

Green Customer Behavior: Mediation Model of Green Purchase

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Abstract--- *This study aims to review the correlation of eco-label on customer behavior, which is green awareness, green trust, and green purchase intention. The study is conducted in Bandung City with a research experimental method to 100 customers of Supermarket Retail who know about a green product. The study is performed by using SmartPLS and path analysis techniques to find the research model. The research result is known that eco-label has a direct correlation to green awareness and green trust, but it does not relate significantly to green purchase intention. It is the same with green awareness that is insignificant can change green purchase intention. It is different from a green trust that can switch directly to green purchase intention. The research finding is stated that customer's green awareness and green trust can genuinely be the correlation mediation of eco-label with green purchase intention. Information from research results provides a positive impact for the company is considering to green customer behavior and government in giving policy to green product development.*

Keywords--- *Eco-Label, Green Awareness, Green Trust, Green Purchase Intention.*

I. INTRODUCTION

The study of customer purchasing behavior is more increasingly to encourage the company's goal in increasing market share (Guido et al., 2010). Because customer behavior is not static, but it is dynamic along with the increasing customer's needs (Karaosmanoglu et al., 2016). The current requirements of the customer are starting to lead to products or services which are friendly to the environment (Paço & Raposo, 2010), so it emerges the variety of green product or green service. The green product began to develop in Indonesia in 2004, and it is in line with regulations relates to eco-label for environmentally friendly products (Rahmi et al., 2017). The background of the importance of the study of customer purchasing behavior, especially for environmentally friendly products.

In a previous study, it was revealed that eco-label is included in product attributes, which had an impact on green purchase intention (Rizwan et al., 2014). So, the company began to pay attention to product labels, particularly for products that have an environmentally friendly element (Sharma & Kushwaha, 2019). It is indicated by the number of eco-labels submitted by a company, even though the label is not following the government's recommendations such as fresh, natural, or free pesticide labels (Doni Purnama Alamsyah et al., 2019). The main objective of eco-label is to attract customer's attention with product innovation on environmentally friendly products. One of the green products is organic vegetables, and the label recommended by the government is "Organic Indonesia" (Doni Purnama Alamsyah et al., 2017). In the end, eco-label often stated to a green product which gives customer's trust to

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judge and to use the green product. Indeed, in line with previous studies that explain the importance of eco-labels in increasing customer' green confidence in environmentally friendly products (Rashid, 2009).

Green trust is the customer's trust in environmentally friendly products to be chosen and consumed (Yu-shan Chen, 2013). On the other hand, the green trust of customers also has a final impact on customer purchasing intention for environmentally friendly products (Yu-Shan Chen & Chang, 2012). It means that green trust can be a mediation that provides support for the relationship of eco-label attributes with green purchase intentions. The other side of the impact on eco-label is customer awareness level, which commonly referred to as green awareness (Doni Purnama Alamsyah et al., 2019). where green customer awareness is customer's care for green products and environmental sustainability, so customer sometimes recommends voluntarily green products to others (Mourad et al., 2012). The previous studies have stated that green purchase intention is closely related to green awareness (Rahmi et al., 2017) because customer care is the basis of customer's trust in carrying out the selection and purchasing of environmentally friendly products (Suki et al., 2016). The essence of customer behavior to green awareness is the ability of green awareness customer's to become an appropriate mediator to support the eco-label relationship with green purchase intentions. Examining the phenomenon of problems with green customer behavior, namely green purchase intention, green trust, and green awareness, and the support for eco-label attributes, so this research study focuses on examining the help of green purchase intention. The study was conducted by testing the mediation model of green awareness and green trust in green purchase intentions through the support of eco-label attributes. The investigation has not been carried out entirely for customer behavior on environmentally friendly products, so that it is known as the research position currently.

II. LITERATURE SURVEY

The attribute of Eco-Label in Green Products

Eco-label is one of the product attributes attached to green products such as organic vegetables (Doni Purnama Alamsyah et al., 2019). The primary purpose of eco-label is to educate the customer about the value of more green products compared to conventional products, where green products have unique characteristics that are healthy when it is consumed and friendly to the environment (Rashid, 2009). Because eco-label is one of the government's efforts in improving product quality consumed by society (Atănăsoaie, 2013). Eco-label itself is a symbol, sign, or label on a product in its production does not use harmful materials either to humans or to the environment (Fuerst & Shimizu, 2016). The advantage of eco-label is for a company in addition to the value of product innovation. It is also able to give an image to companies that produce as a company which is caring for the environment (Rizwan et al., 2014). So that corporate social and environmental responsibility can be fulfilled indirectly. In assessing eco-label can be known through several indicators including how customer recognizes products, how companies use labels, how customer understand names, and customer's confidence in names (Doni Purnama Alamsyah et al., 2019). The studies of eco-label are often linked to customer behavior such as green awareness (Doni Purnama Alamsyah et al., 2019), green trust (Rashid, 2009) dan green purchase intention (Cai et al., 2017). Based on the essence of eco-labels study with green customer behavior, the current research hypothesis is presented as follows.

- H1. There is an impact of eco-label on green awareness
- H2. There is an impact of eco-label on green trust
- H3. There is an impact of eco-label on green purchase intention

Mediation of Green Awareness and Green Trust of Customers

The study of green awareness has increased along with improving the healthy lifestyle of customers, which is known as green consumerism (Suki et al., 2016). It means that green awareness changes the way customers look in various ways starting from consumption patterns to healthy living behaviors (Doni Purnama Alamsyah et al., 2020). The green awareness of customers itself is a customer's perspective in evaluating products to be consumed based on products' evaluation created which do not use chemicals, and it is friendly to the environment (D P Alamsyah et al., 2018). Furthermore, it can be assessed from several indicators, including the level of effort, label recognition, understanding of slogans, symbolic knowledge, image views, and the level of concern for environmentally friendly products (Rizwan et al., 2014; Suki, 2013). The exciting thing from research on environmentally friendly products is green customer behavior, in which there are green awareness and green trust. Green trust measures the level of customer trust for green products assessed so that the customer can recommend to others (Chan et al., 2016). In which the green trust of customers can be determined through several measurements, including belief in the reliable products, dependability of products, the trustworthiness of products, meet customer's expectations, environmental improvement, and safer (Doni Purnama Alamsyah et al., 2017; Yu-shan Chen, 2013). Green awareness and green trust are customer behavior that has actually an impact on increasing customer purchasing behavior, namely green purchase intention (Chan et al., 2016; Rahmi et al., 2017).

Meanwhile, green awareness and green trust can be genuinely controlled by education from eco-label attributes (Doni Purnama Alamsyah et al., 2019; Rizwan et al., 2014). The study affirms indirectly the ability of green awareness and green trust to mediate green purchase intention for supporting eco-label. Reviewing from previous studies on green awareness, green trust, and green purchase intention, so the next hypothesis is presented.

- H5. There is an impact of green awareness on green purchase intention
- H6. There is an impact of green trust on green purchase intention

Green Purchase Intention

Green purchase intention can be evaluated through questions related to the level of customer intention, such as thoughts about purchases, the plan to buy, or the possibility to buy environmentally friendly products (Yu-Shan Chen & Chang, 2012). In principle, customer purchasing behavior is intended for products that have green attributes, such as having eco-labels or including green products (Rahmi et al., 2017). Many studies had been conducted to determine green purchase intentions. The studies conducted by managing other customer behavior that may have an impact on purchasing behavior such as green awareness (Mourad et al., 2012) and green trust (Yu-Shan Chen & Chang, 2012), or with eco-label attributes (Rizwan et al., 2014). Furthermore, it explains the importance of green purchase intention on customer behavior because it is very close to the customer's possibility of choosing products offered. Measuring and evaluating green purchase intentions is easy; sometimes, marketers evaluate

through intent to purchase, expect to buy, glad to buy, willing to buy, and big plan to purchase (Yu-Shan Chen & Chang, 2012; Rizwan et al., 2014).

Green purchase intention is the main objective of the current research, which is supported by other variables, namely green awareness and green trust, and eco-label attributes. Reviewing the previous survey literature, so the study model design is illustrated in Figure 1.

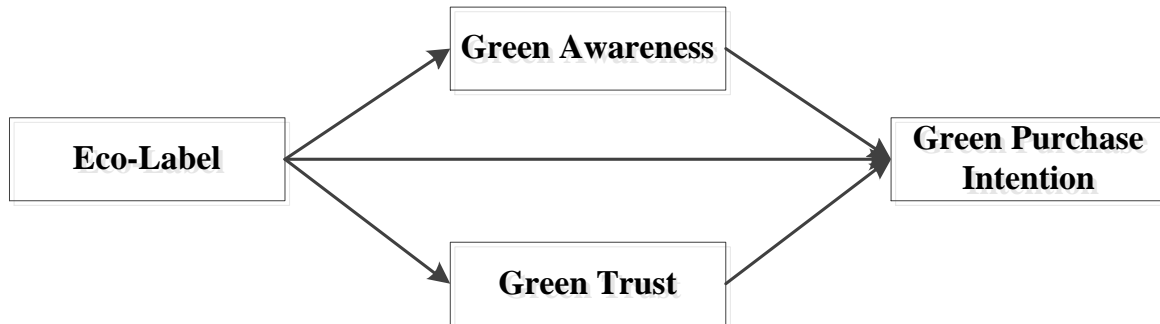


Figure 1: Research Model Design

III. METHODOLOGY

The research method used was a survey, a preliminary investigation conducted to 100 customers of supermarket retail in Bandung City (West Java) who knew previously environmentally friendly products. The research study focused on several variables, including eco-label attributes, green awareness, green trust, and green purchase intention. Data from a customer was obtained through a questionnaire with a predetermined answer, namely “1” for the value of strongly disagree and “5” for strongly agree. Here was the research’s measurement of each research variable based on the previous literature review. Eco-label measures that were used included recognition, use, understanding, and trust. In green awareness behavior, the measurements used included effort, label, slogan, symbol, brand, and concerns. In green customer behavior, the measures used were reliable, dependable, trustworthy, expectations, environmental improvement, and safer. While for green purchase intention, the measurements used were intended to purchase, expect to buy, glad to buy, willing to buy, and high plan to buy.

Data from tabulation results on the questionnaire were tested through an inner and outer model, analysis tools used by SmartPLS with path analysis techniques. The test was carried out to know the mediation model of green awareness and green trust following Figure 1. Finally, a research hypothesis test was conducted through a t-value comparison.

IV. RESULTS AND DISCUSSIONS

Test of Inner and Outer Model

Data processed in the study were 100 customers of supermarket retail in Bandung City, where all of them knew about green products. Furthermore, data was processed through SmartPLS, while data was tested before Inner and Outer Models. The Outer Model test performed on the indicator, which is verified with Convergent Validity, Composite Reliability, Average Variance Extracted, and Discriminant Validity.

Convergent Validity is measured through outer loading with the assumption stated the individual reflective measurements are required if the correlation is more than 0.30. Discriminant Validity, which indicated whether the measured variable has high reliability if it has Composite Reliability above 0.7. The Average Variance Extracted value is stated to be better and required the criterion when the amount is more significant than 0.5. Cronbach's Alpha is a Discriminant Validity measurement that is suggested to have values above 0.7. Based on data in Table 1 and Table 2, it is known that from all previous tests, namely Convergent Validity, Composite Reliability, Average Variance Extracted dan Discriminant Validity are stated to fulfill the requirements.

The next test is the Inner Model by looking at the results of the coefficient determination of R^2 , T-Statistic, or parameter coefficients (Table 3). Inner model test results from Outer Weight result in Table 3 show that the results of each indicator are related to a latent variable because the t-statistic is > 4.390 . Based on Inner and Outer test results of the model, it can be said that the research model is acceptable because it has fulfilled the requirements of the Fit Model (Good of Fit).

Table 1: Outer Loading Values

Instruments	Eco-Label	Green Awareness	Green Trust	Green Purchase Intention
Recognition	0,900			
Use	0,873			
Understanding	0,903			
Trust	0,850			
Effort		0,843		
Label		0,869		
Slogan		0,888		
Symbol		0,873		
Brand		0,792		
Concerns		0,788		
Reliable			0,777	
Dependable			0,756	
Trustworthy			0,826	
Expectations			0,832	
Environmental improvement			0,732	
Safer			0,604	
Intent to purchase				0,792
Expect to purchase				0,779
Glad to purchase				0,897
Willing to purchase				0,875
High intention to purchase				0,809

Table 2: Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Eco-Label	0,905	0,905	0,933	0,778
Green Awareness	0,918	0,922	0,936	0,711
Green Trust	0,849	0,857	0,889	0,575
Green Purchase Intention	0,888	0,897	0,918	0,692

Table 3: Outer Weight Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Recognition	0,285	0,287	0,015	18,816	0,000
Use	0,274	0,274	0,014	19,620	0,000
Understanding	0,278	0,278	0,012	22,889	0,000
Trust	0,297	0,299	0,018	16,135	0,000
Effort	0,191	0,191	0,012	15,872	0,000
Label	0,215	0,215	0,014	15,920	0,000
Slogan	0,211	0,211	0,013	16,741	0,000
Symbol	0,206	0,207	0,015	14,013	0,000
Brand	0,189	0,190	0,018	10,601	0,000
Concerns	0,171	0,172	0,016	10,435	0,000
Reliable	0,218	0,220	0,024	9,011	0,000
Dependable	0,223	0,223	0,027	8,172	0,000
Trustworthy	0,246	0,248	0,024	10,401	0,000
Expectations	0,223	0,222	0,023	9,490	0,000
Environmental improvement	0,230	0,231	0,026	8,704	0,000
Safer	0,174	0,175	0,037	4,728	0,000
Intent to purchase	0,208	0,204	0,047	4,391	0,000
Expect to purchase	0,213	0,217	0,035	6,124	0,000
Glad to purchase	0,278	0,276	0,032	8,619	0,000
Willing to purchase	0,244	0,248	0,033	7,411	0,000
High intention to purchase	0,255	0,252	0,041	6,220	0,000

Result of Research Model and Hypotheses Test

The following research result is a research model based on the Inner and Outer test, which is known through the correlation values of each relationship between variables. It is known that each research variable has a positive relationship, where eco-label is stated to be a positive relationship to green awareness, green trust, and green purchase intention directly. Similarly, green awareness customers and green trust are directly related positively to green purchase intention. This finding is illustrated through the research model presented in Figure 2, with the

assumption that green awareness and green trust can mediate between eco-label attributes and customer green purchase intentions.

The research results illustrated in Figure 2 are reaffirmed through testing the research hypotheses with a summary presented in Table 4. All of the relationships are found to be significant or supportive except for the association of eco-label and green awareness directly; remember that the t-value is below 1.69. This finding explains that eco-label is not directly able to have a significant impact on green purchase intention; it needs mediation from green awareness and green trust. Many of in-depth studies to find research novelty stated is in line with the research objectives, which is research hypotheses in the discussion.

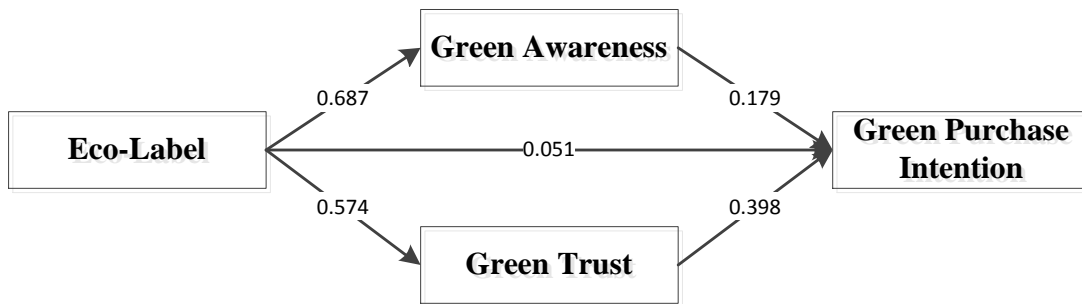


Figure 2: Model of Research Result

Table 4: Hypotheses Tests

Hypotheses		t-value
Eco-Label → Green Awareness	H1	12.416
Eco-Label → Green Trust	H2	7.861
Eco-Label → Green Purchase Intention	H3	0.349
Green Awareness → Green Purchase Intention	H4	1.264
Green Trust → Green Purchase Intention	H5	3.180

The Relationship of Eco-label to Green Awareness and Green Trust

Based on research results, it is stated that eco-label has a relationship to green awareness, green trust, and green purchase intention. The most substantial relationship between eco-labels to customers green awareness, which has a correlation value of 0.687. While the weakest of the relationship between eco-label to green purchase intention with a correlation value of 0.051. It explains that eco-label is only able to enhance directly to green awareness behavior and green trust. Research findings are confirmed by the hypothesis test presented in Table 4, where eco-labels are significantly able to influence customer's green awareness (H1) and green trust (H2). This part of this study emphasizes the findings of previous studies, which have been conveyed that eco-label can have a positive impact on green awareness (Rahim et al., 2012) and green trust (Doni Purnama Alamsyah et al., 2019). So, it is recommended to control customer's green awareness behavior and customer's green trust to use product attributes, namely eco-label.

Eco-label is formed from several indicators, including how customers recognize products, how companies use labels, how customers understand names, and customer's trust to labels, where the introduction and understanding of customers to a label provides the best value for forming eco-labels. While for green awareness, the dominant

indicator is customer awareness of efforts, labels, slogans, and symbols. Furthermore, the first signs that make green trust are known by the level of trustworthiness and customer's expectations. Although it is based on the Loading Factor values summarized in Table 1, it is stated that all indicators can form variables properly. The essence of research findings at this stage explains that all signs provide support for the formation of variable and the relationship between variables, namely eco-label, green awareness, green trust, and green purchase intention. However, it is not recommended to access green purchase intention through eco-label directly, remember that hypothesis test results (H3) are stated to be insignificant, or it is not well supported.

Customers know and understand well to eco-label that becomes environmentally friendly product attributes. It supports the assessment of green products, and it provides the perceptions, so it encourages the increase of customer awareness of environmentally friendly products (customers green awareness). Furthermore, companies are advised to study the attributes of ecologically friendly products which are following the government's recommendations, so that they are easily known and understood by customers, with the primary objective at the level of customer green awareness for green products. Also, eco-label provides another perspective on customer assessment, namely the level of trust because green products provide the expectations which match customer's expectations. It seems clear that the level of customer trust in green products can be controlled, one of them through eco-label attributes. It means that companies need to be careful about labeling green products, which must be in line with their quality levels because they have an impact on the level of customer trust and customer's expectations finally. This problem fact certainly provides critical information for companies that focus on an environmentally friendly image. The Supermarket offers many products included for environmentally friendly products (Doni Purnama Alamsyah & Mohammed, 2019). So, companies are better at understanding the implementation of green marketing strategy, both its relationship to green customer behavior and the improvement of a company's image. On the other hand, the government is given the ease of understanding about green customer behavior so that education is related to environmentally friendly products that can be adjusted to the level of public recognition and understanding of environmentally friendly products.

Mediation of Green Awareness and Green Trust

The study results have explained that green awareness is positively directly related to green purchases; it is the same case with a green trust which is directly positive related to green intention. However, examining from Figure 2 is known that green awareness does not effect because it has a low correlation value of 0.179. It is compared to green trust that can have a significant impact, which is customer's green trust can impact broadly is 0.398. It means that green trust can control directly to customer purchasing behavior on environmentally friendly products. This finding is confirmed by the results of the hypothesis test (Table 4), where green awareness is significantly able to influence green purchase intention (H5); it is different for customers green awareness, which has no significant impact (H4). Analysis of research findings in this research section explains that customer purchasing behavior can be controlled by green trust customers, it is in line with the previous studies, and it tends to improve (Yu-Shan Chen & Chang, 2012).

An in-depth study of the relationship between variables based on Figure 2 shows that green purchase intention is able directly to be influenced by green trust, and it is related to green awareness. Meanwhile, green awareness of customers and green trust can be affected by eco-label on product attributes. The essence explains that customer's green awareness and customer's green trust can be a mediation between eco-label and green purchase intentions. Considering that eco-label is not directly able to form green purchase intentions, and it needs intervention from green awareness and green trust. This research novelty is a mediation model of green awareness customers and green trust to customer purchasing behaviors. However, this research needs to be refined because many factors can control customer purchasing behavior, such as the green perceived value of customers (Yu-Shan Chen & Chang, 2012). The research finding certainly provides critical input for companies and the government in understanding green customer behavior.

V. CONCLUSIONS

A conclusion obtained from this study is that there is a relationship both directly and indirectly from eco-label attributes on green purchase intention. The indirect relationship of eco-label on green purchase intention is mediated by green awareness and green trust. So that the research findings contained a mediation model of green awareness customers and green trust in encouraging the relationship of eco-label with green purchase intention. Research on customer behavior, which focuses on environmentally friendly products, has benefits for both companies and the government. Companies, in this case, is obtaining information related to green customer behavior and make it a reference in creating a green marketing strategy. While the government can understand green customer behavior in Indonesia, and it has become a reference in policies to environmentally friendly products.

Surely, green customer behavior is comprehensive; many other actions can have an impact on customer's decisions to choose green products. That's is a limitation in the current research and a recommendation for further research to assess other customer behavior. Besides, green customer behavior can also be influenced by other factors beyond customer behavior, such as the implementation of CSR and corporate social obligations. So, it is very suggested to study not only in terms of customer behavior but also from external factors.

ACKNOWLEDGMENT

The study of customer purchasing behavior on environmentally friendly products is realized for the support of several parties such as Binus University, Universiti Teknikal Melaysia Melaka and Supermarket retail in Bandung City. So, the writers would say thanks for the financial and non-financial supports in this research cooperation.

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