

Building Intent to Purchase Local Products through Sustainable Customer Experience, Cultural Engagement, and Green Brand Image: A Study in Traditional Markets in Yogyakarta

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ARTICLE INFO

Keywords: Sustainable Customer Experience, Cultural Attachment, Green Brand Image, Environmentally Friendly Attitude, Purchase Intention of Local Products

Received : 16, August

Revised : 30, August

Accepted: 11, September

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ABSTRACT

Increasing awareness of sustainability and local cultural values encourages consumers to consider experiential aspects in their purchasing decisions, particularly regarding local products. This study aims to analyze the influence of Sustainable Customer Experience, Cultural Attachment, and Green Brand Image on the Intention to Purchase Local Products, with Environmentally Friendly Attitude as a mediating variable. The study utilizes a quantitative method employing Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis on data acquired from 249 respondents who are visitors of Malioboro Market, Yogyakarta. The findings of this investigation are predicted to provide practical contributions for local business actors in designing marketing strategies oriented towards sustainability, cultural values, and green brand image to drive higher purchase intentions for local products.

INTRODUCTION

Post-pandemic changes in consumer behavior and increased environmental awareness are encouraging people to pay greater attention to social, cultural, and sustainability aspects in purchasing decisions. Traditional markets in Indonesia, particularly in Yogyakarta, continue to play a strategic role as distribution centers for local products, sources of livelihood for micro-vendors, and spaces for cultural preservation. This demonstrates that traditional markets are not merely a legacy of the past but a vital platform for promoting local products within a sustainable framework.

The Malioboro area and surrounding markets, such as Beringharjo and Ngasem, serve as both a trading center and a cultural tourism destination. The high number of tourists visiting during certain times demonstrates significant potential for marketing local products, but fluctuations in visitor numbers and revenue remain a challenge. This phenomenon underscores the need for a marketing strategy that maintains consistent demand while providing a sustainable shopping experience for consumers.

In this context, this study highlights three important factors that potentially influence purchase intentions for local products: sustainable customer experiences, cultural attachment, and green brand image. Sustainable customer experiences encompass interactions that are not only functionally satisfying but also support environmental sustainability and the well-being of local communities. Cultural attachment strengthens consumers' emotional connection to local products, while green brand image enhances their appeal to increasingly environmentally conscious modern consumers.

However, traditional markets face challenges in management, product standardization, digitalization, and suboptimal promotion. Programs such as the digitalization of Beringharjo Market through an official store on an e-commerce platform are a relevant effort to integrate experience, culture, and a green image. With the right strategy, local products can compete not only domestically but also reach a broader market.

Previous studies have examined customer experience, culture, and green brand image separately, but integrating these three factors in a traditional market context is rare. Therefore, this research is crucial for developing a more holistic conceptual model of the influence of these three factors on purchase intentions for local products. The results are expected to provide theoretical contributions to the development of sustainable marketing science, as well as practical benefits for MSMEs, market managers, and local governments in strengthening local products based on culture and sustainability.

LITERATURE REVIEW

Sustainable Customer Experience

Sustainable customer experience is a concept that is gaining increasing attention in business and marketing literature, particularly in the context of increasing awareness of environmental, social, and economic sustainability issues. Unlike conventional customer experiences, which focus solely on short-term satisfaction and the functional value of a product or service, sustainable

customer experience emphasizes interactions that not only meet current consumer needs but also consider the long-term environmental and social consequences.

Cultural Attachment

Cultural attachment is a concept characterizes a person's emotional closeness, identification, and involvement with a local culture or a particular social group (Triandis, 1994). Cultural affiliation has a profound impact on preferences, attitudes, and purchase intentions toward products perceived as representing or reflecting those cultural values. Consumers with strong cultural attachments tend to be more loyal to local products because these products are seen as manifestations of cultural identity, traditions, and values passed down through generations.

Green Brand Image

It is the consumer perception of a brand as environmentally friendly and committed to sustainable practices. This concept has become increasingly important in modern marketing strategies due to increasing consumer awareness of environmental issues and global sustainability. A green brand image reflects not only the functional attributes associated with a product or service but also instills ethical values related to environmental preservation, responsible resource use, and the company's social role (Chen, 2010).

Intention to Purchase Local Products

Purchase intention for local products is a consumer's psychological tendency or commitment to purchase goods or services produced domestically or from a specific local community. This intention is a key variable in predicting consumer behavior and is heavily influenced by various factors such as product quality, perceived value, social identity, and awareness of sustainability and cultural preservation. In an era of globalization, where imported products dominate the market, building purchase intention for local products presents both a challenge and a strategic opportunity for businesses and policymakers.

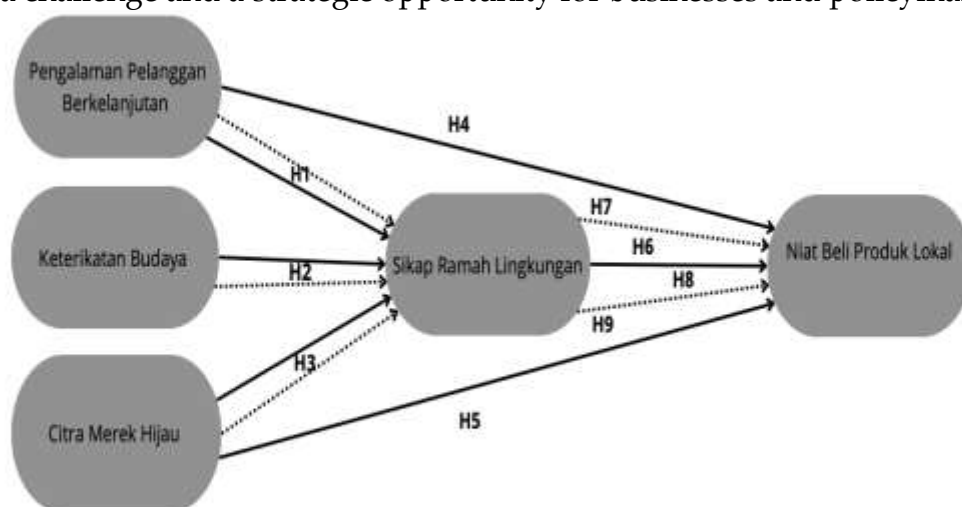


Figure 1. Research Framework

METHODOLOGY

This research was conducted in May–July 2025 with the main locations at Malioboro Market and Asem Market Yogyakarta, and involving other traditional markets as comparisons. The approach used was quantitative with a causal-comparative method, to analyze the influence of Sustainable Customer Experience, Cultural Attachment, and Green Brand Image on Purchase Intention of Local Products, with Environmentally Friendly Attitude as a mediating variable and Market Location as a moderating variable.

The research instrument was a structured questionnaire with a Likert scale of 1–5, distributed online to traditional market visitors. The sample consisted of 249 respondents, selected based on their experience purchasing local products at Malioboro Market and surrounding markets.

The research variables are operationalized as follows: X1 (Sustainable Customer Experience), X2 (Cultural Attachment), X3 (Green Brand Image), Z (Green Attitude), Y (Intention to Purchase Local Products), and W (Market Location). Each variable is measured through several indicators that have been tested for conceptual validity.

Using the hypothesis test in this investigation, the T-statistic value method using SmartPLS software version 4.0. SEM-PLS was chosen because it is able to test both the measurement model (outer model) and the structural model (inner model) simultaneously, and is suitable for data with non-normal distribution and medium sample size.

Through this methodology, the study aims to identify the factors that most influence the intention to purchase local products, test the role of environmentally friendly attitudes as a mediator, and compare the influence between variables based on visitor groups (local vs. tourists) in Yogyakarta traditional markets.

RESEARCH RESULTS

Descriptive Results of Questionnaire Answers for Sustainable Customer Experience Variables

Table 1. Descriptive Test of Questionnaire Answers Based on Sustainable Customer Experience

No	Statement	N	Mean	Standard Deviation
1	I feel that the experience of purchasing local products provides sustainable added value.	250	3.93	0.860
2	The process of purchasing this product makes me feel like I am contributing to environmental sustainability.	250	4.26	0.745
3	I get consistent and continuous experience every time I use this product.	250	4.18	0.865

Source: data processed from questionnaires (2025)

Based on Table 1, the instrument for the Sustainable Customer Experience variable can be seen. It has the greatest mean value in the sentence "The process of purchasing this product makes me feel like I am contributing to environmental sustainability" which is 4.26 with a standard deviation value of 0.745, while the lowest mean value is found in the statement "I feel that the experience of purchasing this local product provides sustainable added value", namely 3.93 with a standard deviation value of 0.860.

Descriptive Results of Questionnaire Answers for Cultural Attachment Variables

Table 2. Descriptive Test of Questionnaire Answers Based on Cultural Attachment Variables

No	Statement	N	Mean	Standard Deviation
1	This local product reflects my culture well.	250	3.94	0.815
2	I feel proud to use products related to my culture.	250	4.11	0.792
3	This product helps me maintain and preserve local cultural values.	250	3.91	0.836

Source: data processed from questionnaires (2025)

Based on Table 2, it can be seen that the instrument for the Cultural Attachment variable that has the highest mean value is the statement "I feel proud to use products related to my culture", which is 4.11 with a standard deviation value of 0.792, The statement contains the lowest average value "This product helps me maintain and preserve local cultural values", which is 3.91 with a standard deviation value of 0.836.

Descriptive Results of Questionnaire Answers for Green Brand Image Variables

Table 3. Descriptive Test of Questionnaire Answers Based on Green Brand Image Variables

No	Statement	N	Mean	Standard Deviation
1	This product is known as an environmentally friendly product.	250	3.78	0.882
2	This product brand has a strong green image in my eyes.	250	3.91	0.869
3	I believe this brand is committed to environmental sustainability.	250	3.89	0.892

Source: data processed from questionnaires (2025)

Based on Table 3, it can be seen that the instrument for the Green Brand Image variable that has the highest mean value is the statement "This product brand has a strong green image in my eyes" which is 3.91 with a standard deviation value of 0.869, while the lowest mean value is found in the statement "This product is known as an environmentally friendly product", which is 3.78 with a standard deviation value of 0.882.

Descriptive Results of Questionnaire Answers for Environmentally Friendly Attitude Variables

Table 4. Descriptive Test of Questionnaire Answers Based on Environmentally Friendly Attitudes

No	Statement	N	Mean	Standard Deviation
1	I always try to choose environmentally friendly products in my daily life.	250	4.00	0.822
2	I believe that individual actions can help protect the environment.	250	3.47	0.972
3	Using environmentally friendly products is important to me.	250	3.96	0.796

Source: data processed from questionnaires (2025)

Table 4 shows that the instrument Environmentally Friendly Attitude variable that has the highest mean value is the statement "I always try to choose environmentally friendly products in my daily life," which is 4.00 with a standard deviation value of 0.822, while the lowest mean value was found in the statement "I believe that individual actions can help protect the environment" which was 3.47 with a standard deviation value of 0.972.

Descriptive Results of Questionnaire Answers for the Variable Intention to Purchase Local Products

Table 5. Descriptive Test of Questionnaire Answers Based on Intention to Purchase Local Products

No	Statement	N	Mean	Standard Deviation
1	I intend to buy local products in the near future.	250	3.85	0.819
2	I prefer local products over imported products.	250	3.92	0.854
3	I would recommend local products to friends and family.	250	4.06	0.802

Source: data processed from questionnaires (2025)

Based on Table 5, it can be seen that the instrument for the variable Intention to Purchase Local Products which Statement has the greatest mean value "I will recommend local products to friends and family", which is 4.06 with a standard deviation value of 0.802, while the lowest mean value was found in the statement "I intend to buy local products in the near future" which was 3.85 with a standard deviation value of 0.819.

Data Quality Test Results

1. Evaluation of Measurement (outer) Model

a. Results Testing Convergent Validity

Table 6. Convergent Validity test results

Variables	Indicator	Outer Loading	Information
Sustainable Customer Experience	X1.1	0.842	valid
	X1.2	0.872	valid
	X1.3	0.820	valid
Cultural Attachment	X2.1	0.894	valid
	X2.2	0.869	valid
	X2.3	0.876	valid
Green Brand Image	X3.1	0.878	valid
	X3.2	0.937	valid
	X3.3	0.927	valid
Intention to Purchase Local Products	Y.1	0.928	valid
	Y.2	0.900	valid
	Y.3	0.798	valid
Environmentally Friendly Attitude	Z.1	0.929	valid
	Z.2	0.320	Invalid
	Z.3	0.942	valid

Source: PLS Output, 2025

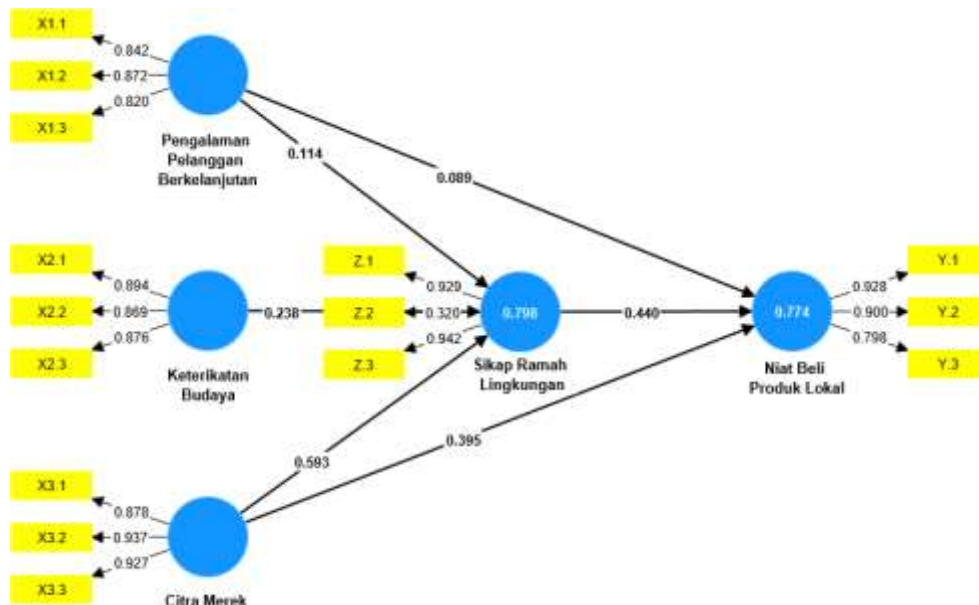


Figure 2. PLS Algorithm Results

Source: PLS Output, 2025

Table 6 and Figure 2 above demonstrate that the Z2 indication has a loading factor value of less than 0.70. Therefore, this indicator will be removed from the model.

The following is the output result from removing the indicator and recalculating:

Table 7. Convergent Validity test results (modification)

Variables	Indicator	Outer Loading	Information
Sustainable Customer Experience	X1.1	0.842	valid
	X1.2	0.872	valid
	X1.3	0.820	valid
Cultural Attachment	X2.1	0.894	valid
	X2.2	0.869	valid
	X2.3	0.876	valid
Green Brand Image	X3.1	0.878	valid
	X3.2	0.937	valid
	X3.3	0.927	valid
Intention to Purchase Local Products	Y.1	0.928	valid
	Y.2	0.900	valid
	Y.3	0.798	valid
Environmentally Friendly Attitude	Z.1	0.929	valid
	Z.3	0.942	valid

Source: PLS Output (2025)

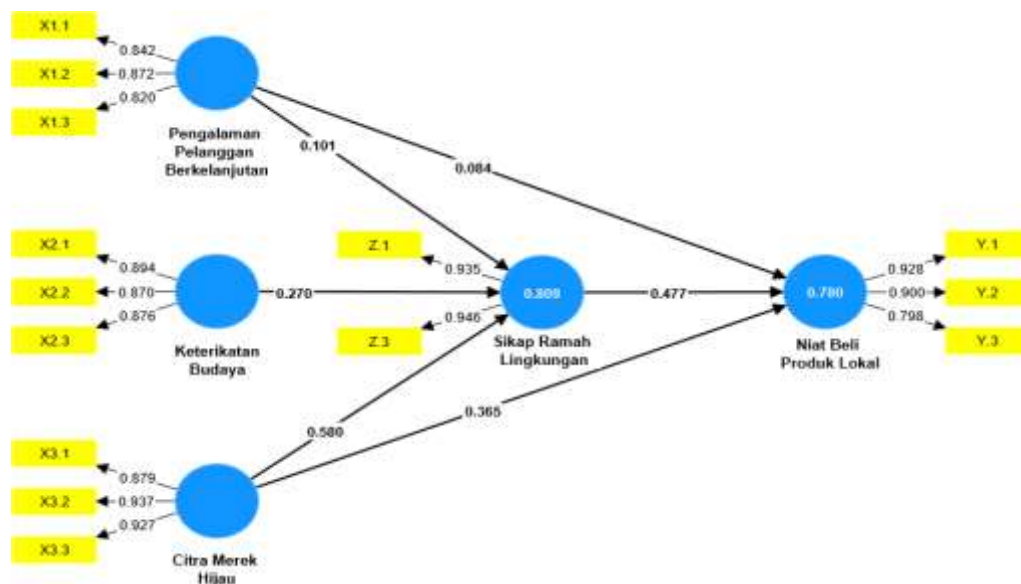


Figure 3. PLS Algorithm Results (modified)

Source: PLS Output (2025)

Figure 3 and Table 7 show that all indicators met convergent validity because their loading factor values were more than 0.70.

b. Results Testing Discriminant Validity

Table 8. Results of Discriminant Validity Testing (Cross loadings)

	Green Brand Image	Cultural Attachment	Intention to Purchase Local Products	Sustainable Customer Experience	Environmentally Friendly Attitude
X1.1	0.744	0.665	0.650	0.842	0.647
X1.2	0.611	0.696	0.601	0.872	0.683

X1.3	0.549	0.520	0.552	0.820	0.539
X2.1	0.708	0.894	0.710	0.662	0.705
X2.2	0.625	0.870	0.665	0.697	0.628
X2.3	0.825	0.876	0.808	0.626	0.822
X3.1	0.879	0.757	0.820	0.612	0.815
X3.2	0.937	0.781	0.772	0.712	0.803
X3.3	0.927	0.729	0.730	0.752	0.794
Y.1	0.812	0.814	0.928	0.663	0.835
Y.2	0.794	0.726	0.900	0.628	0.779
Y.3	0.607	0.646	0.798	0.587	0.635
Z.1	0.828	0.732	0.744	0.716	0.935
Z.3	0.828	0.819	0.869	0.682	0.946

Source: PLS Output, 2025

Table 8 shows the association of the constructs Sustainable Customer Experience with its indicators (X1.1 as big as 0.842, X1.2 as big as 0.872, And X1.3 as big as 0.820,) is higher than the correlation of the indicators Sustainable Customer Experience with other constructs, then the correlation Cultural Attachment with its indicators (X2.1 as big as 0.894, X2.2 as big as 0.870, And X2.3 as big as 0.876,) This demonstrates that the indicator is greater than the correlation indicator Cultural Attachment with other constructs, then construct correlation Green Brand Image with its indicators (X3.1 as big as 0.879, X3.2 as big as 0.937, And X3.3 as big as 0.927,) this means that the indicator is higher than the correlation indicator Green Brand Image with other constructs, then construct correlation Intention to Purchase Local Products with its indicators (Y1.1 as big as 0.928, Y1.2 as big as 0.900, And Y1.3 as big as 0.798,) This signifies that the indicator is greater than the correlation indicator Intention to Purchase Local Products with other constructs, then construct correlation Environmentally Friendly Attitude with its indicators (Z1.1 as big as 0.935, And Z1.3 as big as 0.946,) this means that the indicator is greater than the relationship indicating Environmentally Friendly Attitude with other constructs.

Another technique to determine discriminant validity is to look at the square root of average variance extracted (AVE) value of each construct together with the correlation between the construct and other constructs in the model, then it can be stated to have a high discriminant validity.

Table 9. AVE Test Results

Variables	AVE
Green Brand Image	0.836
Cultural Attachment	0.774
Intention to Purchase Local Products	0.770
Sustainable Customer Experience	0.714
Environmentally Friendly Attitude	0.885

Source: PLS Output, 2025

Table 10. Results of Discriminant Validity Testing (Fornell Lacker Criterion)

	Green Brand Image	Cultural Attachment	Intention to Purchase Local Products	Sustainable Customer Experience	Environmentally Friendly Attitude
Green Brand Image	0.914				
Cultural Attachment	0.828	0.880			
Intention to Purchase Local Products	0.848	0.834	0.877		
Sustainable Customer Experience	0.756	0.748	0.714	0.845	
Environmentally Friendly Attitude	0.881	0.826	0.861	0.742	0.941

Source: PLS Output, 2025

Tables 9 and 10 show that the square root of the average variance retrieved (for each construct) exceeds the correlation between one construct and another in the model. Based on the AVE value from the table above, it is possible to conclude that the constructs in the calculated model match the discriminant validity criterion.

c. *Composite Reliability and Cronbach's Alpha Test Results*

Table 11. Composite Reliability Test Results & Cronbach's Alpha

Variables	Cronbach's Alpha	Composite Reliability	Information
Green Brand Image	0.902	0.939	Reliable
Cultural Attachment	0.856	0.911	Reliable
Intention to Purchase Local Products	0.849	0.909	Reliable
Sustainable Customer Experience	0.800	0.882	Reliable
Environmentally Friendly Attitude	0.870	0.939	Reliable

Source: PLS Output, 2025

Table 11 shows that all latent variables have composite reliability and Cronbach's alpha values ≥ 0.70 , indicating good results. This signifies that all latent variables are considered to be dependable.

2. Structural Model Testing or Hypothesis Testing (Inner Model)

a. R-square Value Test Results

Table 12. MarkR²Endogenous Variables

Endogenous Variables	R-square
Intention to Purchase Local Products	0.780
Environmentally Friendly Attitude	0.809

Source: PLS Output, 2025

The structural model suggests that the model on the variables Intention to Purchase Local Products can be regarded to be strong because it has a value higher than 0.67, while the variable Environmentally Friendly Attitude can also be said to be strong because it has a value above 0.33. Model showing the influence of independent latent factors (green brand image, cultural engagement, sustainable customer experience, and environmentally friendly attitudes) to Intention to Purchase Local Products gives an R-square value of 0.780 which can be interpreted that the construct variability Intention to Purchase Local Products which can be explained by construct variability green brand image, cultural engagement, sustainable customer experience, and environmentally friendly attitudes amounting to 78.0% while 22.0% is explained by other variables outside those studied. Environmentally Friendly Attitude has an R-Square value of 0.809, so it can be interpreted that the construct variability Environmentally Friendly Attitude which can be explained by construct variability Green Brand Image, Cultural Engagement, and Sustainable Customer Experience amounting to 80.9% while 19.1% is explained by other variables outside those studied.

b. Goodness of Fit Model Test Results

Table 13. Endogenous Variable Values Q²

	Q Square (=1-SSE/SSO)
Intention to Purchase Local Products	0.590
Environmentally Friendly Attitude	0.710

Source: PLS Output, 2025

The calculating results demonstrate that the predictive-relevance value is greater than 0 (zero). This means that Intention to Purchase Local Products And Environmentally Friendly Attitude (dependent variable) The independent factors employed help to explain this. As a result, the model is considered to have relevant predictive value.

c. Hypothesis Testing Results (Path Coefficient Estimation)

Table 14. Hypothesis Testing Results

	Original Sample	Standard Deviation	T- Statistics	P Values	Information
Green Brand Image -> Intention to Purchase Local Products	0.365	0.080	4,557	0,000	Positive - Significant
Green Brand Image -> Environmentally Friendly Attitude	0.580	0.065	8,971	0,000	Positive - Significant
Cultural Attachment -> Environmentally Friendly Attitude	0.270	0.072	3,767	0,000	Positive - Significant
Sustainable Customer Experience -> Intention to Purchase Local Products	0.084	0.055	1,536	0.062	Not Significant
Sustainable Customer Experience -> Environmentally Friendly Attitude	0.101	0.050	2,037	0.021	Positive - Significant
Environmentally Friendly Attitude -> Intention to Purchase Local Products	0.477	0.092	5,187	0,000	Positive - Significant
Mediation					
Sustainable Customer Experience -> Environmentally Friendly Attitude -> Intention to Purchase Local Products	0.048	0.025	1,954	0.025	Partial Mediation
Green Brand Image -> Environmentally Friendly Attitude -> Intention to Purchase Local Products	0.277	0.055	5,035	0,000	Partial Mediation
Cultural Attachment -> Environmentally Friendly Attitude -> Intention to Purchase Local Products	0.129	0.050	2,603	0.005	Partial Mediation

Source: PLS Output, 2025

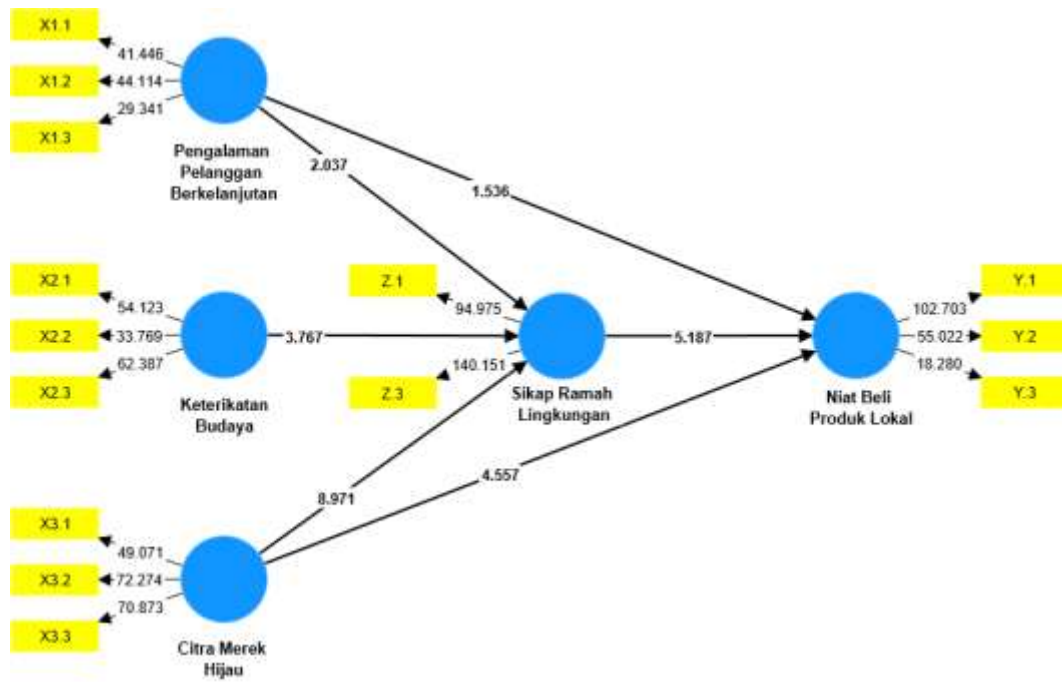


Figure 4. Bootstrapping Test Results
Source: PLS Output, 2025

DISCUSSION

Influence Green Brand Image on Purchase Intention of Local Products

This study's hypothesis test yielded a T-statistic value of 4,557, an original sample value of 0.365, and a P value of zero. The T-statistic value is more than the T-table value of 1.96, the original sample value is positive, and the P values are less than 0.05. These findings suggest that Green Brand Image has a strong positive effect on Intention to Purchase Local Products. The results of this study are in line with the research of Chen et al. (2024) which states that green brand image can encourage consumers to make purchasing decisions.

Influence Green Brand Image towards Environmentally Friendly Attitude

Based on the hypothesis test in this study, the T-statistic value was 8,971, the original sample value was 0.580, and the P value was zero. The T-statistic value above the T-table value of 1.96, the original sample value is positive, and the P-values are less than 0.05. These findings imply that Green Brand Image has a strong positive effect on Environmentally Friendly Attitude.

The findings of this study contribute to the investigation of Chen et al., (2024) which shows that green brand image has a significant positive effect on environmentally friendly attitude.

Influence Cultural Attachment to Environmentally Friendly Attitudes

Based on the hypothesis test in this study, the T-statistic value obtained was 3,767, the original sample value is 0.270, and the P Value is 0,000. The T-statistic value is more than the T-table value of 1.96, the original sample value is positive, and the P-values are less than 0.05, these data imply that Cultural

Attachment has a significant positive effect on Environmentally Friendly Attitude.

The results of this study support the research of Pan et al. (2023) which proves that there is a positive relationship between cultural attachmentenvironmentally friendly attitude.

Influence Sustainable Customer Experience on Purchase Intention of Local Products

According to the hypothesis test in this study, the T-statistic value was 1,536, the original sample value was 0.084, and the P-value was 0.062. The T-statistic value is bigger than the T-table value of 1.96, the original sample value is positive, and the P-values are greater than 0.05; these findings imply that Sustainable Customer Experience has no meaningful effect on Product Purchase Intention.

The results of this study are in contrast to the research of Yadav et al. (2024) which stated that customer experience influential significant to product purchase intention.

Influence Sustainable Customer Experience towards Environmentally Friendly Attitude

Using the hypothesis test in this investigation, the T-statistic value obtained was 2,037, the original sample value is 0.101, and the P Value is 0.021. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values show a value of less than 0.05, these results indicate that Sustainable Customer Experience has a significant positive effect on Environmentally Friendly Attitude.

The results of this study support the research of Yadav et al. (2024) which shows that sustainability-oriented customer experience significantly encourages the formation of green attitudes.

Influence Environmentally Friendly Attitudes towards Intention to Purchase Local Products

According to the hypothesis test in this study, the T-statistic value obtained was 5,187, the original sample value is 0.477, and the P value is 0.000. The T-statistic value is more than the T-table value of 1.96, the original sample value is positive, and the P-values are less than 0.05. These findings imply that an environmentally friendly attitude has a strong positive effect on intention to purchase local products.

The results of this study are in line with the research of Hidayah & Sugandini (2022) and Augtiah & Susila (2022) which stated thatenvironmentally friendly attitudehas a significant positive effect onintention to purchase local products.

Influence Sustainable Customer Experience to Intention to Purchase Local Products through Environmentally Friendly Attitude

Based on the hypothesis test in this study, the T-statistic value obtained was 1.954, the original sample value is 0.048, and the P Value is 0.025. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values show a value of less than 0.05, these results indicate that Environmentally Friendly Attitude able to mediate influence Sustainable Customer Experience to Environmentally Friendly Attitude.

The results of this study are supported by research by Chatterjee et al. (2024) which shows that customer experiences involving sustainability values play an important role in forming green attitudes which ultimately encourage sustainable purchase intentions.

Influence Green Brand Image to Intention to Purchase Local Products through Environmentally Friendly Attitude

Based on the hypothesis test in this study, the T-statistic value obtained was 5.035, the original sample value is 0.277, and the P Value is 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values show a value of less than 0.05, these results indicate that Environmentally Friendly Attitude able to mediate influence Green Brand Image to Intention to Purchase Local Products.

The results of this study support the research of Chen et al. (2024) which shows that environmentally friendly attitude able to mediate influence green brand image to intention to purchase local products.

Influence Cultural Attachment to Intention to Purchase Local Products through Environmentally Friendly Attitude

Using the hypothesis test in this investigation, the T-statistic value obtained was 2.603, the original sample value is 0.129, and the P Value is 0.005. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values show a value of less than 0.05, these results indicate that Environmentally Friendly Attitude able to mediate influence Cultural Attachment to Intention to Purchase Local Products.

The results of this study are in line with research by Liu & Zhao (2024) which states that environmentally friendly attitude able to mediate influence cultural attachment to intention to purchase local products.

CONCLUSION

- 1) Green brand image has a significant positive effect on intention to purchase local products Consumers in Yogyakarta's Traditional Markets. This means that if consumers perceive a brand as environmentally friendly, their intention to purchase products at Yogyakarta's Traditional Markets will increase.
- 2) Green brand image has a significant positive effect on environmentally friendly attitude This means that if the brand image of Yogyakarta Traditional

Markets is perceived as environmentally friendly, consumers' environmentally friendly attitudes will increase.

- 3) Cultural Attachment has a significant positive effect on environmentally friendly attitude among consumers in Yogyakarta's traditional markets. This means that if cultural ties to these markets are strong, consumers will have a strong environmentally friendly attitude.
- 4) Sustainable Customer Experience is not influential intention to purchase local products among consumers at Yogyakarta's traditional markets. This means that a sustainable customer experience does not affect customer purchase intentions at Yogyakarta's traditional markets.
- 5) Sustainable Customer Experience has a significant positive effect on environmentally friendly attitude among consumers in Yogyakarta's traditional markets. This means that if the customer experience is good enough, consumers will have an environmentally friendly attitude.
- 6) Environmentally Friendly Attitude has a significant positive effect on Intention to Purchase Local Products among consumers in Yogyakarta's traditional markets. This means that if consumers have an environmentally friendly attitude, their intention to purchase products at traditional markets will increase.
- 7) Environmentally friendly attitudes are able to mediate the influence of sustainable customer experience to intention to purchase local products on Consumers of Yogyakarta Traditional Markets.
- 8) Environmentally Friendly Attitude is able to mediate the influence of green brand image to intention to purchase local products on Consumers of Yogyakarta Traditional Markets.
- 9) Environmentally Friendly Attitudes are able to mediate the influence of cultural attachment to intention to purchase local products on Consumers of Yogyakarta Traditional Markets.

RECOMMENDATION

- 1) Based on the results of Bootstrapping, it shows that in the sustainable customer experience variable, the dominant value is in the statement "The process of purchasing this product makes me feel like I am contributing to environmental sustainability." Traditional markets should make consumers feel like they are contributing to environmental sustainability, such as inviting consumers to do activities in the market by letting consumers choose and take the desired items.
- 2) Based on the results of Bootstrapping, it shows that in the cultural attachment variable the dominant value is in the statement "This product helps me maintain and preserve local cultural values." Traditional markets should maintain cultural attachment to attract consumers, such as using traditional clothing for traders to continue to preserve culture.
- 3) Based on the Bootstrapping results, it shows that the dominant value in the green brand image variable is the statement "I believe this brand is committed to environmental sustainability." Traditional markets should

commit to environmental sustainability, such as switching from plastic to using tote bags.

ADVANCED RESEARCH

Suggestions for future researchers, who will conduct research in the same field and use this thesis as a reference, it is necessary to review it again because it is possible that there are statements that are not yet appropriate, because I as the author feel that there are still many flaws and limits in finishing this thesis.

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