior-based indicators in evaluating sustainable consumption policies, as such indicators more accurately reflect policy effectiveness than program output measures alone (Korkmaz & Altan, 2023). Furthermore, recent studies suggest that integrating market mechanisms—such as eco-labeling and enhancing the visibility of green products on digital platforms—can function as behavioral nudges that strengthen consumer demand and support the development of a market-based green economy ecosystem at the local level (Gossen, 2022).

CONCLUSION

This study demonstrates that green purchase intention and environmental knowledge have positive and significant effects on the green purchase behavior of the residents of Yogyakarta City. Among these two variables, environmental knowledge exerts a more dominant influence, underscoring that cognitive factors play a pivotal role in shaping environmentally friendly consumption behavior. These findings indicate that green purchase behavior is not driven solely by intention, but is highly dependent on the level of public understanding of environmental issues and the ecological impacts of consumption activities.

Furthermore, the integration of quantitative analysis results with the SOAR approach enables the translation of empirical evidence on consumer behavior into green economy policy strategies that are more operational and context-specific. The resulting strategies highlight the importance of demand-side green economy policies through the strengthening of environmental literacy, the development of green consumption pilot projects, and the reinforcement of the roles of MSMEs and the tourism sector as key drivers of the urban green economy. Accordingly, this study affirms that changes in community green purchase behavior can serve as a strategic foundation for formulating more effective, inclusive, and sustainable regional green economy policies.

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FIGURES AND TABLES

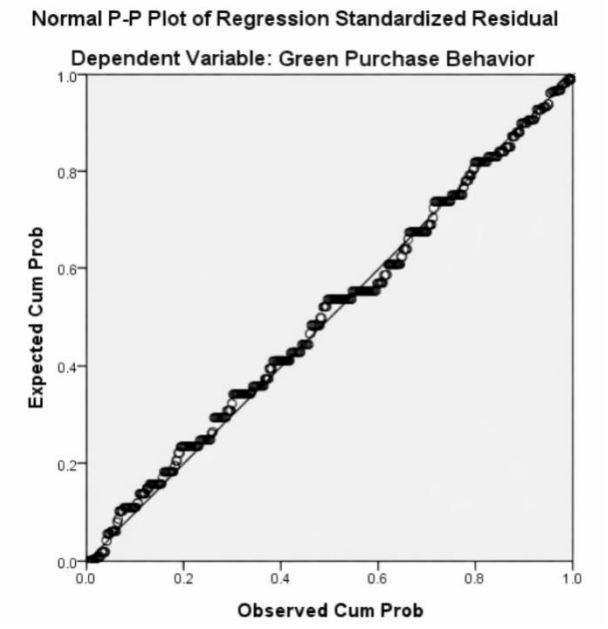

Figure 1. The Histogram of the Residual

Table 1. Operationalization of Research Variables

Variable	Indicator	Reference
Green Purchase Behavior	. I purchase products that generate less waste (for example, those that do not produce excessive trash). . I purchase energy-efficient products. . I purchase organic food. . I purchase products with environmentally friendly packaging (for example, recycled paper, cloth bags, or other recycled materials).	Wahid et al. (2011); Cui et al. (2024)
Green Purchase Intention	. I intend to purchase environmentally friendly products. . Whenever possible, I prefer environmentally friendly products over conventional ones. . I aim to cultivate environmentally conscious consumption habits. . I would like to encourage or recommend others to purchase environmentally friendly products	Boulding et al. (1993); Cui et al. (2024)
Environmental Knowledge	. I know how to protect the environment from degradation. . I am aware that plastic bags are difficult to decompose and can pollute the environment. . I understand the causes and impacts of global warming. . I understand the causes and impacts of pollution (for example, light pollution, vehicle emissions, or heavy metal contamination in marine environments).	Fraj & Martinez (2007); Cui et al. (2024)

Table 2. Multicollinearity and Heteroskedasticity Tests

Variable	Multicollinearity		Heteroskedasticity
	Tolerance	VIF.	Sig. (2-tailed)
(constant)			
Green Purchase Intention	0.131	7.624	0.526
Environmental Knowledge	0.131	7.624	0.137

Table 3. The Multiple Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
1	(constant)	0.715	0.242		2.955	0.003
	Green Purchase Intention	0.371	0.039	0.380	9.496	0.000
	Environmental Knowledge	0.580	0.039	0.592	14.793	0.000
a. Dependent Variable: Green Purchase Behavior						

Table 4. The SOAR Matrix

	STRENGTHS	OPPORTUNITIES
	A relatively high level of environmental knowledge among the community, which is empirically shown to exert a dominant influence on green consumption behavior.	Support from the national green economy agenda and commitment to the Sustainable Development Goals (SDGs). The dominance of MSMEs and the creative economy as key

	Significant green purchase intention among residents, which effectively encourages the translation of intention into actual consumption behavior. A strong foundation of green consumption behavior within the City of Yogyakarta The characteristics of Yogyakarta City as a center of education, culture, and MSMEs, which support the adoption and diffusion of sustainability-oriented values.	drivers of the local economy that are highly responsive to market demand. Increasing consumer preferences for environmentally friendly products in urban areas. The potential of the tourism sector as a channel for diffusing green consumption practices and sustainable lifestyles.
ASPIRATIONS	(S-A)	(O-A)
The realization of demand-side green economy policies. A reduction in the intention–behavior gap in green consumption. The institutionalization of environmental knowledge within local public policies. The strengthening of the community's role as the primary actor in the transformation toward a green economy.	Integrating green consumption literacy materials into municipal public education programs (such as green city campaigns, schools, and MSME communities) to strengthen demand-side green economy development. (S1, S3, A1, A3) Developing green consumption pilot projects within selected MSMEs and tourism destinations as replicable models for implementing green economy policies at the city level. (S1, S3, S4, A1, A4)	Linking MSME development programs with the adoption of green consumption standards through incentive schemes, local green labeling, and the promotion of environmentally friendly MSMEs. (O2, O3, A1, A4) Promoting the adoption of environmentally friendly service standards in the tourism sector (hotels, restaurants, and tourist destinations) to strengthen the internalization of green consumption practices. (O3, O4, A1, A4)
RESULTS	(S-R)	(O-R)
Increased consistency in community green consumption behavior. Growing market demand for environmentally friendly products and services. The transformation of MSMEs toward green production and marketing practices. The strengthening of an inclusive and sustainable urban green economy.	Using environmental knowledge as a program performance indicator in evaluating regional green economy policies. (S1, S3, R1, R2) Leveraging Yogyakarta City's role as an education hub to develop sustainable, community-based green consumption programs. (S4, R1, R4)	Providing green market facilitation (such as exhibitions, promotions, and public procurement) to increase demand for environmentally friendly MSME products. (O1, O2, R2, R3) Developing an integrated urban green economy ecosystem based on MSMEs, the creative economy, and tourism as a unified value chain. (O3, O4, R3, R4))