Jurnal Akuntansi, Manajemen Dan Ekonomi Islam (JAM-EKIS)
Vol. 9, No. 1 / Jan 2026
Online ISSN: 2655-6359, Print ISSN: 2656-436X
DOI: https://doi.org/10.36085/jam-ekis

DIGITAL STORYTELLING AND GREEN VALUE: BUILDING INTENTION FOR ECO-FRIENDLY SHOPPING BAGS

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How to cite: Putri, Yuni Adinda., Veybitha, Yolanda., Rachmawati, Yuni., Muttaqin, Muhammad Nur., Pratiwi, Widya Anisa., Regita, Aisyah. (2026). Digital Storytelling And Green Value: Building Intention For Eco-Friendly Shopping Bags. *Jurnal Ilmiah Akuntansi, Manajemen Dan Ekonomi Islam (JAM-EKIS), 9(1),* 138-151. https://doi.org/10.36085/jam-ekis.v9i1.9331

INFORMASI ARTIKEL

Article History:
Accepted : 29 Oct 2025
Revised : 2 Dec 2025
Approved : 1 Jan 2026

Keywords:
Digital Storytelling; Green Value Perception; Customer Engagement; Purchase Intention; Sustainable Marketing.

Pages: 138-151

ABSTRACT

This study explores how Digital Storytelling (DS) and Green Value Perception (GVP) influence consumers' Purchase Intention (PI) toward recycled plastic shopping bags, with Customer Engagement (CE) acting as a mediating variable. Guided by the Theory of Planned Behavior (TPB), Narrative Transportation Theory, and Customer Engagement Theory, the research investigates how emotional stories and perceptions of environmental value encourage sustainable purchasing decisions. Data were obtained from 360 respondents in Palembang City, Indonesia, through a structured online survey, and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that both DS and GVP have significant positive effects on CE and PI, while CE partially mediates these relationships. These findings suggest that when consumers are emotionally drawn into authentic digital narratives and perceive clear ecological benefits, they are more likely to act on sustainable intentions. This study extends the growing body of sustainability marketing research by offering an integrative framework that connects narrative-based communication, perceived green value, and consumer engagement—providing insights especially relevant for developing markets seeking to foster environmentally responsible behavior.

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INTRODUCTION

Plastic waste stands among the most urgent environmental problems of the twenty-first century. The United Nations Environment Programme (UNEP) (2022) reports that global plastic production has surpassed 300 million tons each year, yet less than ten percent is effectively recycled. In Indonesia, plastic accounts for around 14 percent of total national waste, producing both environmental and social repercussions Kementerian Lingkungan Hidup dan Kehutanan (KLHK) (2023). The situation in Palembang mirrors this global trend: plastic use continues to climb in traditional markets and modern retail alike, leading to clogged waterways and growing landfill accumulation (BRIN, 2024). In an attempt to reduce this burden, the city government issued Circular Letter No. 39/2024, banning single-use plastic bags starting January 2025. However, despite these policies, shifts in public awareness and consumption habits remain modest (Prasetya et al., 2021). This persistence reveals that environmental regulations alone are not enough; what is needed are marketing strategies that appeal to both reason and emotion, motivating people to take part in sustainable action.

Scholars argue that transforming consumer behavior requires persuasive and emotionally grounded communication, rather than reliance on rules or restrictions (Kolović et al., 2023; Peattie & Crane, 2005). Within this discourse, digital storytelling has emerged as a compelling approach. By blending narrative and digital media, it can deliver environmental messages that evoke empathy, authenticity, and a shared sense of responsibility (Green & Brock, 2000; Faludi, 2025). Previous research has demonstrated that story-driven campaigns strengthen emotional connection, build brand trust, and increase purchase intention for green products (Khan & Fatma, 2023; Muposhi et al., 2023). Yet, the practice of digital storytelling remains limited among small and medium enterprises (SMEs) in developing countries. Many SMEs in Palembang still depend on traditional marketing methods and often lack the digital capability to design engaging environmental narratives (Hudayah et al., 2023; Issock et al., 2020).

Another central factor in green consumerism is Green Value Perception (GVP)—the extent to which individuals perceive ecological, functional, and emotional value in eco-friendly products (Chen & Chang, 2012a). Consumers who believe their choices help protect the environment often experience a sense of moral fulfillment, which reinforces loyalty and willingness to repurchase (Biswas & Roy, 2015; Elsantil, 2021). Studies have repeatedly found GVP to be a strong predictor of sustainable purchase intention (Graça & Al, 2024; Möller & Herm, 2021; Faludi, 2019) .Nevertheless, in Indonesia, green value perception remains weak due to limited environmental literacy, skepticism about eco-labels, and the higher prices of sustainable products (Melnychenko & Bondarev, 2025; Prasetya et al., 2021). Strengthening this perception is vital if environmental concern is to translate into real consumer action.

While sustainability marketing has grown in scholarly prominence, few studies have merged Digital Storytelling (DS) and Green Value Perception (GVP) within one behavioral model that includes Customer Engagement (CE) as a mediating process. Prior works have treated these constructs separately—DS as a source of emotional connection (Kolović et al., 2023; Muposhi et al., 2023) and GVP as a determinant of environmental attitude (Chen & Chang, 2012b; Hudayah et al., 2023). Yet, how emotional narratives and perceived green value jointly shape engagement remains poorly understood, particularly in developing economies. Addressing this gap requires examining how

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emotional, cognitive, and behavioral engagement operate together to influence sustainable purchasing (Brodie et al., 2011; Hollebeek et al., 2014).

Moreover, much of the sustainability marketing literature in emerging economies has focused on large corporations or global brands (Khan & Fatma, 2023; Leckie et al., 2021), leaving the role of local SMEs underexplored. In Palembang's recycled plastic bag sector, for instance, consumer demand stays low despite product availability—largely because marketing efforts fail to communicate value or evoke emotional connection. Therefore, building a sustainable marketing framework that integrates DS and GVP through CE is both a theoretical contribution and a practical step toward enhancing local competitiveness and supporting circular economy goals.

Anchored in the Theory of Planned Behavior (Ajzen, 2011), Narrative Transportation Theory (Green & Brock, 2000), and Customer Engagement Theory (Brodie et al., 2011), this study proposes an integrative model linking DS, GVP, CE, and PI. It examines how narrative-driven communication and perceived green value influence engagement and purchasing behavior in the context of Palembang City, Indonesia. By focusing on this emerging market, the study contributes to a deeper understanding of how emotional storytelling and ecological value perception can jointly promote sustainable consumption and inform digital marketing strategies for SMEs and policymakers.

LITERATURE REVIEW

A well-developed literature review positions a study within the broader academic conversation, helping researchers see where knowledge is still incomplete and where further inquiry is needed (Leedy & Ormrod, 2005; Perry et al., 2003). Building on this principle, the present work draws together four complementary perspectives—the Theory of Planned Behavior (TPB), Narrative Transportation Theory (NTT), Customer Engagement Theory (CET), and Green Marketing Theory (GMT)—to explain how digital narratives and perceptions of ecological value interact to shape sustainable consumption through engagement.

Theoretical Foundation

The TPB Ajzen (2011) argues that intention is influenced by attitude, perceived social norms, and perceived control. Within sustainability research, TPB has long been used to predict eco-friendly purchasing and recycling behavior (Biswas & Roy, 2015; Taufique et al., 2019). When audiences encounter emotionally persuasive stories that highlight environmental benefits, they tend to form more favorable attitudes that, in turn, reinforce their purchasing intentions (Wongsaichia et al., 2022). This logic resonates with the Stimulus–Organism–Response (S–O–R) model (Donovan et al., 1994), which links marketing stimuli—such as digital storytelling or green product cues—to internal psychological states and, ultimately, to behavior.

The Narrative Transportation Theory (Green & Brock, 2000) explains why storytelling works: people who become absorbed in a story process information differently, experiencing emotional and cognitive immersion that enhances persuasion. Such immersion helps digital storytelling evoke empathy and authenticity and align audiences with sustainability values (Faludi, 2025; Kolović et al., 2023). Complementing this, the Customer Engagement Theory (Brodie et al., 2011; Hollebeek et al., 2014) views

engagement as a blend of cognitive, affective, and behavioral dimensions describing how actively consumers connect with a brand or product.

Finally, Green Marketing Theory Peattie & Crane (2005) (Peattie & Crane, 2005) stresses that embedding ecological and social value in marketing activity builds trust and loyalty. Together, these perspectives provide a strong conceptual base for analyzing how digital storytelling and perceived green value jointly affect engagement and purchase intention.

Digital Storytelling and Purchase Intention

Digital storytelling merges narrative form with digital media to deliver persuasive, emotionally charged messages (Faludi, 2025; Robin, 2008). Under Narrative Transportation Theory, emotionally immersed audiences perceive the story's message as more credible and are more inclined to act on it. Empirical research supports this process: narrative-based campaigns heighten pro-environmental purchase intentions by generating empathy and a sense of self-identification with sustainability goals (Kolović et al., 2023; Muposhi et al., 2023).

In digital marketing practice, storytelling does more than inform—it enhances brand authenticity and gives meaning to the brand experience (Khan & Fatma, 2023). Narratives that emphasize recycling or community empowerment help consumers internalize sustainable values and translate them into purchase behavior (Hudayah et al., 2023). Hence, storytelling acts as both a creative expression and a behavioral driver that motivates sustainable engagement.

H1: Digital Storytelling positively influences Purchase Intention for recycled plastic shopping bags.

Green Value Perception and Purchase Intention

Green Value Perception (GVP) captures how much consumers believe a product helps the environment while still offering functional and emotional benefits (Chen & Chang, 2012b; Graça & Al, 2024). Grounded in Green Marketing Theory, this notion suggests that recognizing ecological and social value gives consumers moral satisfaction, encouraging them to pay a premium for green alternatives (Peattie & Crane, 2005). Evidence consistently shows GVP to be a strong predictor of favorable attitudes, brand trust, and purchase intentions across product categories—from organic food to sustainable packaging (Biswas & Roy, 2015; Möller & Herm, 2021; Taufique et al., 2019). When consumers perceive genuine environmental benefit and credibility, they convert positive attitudes into real buying decisions.

In many developing markets, however, GVP is still fragile. Limited awareness, doubt about green claims, and "greenwashing" fears erode confidence (Issock et al., 2020; Prasetya et al., 2021). For recycled plastic bags in particular, perceptions of low quality or poor aesthetics often deter purchase even among environmentally conscious consumers. Improving transparency in storytelling, using trustworthy eco-labels, and clarifying product advantages may strengthen green value perceptions and, in turn, encourage consistent green buying.

H2: Green Value Perception positively influences Purchase Intention for recycled plastic shopping bags.

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Customer Engagement as a Mediating Mechanism

Customer Engagement (CE) refers to the depth of a consumer's emotional, cognitive, and behavioral connection with a brand (Brodie et al., 2011; Hollebeek et al., 2014). Within sustainable consumption, CE acts as the internal mechanism that translates marketing stimuli—digital storytelling and perceived green value—into tangible behavioral outcomes (Nindyakirana Hapsari & Maftukhah, 2016; Phan et al., 2022). Engaged consumers not only interact more frequently with eco-brands but also share related content and advocate sustainable behaviors in their networks (Hudayah et al., 2023; Dessart et al., 2016).

Engagement is thus an active psychological state, combining emotional resonance and participatory behavior. DS enhances engagement by offering immersive experiences that evoke empathy and authenticity, while strong GVP deepens consumers' attachment to environmental ideals and moral responsibility. Together, these mechanisms form the pathway through which persuasive narratives and ecological value foster sustainable purchase intention.

H3: Digital Storytelling positively influences Customer Engagement.
H4: Green Value Perception positively influences Customer Engagement.
H5: Customer Engagement positively influences Purchase Intention.
H6: Customer Engagement mediates the relationship between Digital Storytelling and Purchase Intention.
H7: Customer Engagement mediates the relationship between Green Value Perception and Purchase Intention.

Conceptual Framework

This study develops an integrative model of sustainable marketing grounded in four complementary theories: the Theory of Planned Behavior (TPB), Narrative Transportation Theory (NTT), Customer Engagement Theory (CET), and Green Marketing Theory (GMT). Within this framework, Digital Storytelling (X_1) and Green Value Perception (X_2) function as external stimuli that shape Customer Engagement (Z)—the psychological state through which consumers connect emotionally and cognitively with sustainability messages. This engagement, in turn, becomes a key driver of Purchase Intention (Y). The model captures how persuasive narratives and perceptions of ecological value work together to stimulate deeper emotional involvement and cognitive reflection, ultimately encouraging consumers to make environmentally responsible purchasing decisions.

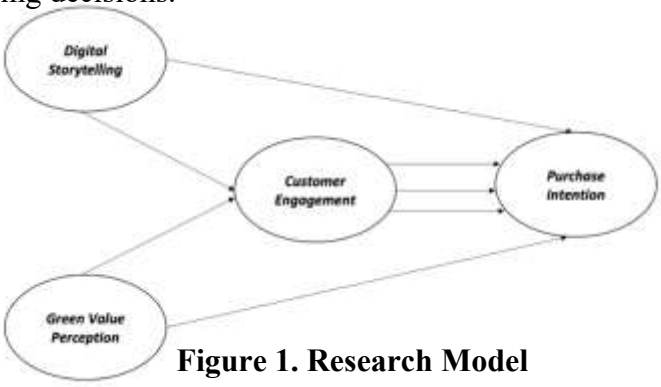

Figure 1. Research Model

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RESEARCH METHOD

This study employed a quantitative, survey-based, non-experimental design to examine the relationships among Digital Storytelling (DS), Green Value Perception (GVP), Customer Engagement (CE), and Purchase Intention (PI) in the context of recycled plastic shopping bags. The conceptual framework was informed by the Theory of Planned Behavior (Ajzen, 2011), the Stimulus–Organism–Response (S–O–R) model (Mehrabian & Russell, 1974), and Narrative Transportation Theory (Green & Brock, 2000). Together, these theories explain how digital narratives and perceptions of environmental value act as stimuli that influence psychological engagement (organism) and ultimately lead to eco-friendly purchasing behavior (response).

The study targeted consumers residing in Palembang City, Indonesia, who had previously encountered online promotions for environmentally friendly products. Using purposive sampling, we collected 360 valid responses, meeting the recommended sample size for Partial Least Squares–Structural Equation Modeling (PLS-SEM) analysis (Hair et al., 2021). Most respondents were young adults aged 21–24 years, characterized by strong digital literacy and active engagement on platforms such as Instagram, TikTok, and YouTube. Data were gathered in October 2025 through an online questionnaire administered via Google Forms. The instrument consisted of screening questions, demographic items, and four latent constructs, each assessed using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Measurement items were adapted from validated scales in prior research: DS from Robin (2008) and Muposhi et al., (2023); GVP from Chen & Chang (2012b); CE from Brodie et al., (2011) and Hollebeek et al., (2014); and PI from Walsh & Dodds, (2022) and Ajzen (2011). A pilot study with 30 respondents confirmed the clarity and reliability of all items.

Data analysis was performed using SmartPLS version 4.0. To evaluate path significance, we applied bootstrapping with 5,000 subsamples. Convergent validity was examined through Average Variance Extracted (AVE), while discriminant validity was tested using both the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio. Internal consistency was confirmed, with Cronbach's alpha and Composite Reliability (CR) values exceeding 0.90, well above recommended benchmarks. The model exhibited substantial predictive strength, explaining 67.6% of the variance in CE and 86.2% of the variance in PI.

Consistent with the S–O–R framework, we modeled linear and causal relationships in which DS and GVP (stimuli) influence CE (organism), which subsequently drives PI (response). Every stage—from survey construction to data analysis—was systematically documented to ensure replicability. Under comparable conditions of sampling and analytical design, the study can be reproduced to validate how digital storytelling and perceived green value jointly shape sustainable purchase intentions.

RESEARCH RESULTS AND DISCUSSION

Descriptive Statistics and Respondent Profile

A total of 360 valid responses were included in the final analysis. The sample was predominantly female (61%) and composed mainly of young adults aged 21–24 years (58%)—a demographic group known to be highly receptive to digital sustainability campaigns. Most respondents reported being active social media users, particularly on

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Instagram and TikTok, which are widely recognized as leading platforms for digital storytelling and green marketing communication.

The descriptive statistics of the main constructs revealed generally positive perceptions toward sustainable products. The mean values were 4.12 for Digital Storytelling (DS), 4.25 for Green Value Perception (GVP), 4.08 for Customer Engagement (CE), and 4.22 for Purchase Intention (PI). These scores suggest a favorable orientation among respondents toward eco-friendly consumption. Collectively, the results indicate that emotionally engaging digital narratives and strong perceptions of ecological value align well with the sustainability mindset of young consumers, reinforcing their openness to adopting environmentally responsible purchasing behavior.

Table 1. Respondent Profile

Characteristic	Category	Frequency (n=360)	Percentage (%)
Gender	Male	140	39
	Female	220	61
Age	18–20 years	52	14
	21–24 years	208	58
	25–30 years	100	28
Education	High School	76	21
	Undergraduate	226	63
	Graduate	58	16

Source: SmartPLS (2025)

Measurement Model

Table 2. Reliability and Convergent Validity

Construct	Indicator Loadings	Cronbach's α	Composite Reliability (CR)	Average Variance Extracted (AVE)
Digital Storytelling	0.74–0.89	0.93	0.94	0.67
Green Value Perception	0.72–0.88	0.92	0.94	0.69
Green Value Perception	0.72–0.88	0.92	0.94	0.69
Customer Engagement	0.76–0.90	0.91	0.93	0.66
Purchase Intention	0.80–0.91	0.90	0.92	0.70

Source: SmartPLS (2025)

Before assessing the structural relationships, the measurement model was examined to ensure the constructs met the required standards of reliability and validity. All indicator loadings exceeded the recommended benchmark of 0.70, demonstrating that each observed variable contributed meaningfully to its corresponding construct. Both Cronbach's alpha and Composite Reliability (CR) values were above 0.90, confirming strong internal consistency across all measurement items.

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Furthermore, the Average Variance Extracted (AVE) for each construct was greater than 0.50, indicating satisfactory convergent validity. These results collectively affirm that the observed indicators effectively captured their underlying theoretical dimensions and that the measurement scales employed in this study were statistically robust for subsequent structural analysis.

Discriminant validity was further examined using the Heterotrait–Monotrait (HTMT) ratio. All HTMT values were found to be below the conservative threshold of 0.90, confirming that each construct is empirically distinct and measures a unique conceptual dimension within the model.

Table 3. Discriminant Validity (HTMT Ratio)

Constructs	DS	GVP	CE	PI
Digital Storytelling	—	0.82	0.76	0.74
Green Value Perception	0.82	—	0.78	0.73
Customer Engagement	0.76	0.78	—	0.71
Purchase Intention	0.74	0.73	0.71	—

Source: SmartPLS (2025)

Structural Model

The structural model exhibited strong explanatory capability, with an R^2 value of 0.676 for Customer Engagement and 0.862 for Purchase Intention. These results indicate that the proposed predictors collectively account for a substantial proportion of variance in the endogenous constructs, suggesting that the model possesses high predictive relevance and effectively captures the dynamics underlying sustainable purchasing behavior.

Table 4. Coefficient of Determination (R^2)

Endogenous Variable	R^2	Interpretation
Customer Engagement	0.676	Substantial
Purchase Intention	0.862	Very Substantial

Source: SmartPLS (2025)

Hypothesis Testing

The path coefficient analysis revealed that all hypothesized relationships were statistically significant ($p < 0.001$). Both Digital Storytelling (DS) and Green Value Perception (GVP) exerted significant positive effects on Customer Engagement (CE) and Purchase Intention (PI). In addition, Customer Engagement demonstrated a strong

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positive influence on Purchase Intention, confirming its role as a key mediating mechanism that links narrative persuasion and perceived ecological value to sustainable purchasing behavior.

Table 5. Path Coefficients and Hypothesis Testing

Hypothesis	Path	β	t-value	p-value	Result
H1	Digital Storytelling → Purchase Intention	0.551	27.664	0.000	Supported
H2	Green Value Perception → Purchase Intention	0.573	28.616	0.000	Supported
H3	Digital Storytelling → Customer Engagement	0.523	19.635	0.000	Supported
H4	Green Value Perception → Customer Engagement	0.490	15.924	0.000	Supported
H5	Customer Engagement → Purchase Intention	0.298	6.754	0.000	Supported
H6	Digital Storytelling → Customer Engagement → Purchase Intention	0.156	5.729	0.000	Supported
H7	Green Value Perception → Customer Engagement → Purchase Intention	0.146	5.437	0.000	Supported

Source: SmartPLS (2025)

Mediation Analysis and Summary

The bootstrapping analysis revealed that Customer Engagement (CE) plays a partial mediating role in the relationships among Digital Storytelling (DS), Green Value Perception (GVP), and Purchase Intention (PI). Both indirect effects were statistically significant ($p < 0.001$), suggesting that emotional and cognitive engagement serve as critical psychological channels through which persuasive digital narratives and perceived ecological value are transformed into behavioral intentions.

Overall, all seven hypotheses (H1–H7) received empirical support. These outcomes provide strong evidence for the reliability and validity of the proposed sustainable marketing model. The findings confirm that digital storytelling and perceived green value, when combined through active customer engagement, can effectively promote sustainable purchasing behavior—particularly within the context of recycled plastic shopping bags in Palembang.

Discussion

This study examined how Digital Storytelling (DS) and Green Value Perception (GVP) influence Purchase Intention (PI) toward recycled plastic shopping bags, with Customer Engagement (CE) serving as a mediating factor. The findings indicate that emotionally engaging narratives and perceptions of ecological benefit significantly enhance consumer engagement, which in turn strengthens their intention to purchase sustainable products. By drawing upon the Narrative Transportation Theory (Green & Brock, 2000), Theory of Planned Behavior (Ajzen, 2011), and Customer Engagement

Theory (Brodie et al., 2011), this research adds to the expanding literature on sustainable marketing and offers a more holistic understanding of sustainability communication in developing economies.

Beyond confirming the statistical significance of Digital Storytelling (DS) and Green Value Perception (GVP), the findings of this study contribute to a more critical understanding of *why* and *under what conditions* these constructs operate effectively in shaping sustainable purchase intention. Unlike prior studies that predominantly emphasize descriptive associations (e.g., DS → PI or GVP → PI), this research highlights Customer Engagement (CE) as an active psychological mechanism that transforms sustainability narratives into actionable intentions.

Compared to earlier research conducted in developed markets, where green purchasing behavior is often driven by institutional trust and established environmental norms, the present findings suggest that in emerging markets such as Indonesia, affective immersion and moral resonance play a more decisive role. Digital storytelling does not merely inform consumers about environmental issues; rather, it emotionally situates consumers within sustainability narratives, thereby compensating for weaker regulatory enforcement and lower baseline environmental literacy. his comparison implies that sustainability strategies effective in developed markets may require contextual adaptation in emerging economies, where affective engagement plays a more prominent role than formal institutional mechanisms.

The results reaffirm that digital storytelling meaningfully enhances purchase intention. This aligns with studies by Muposhi et al., (2023) and Kolović et al., (2023), who found that story-based marketing can elicit emotional immersion and perceived authenticity, resulting in stronger behavioral intentions. In the context of Narrative Transportation Theory, stories that successfully engage audiences both cognitively and emotionally are perceived as more credible and persuasive. Consumers who connect with recycling narratives often internalize environmental values, supporting Escalas (2004), who suggested that narrative empathy enables moral identification with the brand's message.

Similarly, GVP demonstrated a significant positive impact on purchase intention. This finding is consistent with prior work by Chen & Chang (2012a), Taufique et al. (2019), and(Graça & Al (2024), which emphasized that when consumers perceive higher ecological and functional benefits, they are more inclined to choose green products. Within the Indonesian context, these results point to an encouraging shift: consumers in Palembang are increasingly responsive to moral and ecological appeals, a trend that has been reinforced by greater environmental awareness and the proliferation of sustainability messages on digital platforms (Hudayah et al., 2023).

The mediating role of Customer Engagement provides empirical support for Brodie et al., (2011) and Hollebeek et al., (2014), who conceptualized engagement as a psychological bridge between marketing stimuli and behavioral outcomes. The partial mediation observed here suggests that while DS and GVP directly shape purchase intention, engagement strengthens these effects by fostering emotional bonds and participatory behavior. This conclusion resonates with Islam & Rahman (2015), who found that engagement improves message credibility and purchase motivation in green marketing contexts. Engaged consumers tend to process sustainability information both

rationally and emotionally, building lasting loyalty grounded in shared environmental values.

Although all hypotheses were confirmed, the partial mediation observed implies that other constructs—such as brand trust, environmental concern, or social influence—may further clarify the mechanisms driving sustainable purchasing behavior. This insight aligns with Biswas & Roy (2015), who argued that emotional appeal alone cannot sustain long-term green purchasing unless it is reinforced by cognitive and attitudinal factors.

From a theoretical standpoint, this study advances sustainability marketing literature by positioning customer engagement as an affective-cognitive bridge within the Sustainable Development Goals (SDGs) framework, particularly SDG 12 (Responsible Consumption and Production). While many SDG-oriented studies emphasize rational awareness or policy-driven compliance, the findings here underline the importance of affective pathways—such as emotional immersion, empathy, and moral identification—in motivating sustainable consumption.

By embedding Digital Storytelling within the Theory of Planned Behavior, this study extends TPB beyond its traditional cognitive orientation, demonstrating that affective engagement can strengthen attitude formation and intention realization. In this sense, customer engagement functions not merely as a behavioral outcome, but as an internal sustainability catalyst that aligns individual emotions with broader global sustainability objectives.

CONCLUSION

This study concludes that Digital Storytelling (DS) and Green Value Perception (GVP) are key drivers of Customer Engagement (CE), which in turn enhances Purchase Intention (PI) for recycled plastic shopping bags. Both DS and GVP also have direct positive effects on PI, confirming CE as a partial mediator in these relationships. The findings highlight that emotionally engaging narratives—when combined with strong perceptions of ecological value—work together to encourage sustainable consumer behavior. In this sense, authentic and empathetic storytelling serves not only as a persuasive form of marketing communication but also as a medium that cultivates environmental awareness and moral responsibility among consumers.

From a managerial standpoint, the results suggest that small and medium enterprises (SMEs) and marketing practitioners should focus on creating narrative-based digital campaigns that prioritize transparency, community participation, and demonstrable environmental outcomes. Such strategies are likely to deepen consumer engagement and strengthen long-term brand loyalty. At the same time, policymakers can play a pivotal role by supporting digital literacy programs and education in sustainability marketing, both of which are essential to fostering behavioral change consistent with circular economy principles.

On the theoretical front, this study extends the Theory of Planned Behavior (TPB) by embedding emotional and cognitive mechanisms within the process of behavioral intention formation through customer engagement. The integration of narrative persuasion and green value perception offers a richer understanding of how sustainable attitudes are translated into purchasing behavior. Future research may build upon this model by including additional constructs—such as brand trust, environmental concern, or

social influence—to further refine its explanatory power and test its applicability across diverse product categories and cultural settings.

ACKNOWLEDGMENT

This article is published in the *Jurnal Ilmiah Akuntansi, Manajemen dan Ekonomi Islam (JAM-EKIS)* as part of a broader research project funded by Yayasan Pendidikan Nasional Tridinanti for the 2025 fiscal year, in accordance with the research contract number: 112/Unanti.A12/LPPM/PI/2025. The initial conceptual model of this study was originally developed in an internal research grant proposal and further refined through empirical investigation for publication in this journal article.

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