

Factors Determine Purchase Intention of Green Product

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Abstract--*This study aimed to analysis the relationships between social influence, attitude, environmental knowledge, recycling participation, eco-labelling, environmental exposure, perceived value, and purchase intention of green products. Data was collected from 151 customers of cosmetics product, fashions, foods, motor cycles, fuels, and furniture in Indonesia through structured survey questionnaire. Data was analyzed based on multiple regression analysis. The results show indication of significant relationships between social influence, recycling participation, eco-labelling, environmental exposure, perceived value, and purchase intention of green products. However, customer's intention to purchase green products were not identified to have significant relationship with attitude and environmental knowledge. The discussion present suggestions for researches and marketers with interest in consumers' behavior in green product.*

Key words--*recycling participation, sociocultural, exposure, eco-labelling, personal, intention.*

I. INTRODUCTION

Purchasing environmentally friendly products or green products is an important component of sustainable development by combining environmental sustainability and creating competitive advantage (Paradowska and Platje 2015). Therefore, concerning with environment is important for marketing practitioners and policy makers (Joshi and Rahman 2016). Marketers need to improve the competitiveness of their products. Increasing consumer awareness about green products will help marketers support sustainable growth and gain competitive advantage (Saxena and Khandelwal 2012; Shrivastava and Tamvada 2019). This will have an impact on the marketing strategies to win the competition in the industries. The government also has an interest in protecting the public from environmental damage that may arise from manufacturing operations carried out by companies. On the other hand, consumption of goods and services by consumers has increased that might be consequential in damage to the environment such as environmental pollution and global warming (Chen and Thai 2010).

The consumption of green product is increasing along with the increase in the production of green products. However, some studies suggest that consumers with a high level of environmental awareness do not always buy green products. Their purchasing decisions are more based on their evaluation of various attributes of green products including brand and product benefits (Doszhanov and Ahmad 2015). Situational factors also become one of the factors that can inhibit the purchase of green products (Young, McDonald, and Oates 2010).

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Many companies consider green marketing as an effort to increase the competitiveness of their products (Chen 2010). This requires companies to design more specific green marketing strategies to reach their target markets. Companies must be able to provide trustworthy and reliable information about their green products to the costumers. The main problem for marketers in persuading their customers to buy their green products is convincing consumers about the performance of green products and its relation to customer trust.

Recent study claims that the decision to purchase green products is influenced by social influence, environmental knowledge, recycling participation, eco-labeling, and environmental exposure (Joshi and Rahman 2016). For Doszhanov and Ahmad (2016) consumer awareness and trust in the performance of green products is a determining factor in consumer interest in using green products. Customer perceived value is also determinant factor in green product buying behavior. Perceived value can be defined as the result of consumers' past experiences of products that depend more on personal experience and knowledge (Kim and Yoon 2017; Park and Sohn 2018). In contrast, the perception of environmentally friendly products, product labels, packaging, and product ingredients did not affect customer perception (D'Souza et al. 2006). Furthermore, D'Souza et al. (2007) conducted further investigations and found that price and quality are contributors in shaping purchase intentions by combining knowledge, beliefs, demographic profiles, and situational variables. In addition, environmental values and social characteristics also have a positive impact on consumer behavior (Zavali and Theodoropoulou 2018).

This study examines the relationship between social influence, attitude, environmental knowledge, recycling participation, eco-labeling, environmental exposure, and perceived value and intention to buy green products. We conduct this research in Surakarta, Indonesia as this country has great potential market for green product. The results of this study have theoretical and managerial implications. For international marketers of green products, the identification of factors that influence green buying intention, especially in Indonesia, is very important because Indonesia's population reaches more than 250 million, making it one of the major markets for green products. With the increasing awareness of the consumption of green products, the effect is not only in Indonesia but also throughout the world. An understanding of consumer behavior in green products can help the development of applicable marketing strategies. This research also contributed to the development of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) in explaining and predicting the consumer behavior of green products and filling gaps in the literature on how to predict green product behavior using both theories, especially in Asia.

II. LITERATURE REVIEW

Intention to Buy Green Product

Two prominent theoretical approaches in predicting consumer behavior are Theory of Reasoned Action (TRA) from Ajzen and Fishbein (Zavali and Theodoropoulou 2018) and Theory of Planned Behavior (TPB) (Ajzen and Fishbein 1980). TRA states that individual attitudes and social norms are two main factors that determine individual behavior. Meanwhile, Theory of Planned Behavior from Ajzen (Ajzen and Fishbein 1980) develop the TRA and adds perceived behavioral control to predict purchasing behavior. According to Vazifehdoust (Ajzen 1985), the intention to buy green products is defined as a positive attitude and response to the perceived value of green products.

Several previous studies have revealed that the buying behavior of green products is explained by attitudes and behavioral intentions towards green products (Ajzen 1985; Vazifehdoust 2013).

Social Influence

Social influence can be defined as a condition where someone who considers himself has fulfilled the expectations of others (Joshi and Rahman 2015). Someone who buys green products wants to show others that he or she cares about the environment. Social groups in many studies have a positive correlation with green product purchases (Joshi and Rahman 2015; Kozar and Connell 2013). Social influences can be found in various forms including the influence of friends, reference groups, and social norms. Social influence is also formed by social networks as an effective means of communication in disseminating information including information about green products. Social norms are also stimulating ecological consumer behavior. Therefore, it can be hypothesized that:

H1: Social influence have positively influence intention to buy green product

Attitude

Attitudes toward environmentally friendly purchases can be explained as consumers' cognitive evaluations of green purchases (Joshi and Rahman 2015; Kozar and Connell 2013). Cognitive evaluation leads to rational evaluation of green product purchasing decisions (Kozar and Connell 2013). The results of previous studies reported a positive relationship between consumer attitudes toward green products with the intention to buy green products purchases (Joshi and Rahman 2015; Kozar and Connell 2013). In contrast, other research revealed a weak relationship or even no relationship at all between attitudes and intentions to buy green products (Park and Lee 2016). For this study, we posit the hypothesis:

H2: Consumer attitudes have positively influence intention to buy green product

Environmental knowledge

Environmental knowledge is consumer knowledge about ecological issues and overcoming environmental problems. Joshi and Rahman (2015) found a positive relationship between environmental knowledge and green product purchasing behavior. While other studies show an insignificant relationship between knowledge and ecological behavior (Lee 2010). The level of consumer ecology knowledge varies so that it impacts their behavior on purchasing behavior. Consumers with higher environmental knowledge are reported to have more environmentally responsible trends (Eze and Ndubisi 2013). Thus, consumer environmental knowledge positively influences the buying behavior of environmentally friendly products. We develop hypothesis:

H3: Environmental knowledge have positively influence intention to buy green product

Recycling participation

Recycling participation is the activity of consumers to play an active role in reusing products that have been purchased. Consumer awareness to maintain environmental sustainability by participating in recycling activities has a positive impact on the behavior of purchasing green products (Joshi and Rahman 2016). Recycling participation can

take the form of separating organic and inorganic waste or reusing product packaging. The more actively a consumer participates in recycling, the stronger the intention to buy green products.

H4: Participation in recycling have positively influence intention to buy green product

Eco-labeling

Ecolabeling is information in product packaging that explains to consumers about the environmentally friendly products' characteristics. Labels on the packaging help marketers differentiate their offerings in the minds of consumers and have a positive effect on consumers' decision making regarding product purchases. Joshi and Rahman's research (2015) found that ecolabeling had a positive effect on the buying behavior of green products.

H5: Ecolabeling have positively influence intention to buy green product

Environmental exposure

Various studies show that exposure to environmental messages through the media has a positive effect on buying behavior of green products (Joshi and Rahman 2015; Lee 2010). The media helps consumers get information and influence the consumer's thought process. The media also influences consumers' perceptions and preferences towards various product choices.

H6: Environmental exposure through the media have positively influence intention to buy green product

Perceived value

Perceived value is defined as a customer's general assessment of the net benefits of a service or product based on customer ratings (Joshi and Rahman 2015; Bolton and Drew 1991). When the consumer will decide to buy a product he will compare the benefits and costs incurred. Consumers will choose products or services that provide the highest value among the products offered. Therefore, companies can increase customer purchase intentions through the value of their products,

H7: Perceived value have positively influence intention to buy green product

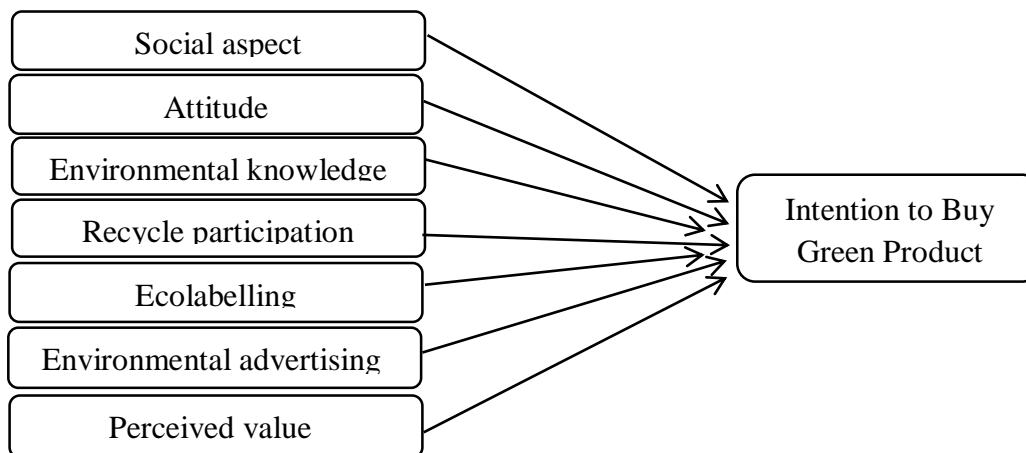


Figure 1. Research Model

III. METHOD

This study is using quantitative approach to examine the impact of social influence, attitude, environmental knowledge, recycling participation, eco-labelling, environmental exposure, and perceived value on purchase intention of green products. A total of 151 consumers in Surakarta Indonesia participated in this study and filled up the questionnaires that are used as relevant data for further analyses. In collecting the data, online survey was conducted. Then the validity and reliability of the instruments were analyzed further. This study adopted the measurement developed (Joshi and Rahman 2015; Doszhanov and Ahmad 2015). In examining the relationship between variables, regression analysis was used in this study.

Respondent profile including respondents' age, gender, level of education, and occupation are presented in Table 1.

Table 1. Respondent Profile

Items	Frequency	Percentage
	Age	
< 20 years	34	23%
20 – 30 years	114	75%
> 30 years	3	2%
	Gender	
Male	89	58,9%
Female	62	41,1%
	Occupation	
Student	106	70,2 %
Self-employed	45	29,8 %

According to factor analysis on validity test, the items have loaded in the certain component with loading factor more 0,3. The result of the validity test is presented in Table 2.

Table 2 Factor Analysis

Items	Component							
	Val.	Att.	Exp.	Know	Soc.	Par.	Int.	Eco.
I often discuss things related to the environment with other people					.661			
I often learn from others about something related to the environment					.780			

I have often been told by others about things related to environmentally friendly products				.707			
For me environmental protection is needed		.697					
For me education is really needed for people to be more concerned about the environment		.842					
In my opinion many environmental protection actions are needed in Indonesia		.786					
In my opinion it is very important to increase environmental awareness among Indonesian people		.764					
Environmental protection is one of the most important agendas that must be held by the Indonesian government		.699					
I know that I buy products that are safe for the environment			.500				
I know more about used items that can be used again than anyone else			.737				
I know how to choose products that can't be reused			.602				
I understand the words and environmentally friendly symbols on a product			.735				
I have better knowledge of environmental issues than anyone else			.696				
I often classify waste by type, both organic and inorganic				.602			
I often use organic waste (such as paper) for my reuse				.798			
I often use inorganic waste (for example bottles) for my reuse				.541			
Marketers must describe the environmental aspects of their products in an advertisement						.423	
The government is obliged to make environmentally friendly labels						.362	
I often find topics / issues related to environmentally friendly products on television		.704					

I often find topics / issues related to environmentally friendly products in the newspaper			.750					
I often find topics / issues related to environmentally friendly products on the radio			.657					
I often find topics / issues related to environmentally friendly products on the internet			.446					
It is not impossible for me to use environmentally friendly products rather than other products because of their environmental commitment	.605							
If other products have the same features, I prefer to use products that are committed to their environment	.659							
If there are other products that are of the same quality as environmentally friendly products, I will use them better	.661							
If there are no environmentally friendly ingredients in other products, then using organic products will look better	.687							
When shopping, I will check products that are dangerous for the environment							.302	
When shopping, I will choose products with environmentally friendly packaging								
When shopping, I will choose to buy products that are environmentally friendly, even though the price is more expensive than other products							.400	
When shopping, I will look for products that are labeled environmentally friendly							.511	

All the indicators also are reliable to measure the constructs with Cronbach's Alpha value more than 0.70. The result of the reliability test presented in Table 3.

Table 3 Reliability

Variabel	Cronbach Alpha	Status
Social influence	0,743	Reliable

Attitude	0,844	Reliable
Environmental knowledge	0,876	Reliable
Recycling participation	0,807	Reliable
Ecolabeling	0,726	Reliable
Environmental advertising	0,834	Reliable
Perceived value	0,832	Reliable
Intention to buy	0,866	Reliable

IV. RESULT AND DISCUSSION

Table 4 shows the model summary for the analysis, done based on the model presented in this study. From the model summary in Table 4, customers' intention to buy green products can be explained by social influence, attitude, environmental knowledge, recycling participation, eco-labelling, environmental exposure, and perceived value. With the Adjusted R = .66, it can be argued that 66 percent of variations in customers' intention to buy green products can be explained by social influence, attitude, environmental knowledge, recycling participation, eco-labelling, environmental exposure, and perceived value.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826 ^a	.682	.666	1.770

Notes: Predictors: (Constant), Value, Social_Influence, Attitude, Recycling_Participation, Eco_Labelling, Environmental_Exposure, Environmental_Knowledge

The results of F-test explain that the research model presented in this study is acceptable to describe variations in customers' intention to buy green products. Table 4 shows the significant level is 0.00 which less than .05 indicating that the research model is an appropriate model.

Table 5. ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	960.617	7	137.231	43.782	.000 ^a
Residual	448.218	143	3.134		
Total	1408.834	150			

(a) Predictors: (Constant), Value, Social Influence, Attitude, Recycling Participation, Ecolabelling, Environmental Exposure, Environmental_Knowledge.

(b). Dependent Variable: Purchase_Intention

In Table 6 present the regression results of the study, which that the perceived value was found to have the highest predictive in the intention to buy green product in Indonesia ($\beta=.288, p < .000$). The results showed that there was a significant positive relationship between perceived value and customer intention to buy green products. This indicates that the higher the value consumers perceive, the greater the positive and positive impact on the intention to buy green products. The results of this study support the research findings of Doszhanov and Ahmad (2015). The value felt by consumers is the result of consumer evaluations of the benefits received at the cost incurred. Product benefits can be seen from two things, namely functional benefits and emotional benefits, while the cost component is not only the price of the goods to be paid but also the time and energy used to obtain the product. Theory of Reasoned Action states that if a customer feels that there are results and value to be obtained, the customer will be motivated to engage in the action or choose the product (Zavali and Theodoropoulou2018; Ajzen and Fishbein 1980). Thus, perceived value plays a fundamental and very important role in purchasing environmentally friendly products.

Eco-labelling ($\beta=.204, p < .002$) followed by recycling participation ($\beta=.185, p < .011$), environmental exposure ($\beta=.184, p < .009$), and social influence ($\beta=.118, p < .044$) also affect the intention to buy green products, respectively. This shows that Indonesian consumers still need information about green products that they can easily get, for example on product packaging. Consumers more easily recognize green products through information that is easily found and attached to the product.

The analysis shows that recycling participation significantly influences the intention to buy green products. This indicates that, the more consumers involved in recycling activities, the greater the intention to buy green products. This study supports the research of Joshi and Rahman (2016). This study shows that past consumer behavior in the form of recycling participation is an important factor of sustainable behavior for their future. This shows that the behavior of purchasing environmentally friendly products in the future can be instilled in consumers by involving them in recycling participation. Therefore, marketers must try to motivate individuals to engage in recycling participation, for example by designing reusable packaging.

However, the two variables hypothesized to predict the intention to buy green products in Indonesia are not supported, including consumer attitudes ($\beta=.069, p < .205$) and environmental knowledge ($\beta=.033, p < .666$). This result is different from the previous findings which state that consumer ecological attitudes and knowledge have a significant positive effect on the buying behavior of green products (Joshi and Rahman 2016). Wolsink (2007) also claims that ecological knowledge is not significantly related to ecological behavior.

The results of this study also showed that exposure to environmental messages through the media also had a positive and significant influence on the intention to buy environmentally friendly products. This indicates that the more consumers find exposure to environmental messages in the media, the greater its positive impact on the intention to buy green products (Josh and Rahman 2016). Thus, marketers need to develop environmental messages as an effort to educate consumers about the importance of purchasing green products (Kaplowitz et al. 2009; Mee and Clewes 2004). For Lin and Chen (2016), product excellence is given more attention by consumers rather than emphasizing

the company's image and brand image. Likewise, the values and attitudes of green consumption can influence green consumption behavior (Kao and Tu 2015).

Table 6. Regression

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2.439	1.441		-1.693	.093
Social_Influence	.177	.087	.118	2.036	.044
Attitude	.071	.056	.069	1.273	.205
Environmental_Knowledge	.032	.074	.033	.433	.666
Recycling_Participation	.225	.087	.185	2.580	.011
Eco_Labelling	.379	.122	.204	3.107	.002
Environmental_Exposure	.230	.087	.184	2.649	.009
Value	.334	.077	.288	4.322	.000

Notes: Dependent Variable: Purchase_Intention

The company's strategy is also inseparable from government regulations that have an impact on increasing product prices due to taxation and may even be a penalty for companies that do not care about environmental sustainability (Ghosh, Shah, and Swamiet 2018). Nevertheless, for Katsikeas, Leonidou, and Zeriti (2016), an environmentally friendly product development strategy is very likely to succeed if there is top management commitment and company policies that support it. One strategy that can be carried out by companies by developing effective marketing strategies by emphasizing environmental awareness and product appearance including beauty, product safety, and affordable prices to increase consumer intentions to buy green products (Kim and Chung 2011). Furthermore, Sea and Scammon (2017) suggest using green on product packaging to enhance the attractiveness of messages and consumers' perceptions about environmentally friendly products, including the design of green packaging (Yang and Zhao 2019). Innovation in green products is also believed to increase brand equity (Lin and

Chen 2017; Yao et al. 2019) but according to Park and Lee (2016) purchasing behavior of environmentally friendly products is more influenced by consumer interest in products rather than innovations by companies. Eco-labeling also has a positive impact on consumers' intention to use green products (Joshi and Rahman 2016) but other research findings suggest that eco-labeling does not have a significant effect on eco-friendly purchasing intentions (Mei, Ling, and Piew 2012).

In this study we find several interesting results. Our research model shows that social influence, recycling participation, eco labeling, environmental exposure and perceived value have significant effect to intention to buy green product. On the other hand, attitude and environmental knowledge do not have significant effect to intention to buy. These results give important information, that consumers have awareness towards green product. However, their intention to buy is largely influenced by perceived value. In this study, perceived value has the largest magnitude in affecting intention to buy (this construct has a beta coefficient of 0.288). This result shows that consumers in this study mostly consider benefit and costs of their product as important factors that result intention to buy a product. There are only three constructs related with green product or environmental issues that effects intention to buy, they are: recycling participation, eco labeling and environmental exposure.

Social influence related with consumer's interaction with their reference groups. This construct are source of influence for consumers about their green product awareness. Consumers obtain references or information about environmental issues from their friends, families or reference group. Most of our respondents in this research are students, therefore their get information about environmental issues from their schools or reference groups (fellow students, lecturer and student's advisor). Their attitude of green products awareness could be the result of reference group influences, such as classroom discussion with their fellow students, lectures about environmental issues and green products and certain seminars and workshops about green products. Attitude towards green product is a result of other constructs, or in other way we suspect that attitude toward green product could be an intervening variable. Environmental knowledge is still in the cognitive aspect of attitude toward green product. Consumer's knowledge about environmental issue is not enough to arouse the intention of consumers to buy green products. Recycling participation and eco labeling are considered as conative attitude. In this stage, consumers have action to prevent environmental degradation by participation in recycling activity or searching information about eco labeling of a product. Environmental exposure has similar characteristic with social exposure. Environmental exposure is information of environmental issues and green product from the media. Our respondents are young people who actively use social media. They were exposed by information about global warming, the danger of excessive use of plastic and pollution from social media. Our respondents want to show other that they concern about the quality of environment. The results of this study also showed that exposure to environmental messages through the media also had a positive and significant influence on the intention to buy environmentally friendly products. This indicates that the more consumers find exposure to environmental messages in the media, the greater the positive and positive impact on the intention to buy green products (Joshi and Rahman, 2016). Thus, marketers need to develop environmental messages as an effort to educate consumers about the importance of purchasing green products (Kaplowitz et al, 2009; Mee and Clewes, 2004). Perceived value dominates consumer considerations in the process of forming purchase

intentions. This also happened in determining the intention to buy green products. Instead of considering environmental aspects, our respondents rely on assessments of benefit and costs of buying a green product. For example, perception of green product's price, our respondents consider the price of green products more expensive than conventional ones. They also think that the benefit of buying a product must exceed its price or consumer's sacrifice. For Lin and Chen (2017), product excellence is given more attention by consumers rather than emphasizing the company's image and brand image. Likewise the values and attitudes of green consumption can influence green consumption behavior (Kao and Yu, 2015).

Ibrahim *et al* (2019) found similar result with this study. In the context of consumer's intention to use QR mobile payment, subjective norm, perceived usefulness and perceived ease of use has positive effect to purchase intention. Subjective norm related with influence from reference group about how consumer should behave upon QR mobile payment, while perceived usefulness and ease to use are benefits of using the products. This result shows similarity with this study about the role of social influence, environmental exposure and perceived value in this study. In the context of green product, this study also confirms Tih *et al.*, (2016) findings that environmental exposure has positive effect on intention to buy green product. Tih *et al.*, (2016) found that advertising appeal influence consumers to have an intention to buy green product. Advertising provides information about the product. However, Tih *et al.*, (2016) also found that consumers consider cost of green product since it is more expensive compare to conventional one. Atkinson and Rosenthal (2014) analyze the effect of eco labeling to consumer's trust to green product by using experimental design. Eco labeling has positive effect to consumer's trust. This result is similar with this study, however there is difference in the research design. Atkinson and Rosenthal (2014) employ experimental design so that it has better internal validity. Our study completed the result since we use survey design and it has good external validity.

This study gives insight on factors that affect purchase intention of green product. This study compares factors that related to green product awareness and those related with benefit and cost. This comparison shows that in a certain condition, consumers has awareness about green product while they still considering the benefit of the product. There are also several weaknesses of this study. This study does not have variation of the respondent's characteristic. 75% of respondent's age is 20 to 30 years old. We cannot explore the role of age to green product awareness. We also do not have information about respondents income, so that we can explore further about cost perception of green products.

V. CONCLUSION

In this study, we found that social influence, recycling participation, eco labeling, environmental exposure and perceived value have positive and significant effect to intention to buy green product. Whereas attitude and environmental knowledge does not have significant effect to intention to buy green product. This study also found that perceived value has considered by consumers as the most important factor that affect intention to buy.

Theoretical contributions of this study are it gives information about the main factor affected intention to buy is perceived value. Perceived value in this study means the consideration about benefits and costs of green product. This study also contributes to the development of Theory of Reasoned Action (TRA) and Theory of Planned Behavior

(TPB) about the role of attitude. We assume that attitude is an intervening variable, since social influence and environmental knowledge and exposure could build attitude toward green product. Factors that related with green issues which affect to intention to buy are conative attitude, such as eco labeling and recycling participation. This finding also contributes to theory about type of attitude toward green product.

Practical contribution of this study is marketer of green product should concentrate on marketing communication. Marketer could also develop their product positioning by exploring the value of green product. Marketer must communicate positioning of the product that even with premium price consumers could obtain many benefits. Marketer of green product should develop brand community strategy, because consumers could be influenced by their reference groups to build their positive attitude toward green product.

Understanding the determinants of consumer purchase intentions for green products is very important for marketers in developing marketing strategies. Indonesia is an enormous potential market for green product. Information on product purchasing behavior in Indonesia is not widely available and the results of this study indicate that perceived value has the highest predictive green purchase intentions. Marketers must be able to convince the benefits of green products for consumers if low prices are not a strategic choice. Other determinants of intention to buy green products are participation in recycling, exposure to environmental messages through the media, eco-labeling, and social influence. The results of this study add to the literature in the field of environmentally friendly marketing about the determinants of consumer purchase intentions for green products. Marketers can also design various strategies to improve the competitiveness of their green products based on the findings of this study. Promotional efforts on environmental sustainability are not only the responsibility of the government but companies can also play a significant role in protecting the environment.

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