

Analysis Lifestyle, Consumer Behavior and Consumer Perception to Purchase Decision of Green Product mediated by Purchase Intention

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Abstract

Extreme resource depletion leads to imbalance, which in turn contributes to problems with weather fluctuation around the globe and disasters like tsunamis, earthquakes, etc. In light of this, there are a number of issues that constitute a danger to every country on Earth. Lifestyle, stresses the significance of life and its impact on the buyer's buy conduct. Current ecological and societal changes can be traced back to human actions, making society primarily responsible for their consequences. Concept that measures the degree to which the potential consumers of green products agree that purchasing those products will bring social benefits and have a positive moral. This research was conducted to find out the influence of lifestyle, consumer behavior and consumer perception to purchase decision on green product mediated by purchase intention by using SEM PLS. Samples based on the criteria of Hair et, al (2017). The questionnaires was distributed using by Google Form application with purposive sampling in Jabodetabek to responden already buy the green product. The research results show that consumer behavior and lifestyle have a weak influence on purchase intention. Meanwhile, consumer perception has a moderate influence on intention. Likewise, purchase intention has a moderate influence on purchase decisions.

Keyword: Lifestyle, Consumer Behaviour, Consumer Perception and Green Product

1. Introduction

Rapid population increase and excessive consumption of goods and services are having a negative impact on Earth's ecosystem. Extreme resource depletion leads to imbalance, which in turn contributes to problems with weather fluctuation around the globe and disasters like anto every country on Earth (Antil, 1984).Jayasree (2011) study on lifestyle, stresses the significance of life and its impact on the buyer's buy conduct. Current ecological and societal changes can be traced back to human actions, making society primarily responsible for their consequences. Cheung & To (2019), claim that this concept measures the degree to which the potential consumers of green products agree that purchasing those products will bring social benefits and have a positive moral. Carbon dioxide (CO₂) is released when fossil fuels like oil, coal, gas, etc. are burned, and this is just one of several causes that contribute to global warming (GW).

The availability of green products is an important factor that can positively influence consumer behavior toward green products (Ansu, 2021). In addition, population expansion is a major anthropogenic contributor to GW. More people requiring food means more vehicles on the road, which means more carbon dioxide emissions. More people means more carbon dioxide (CO₂) in the atmosphere, which in turn means more warming, Kong et al. (2014) said consumer perceptions of green products impact their intention to make green purchase. Also, Puspitasari (2018) mention that the most significant influence on the intention to purchasing green product. trees absorb carbon dioxide and release oxygen; nonetheless, they are frequently felled by people for the construction of buildings, roads, and transportation, as well as to satisfy other, more immediate demands (Antonio, C., et al., 2009); Braimah M.h T.EH. (2011); Cherian J, & Jacob J. (2012).

Hence, we are living in times in which the topic of environmental protection is a global concern. There are estimations that almost 70% of the planet's greenhouse gas footprint depends on which products customers choose and whether they use and dispose of them in a sustainable manner (White, K. et al., 2019). Thus, consumers are becoming more interested in environmental topics and reflecting their interest in their decision to buy green products (Darnall N., et al., (2012).

The state-of-art review confirms the absence of a universal, effective, and well-structured definition of a green product. Although there is no internationally recognized definition, a green product (or ecological product/eco-friendly product/sustainable product) is "a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after it is of no use". In essence, a green product has two main characteristics: reducing waste and maximizing resource efficiency. Indonesia faces several environmental issues such as rising sea levels, water pollution, air pollution, climate changes, acid rain and soil erosion. To save our environment is important to attract more manufacturer and consumers in Indonesia to support green products. The marketers have been facing problems to identify and specify the factors that influence consumers to go green. The factors have to be evaluated constantly (Muhammed Abdullah Sharaf & Filzah Md Isa, 2017).

2. Literature Review

2.1 Lifestyle

According to Jayasree (2011).study on lifestyle, stresses the significance of life and its impact on the buyer's buy conduct. AIO measures were utilised to recognise the way of life measurements of buyers. According to Sutisna (2002), lifestyle is broadly defined as a way of life identified by how people spend their time (activity), what they consider as important in their environment(interest), and what they think about their selves and the world surrounded (opinion). Sunarto (2000) states that lifestyle is someone's life pattern to understand these powers. It is measured from AIO dimension of main consumer namely, activities (job, hobby, shopping, social activity), interest (food, fashion, family, and leisure), opinion (about yourself, social problems, business, product). Also, Kasali (2009), mentions that market researchers who adhere lifestyle approach tend to classify consumers based on activity variable, interest variable, and opinion variable. Lifestyle covers something more than justsocial class or someone's personality. The investigation affirmed a significant relationship between the way of life of the purchasers and the brands of items utilised. From the examination, it was presumed that buyers regularly pick items, administrations, and exercises over others since they are related to a specific way of life. The items are building squares of a way of life; advertisers should consider these changing ways of life to portion them and position their items effectively.

In India, the way of living is largely influenced by the family, education system, culture, and society. Plenty of research has been carried out to understand the influence of lifestyle on consumer behaviour. India being the fastest growing economy the global market the young Indian trends and the changing lifestyle became great opportunity to marketers and organisations. Adapting and developing products that depict lifestyle of an individual would influence the consumer buying process.

Hence, Kotler (2008) who says that lifestyle is someone's life pattern in the universe represented in his activity, interest, and opinion. Lifestyle illustrates "the whole person's self" which interacts with his environment. India has witnessed a huge transformation in the consumer lifestyle, influenced by geo-demographics, socio-cultural factor, psychographics, preferences norms, and behaviour. The Indian consumer today wants to lead a life full of luxury and comfort. study on lifestyle, stresses the significance of life and its impact on the buyer's buy conduct. Changing prospectus with an "on the go" lifestyle is one of the critical factors for influencing buying behaviour that exhibits a high relevance for formulating marketing strategies.

H1: There is the influence of lifestyle to purchase decision

Jayasree (2011), lifestyle, stresses the significance of life and its impact on the buyer's buy conduct buying behavior.

2.1.2 Consumer Behavior

The analysis of the reviewed papers revealed a series of factors that can influence consumer behavior toward green products. Factors were analyzed, with most of them being quite similar in form and meaning. However, the authors of this paper were able to group these factors according to their form and meaning into eight main categories: social norms, natural environmental orientation, a company's perceived green image, green product characteristics, perceived risks and inconvenience of buying green products, perceived benefits of buying green products, institutional trust, sociodemographic characteristics, and consumer confidence. In addition, social norms refer to how people think and act pro-environmentally.

It is almost impossible to talk about green products without mentioning their characteristics or attributes.

Cheung and To (2019) found out that green product information can be a key determinant of consumers' green purchase behavior. Zhang and Dong (2020) claim that a green product needs to be credible in order to be appreciated by potential buyers, so the eco-label can affect the consumers' buying behavior. The availability of green products is an important factor that can positively influence consumer behavior toward green products (Ansu, 2021), green product awareness effect on green purchase intentions of university students': An emerging market's perspective This factor can also influence the consumers' buying behavior, because they can choose between different types of green products or different brand names. In addition, the perceived quality of green products can impact consumers' green purchasing intentions Dangelico, (2021) & Cheung(2019), with the packaging also playing an important role in influencing the perceived quality of green products (Ansu, 2021). Cheung & To (2019), claim that this concept measures the degree to which the potential consumers of green products agree that purchasing those products will bring social benefits and have a positive moral value.

H2: There is the influence of consumer behavior to purchase decision on green product

Cheung & To (2019), claim that this concept measures the degree to which the potential consumers of green products agree that purchasing those products will bring social benefits and have a positive moral.

2.1.3 Consumer Perception

They perceive life improvement through using green products (Cheung (2019). In addition, to buy green products, consume less energy, consumers have safe or healthy. According to Kong et al. (2014), consumer perceptions of green products impact their intention to make green purchase. Perception stands out as a primary psychological shaping individual decisions when it comes to making purchase (Almohammadi and Abdulghaffar, 2023). Organizations strive to shape consumer perceptions through tactics such as enhancing their image and fostering enduring relationships (Arli et al.,2018).

Findings indicate that a majority of respondents express satisfaction with their green product purchases, driven by a desire to preserve the environment and capitalize on the perceived safety, health benefits, and superior quality of these products (Sulfi. 2023). Purchase behaviors related to green products result in the use and preference for goods that are eco friendly and/or made with eco friendly materials and procedures. Based on. Mahapatra (2013), said to discern the factors influencing environmentally conscious behavior regarding green products. A study in Kong et al. (2014) aimed to investigate how consumer perceptions of green products impact their intention to make green purchases. The study defined the perception of green products as a multidimensional variable encompassing aspects like green corporate perception, eco-label, green advertising, green packaging, and green product value.

H3: There is the influence of consumer perception to purchase decision on green product

Kong et al. (2014), said consumer perceptions of green products impact their intention to make green purchase.

2.1.4 Purchase Intention

The green purchase intention in the study was conceptualized as two-dimension variables, with price and quality as the measurement for green purchase intention. Likewise, Chen and Chang (2012) defined green purchase intention as the likelihood that a consumer would buy a particular product resulting from his or her environmental needs. Green product value made the largest contribution in influencing green purchase intention among consumers. (Kong, 2014). According to Barbu (2022) defined green purchase intention as the likelihood that a various factors that influence consumer behavior toward green products were identified, such as social norms, natural environmental orientation, the company's perceived green image, green product characteristics, perceived risks and inconvenience of buying green products, perceived benefits of buying green products, sociodemographic characteristics, and consumer confidence. Puspitasari (2018), said that the most significant influence on the intention to purchasing green product. Amelia (2016) stated that willingness to pay is the maximum amount of money a person (consumer) is willing to pay in exchange for goods or services. Social influence refers to how individuals adapt their beliefs, feelings, and behaviors to their society or environment (Gifford & Nilsson, 2014).

H4: There is the influence of purchase intention to purchase decision on green product

Puspitasari (2018) said that the most significant influence on the intention to purchasing green product.

2.1.5 Purchase Decision

Rath (2013) explained that green products are defined as industrial products that are produced through environmentally friendly technology and do not cause harm to the environment. Environmentally friendly products are a new market potential that various companies in the world are intensifying. Consumer perspectives on the quality, price, performance, and environmental aspects of green products, aiming to pinpoint the decisive factors influencing their purchasing decisions. Green consumers share this knowledge with their social circle to promote consumption of such products and learn from their experiences (Khare, 2014). Green purchase decision is influenced by the values, attitudes, information, need, stimulus and beliefs. Two aspects are found to be important in the purchase decision. One is the internal that include environmental responsibility, eco-friendly behavior, green experience and environmental knowledge.

Likewise, external factors involve social status and features of products like material, performance, quality and price of products. Green purchase decision is influenced by the values, attitudes, information, need, stimulus and beliefs to be important in the purchase decision. One is the internal that include environmental responsibility, eco-friendly behavior, green experience and environmental knowledge.

Likewise, external factors involve social status and features of products like material, performance, quality and price of products. Mishra & Kulshreshtha (2023) said environmental protection, drive for environmental responsibility, green product experience, environmental friendliness of companies, social appeal and motives behind green product purchase significantly influence the green product purchase decision.

3. Research Model

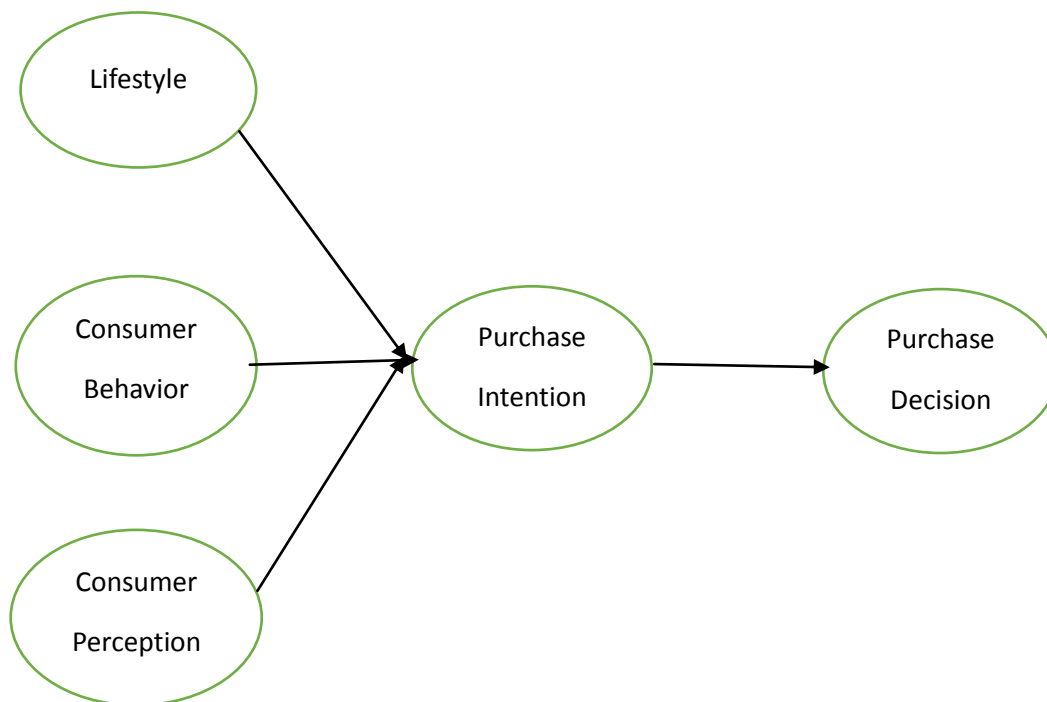


Figure 1: Research Model

3.1 Hypothesis

1. There is the influence of lifestyle to purchase decision on green product.
2. There is the influence of consumer behavior to purchase decision on product.
3. There is the influence of consumer perception to purchase decision on green product.
4. There is the influence of purchase intention to purchase decision on green product.
5. There is the influence of lifestyle, consumer behavior and consumer perception to purchase decision mediated by purchase intention on green product.

3.1.2 Samples and Procedures

This research was conducted to find out the influence of lifestyle, consumer behavior and consumer perception to purchase decision on green product mediated by purchase intention by using SEM PLS. Samples based on the criteria of Hair et, al (2010) with scale (5-10) x number of indicators. Because there are 23 indicators of this study, the number of samples is 23 respondents (23x8=184). The questionnaires were distributed using Google Form application with purposive sampling in Jabodetabek to respondents already buy the green product. The author will distribute 200 questionnaires to respondents, because to anticipate the data cannot be input.

4. Results and Discussion

4.1 Responden Profile

PLS Analysis Results

Table 1: Responden Profile (n = 197)

		f	%
Jenis kelamin:			
	Laki-Laki	99	50,3
	Perempuan	98	49,7
Usia:			
	17-25 thn	53	26,9
	26-35 thn	70	35,5
	> 35 thn	74	37,6
Pendidikan terakhir*:			
	SD - SMA	54	27,6
	D3	32	16,3
	S1	72	36,7
	S2	30	15,3
	S3	8	4,1
Pekerjaan:			
	Pegawai Negeri	8	4,1
	Pegawai Swasta	53	26,9
	Wiraswasta	48	24,4
	Lainnya	88	44,7
Pengeluaran per bulan**:			
	< Rp 1.000.000,-	26	13,3
	Rp 1.000.000 - Rp 3.000.000,-	60	30,8
	Rp 3.000.001 - Rp 5.000.000,-	59	30,3
	Rp > 5.000.000,-	50	25,6

Notes: *Missing data = 1; **Missing data = 2

From the table above it can be said that most respondents were men at 50.3%. Furthermore, most respondents were > 35 years old at 37.6%, followed by most respondents with a bachelor's degree at 36.7%. Beside of that, most respondents with others amounted to 44.7% and monthly expenditure of IDR 1,000,000 - IDR 3,000,000 - amounted to 30.8%.

4.2. Measurement Model

4.2.1 Validity testing

4.2.1.1 Convergent Validity

a. Table 2: Outer Loadings

	Consumer Behavior	Consumer Perception	Lifestyle	Purchase Decision	Purchase Intention
CB1	0,807				
CB2	0,793				

CP2		0,751			
CP3		0,719			
CP4		0,729			
CP5		0,752			
LS2			0,857		
LS3			0,625		
PD1				0,761	
PD2				0,766	
PD3				0,765	
PD4				0,633	
PD5				0,627	
PI1					0,777
PI2					0,767
PI4					0,795
PI5					0,708

Tabel outer loadings di atas menunjukkan bahwa semua factor loading nilainya di atas 0,5 dan signifikan pada 0.000. dengan demikian, konstruk dapat dikatakan memiliki convergent validity yang baik. Baik-tidaknya convergent validity sebuah konstruk dapat juga dilihat dari nilai Average Variance Extracted (AVE). Tabel di bawah ini menunjukkan bahwa semua konstruk penelitian memiliki convergent validity yang baik karena nilai AVE > 0,5.

b. Table 3: Average Variance Extracted (AVE)
Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Consumer Behavior	0,439	0,439	0,781	0,640
Consumer Perception	0,721	0,721	0,827	0,545
Lifestyle	0,234	0,256	0,715	0,562
Purchase Decision	0,760	0,764	0,837	0,509
Purchase Intention	0,761	0,767	0,847	0,582

4.2.1.2 Discriminant Validity

a. Table 4 :
Cross Loadings

	Consumer Behavior	Consumer Perception	Lifestyle	Purchase Decision	Purchase Intention
CB1	0,807	0,344	0,291	0,199	0,394
CB2	0,793	0,501	0,343	0,335	0,381

CP2	0,425	0,751	0,357	0,333	0,461
CP3	0,361	0,719	0,288	0,361	0,457
CP4	0,375	0,729	0,373	0,451	0,459
CP5	0,391	0,752	0,289	0,300	0,443
LS2	0,379	0,408	0,857	0,198	0,438
LS3	0,186	0,234	0,625	0,240	0,289
PD1	0,244	0,387	0,129	0,761	0,359
PD2	0,195	0,336	0,229	0,766	0,384
PD3	0,266	0,278	0,158	0,765	0,359
PD4	0,089	0,196	0,133	0,633	0,223
PD5	0,327	0,481	0,310	0,627	0,411
PI1	0,324	0,386	0,380	0,346	0,777
PI2	0,384	0,524	0,394	0,412	0,767
PI4	0,385	0,487	0,439	0,451	0,795
PI5	0,380	0,474	0,284	0,305	0,708

The cross loading table above shows that the construct has good discriminant validity because the correlation value of the indicator to the construct is higher than the correlation value of the indicator to other constructs.

The table below also shows that the construct has good discriminant validity because the AVE root value is higher than the correlation value between other constructs.

b. Table 5: Fornell-Larcker Criterion

	Consumer Behavior	Consumer Perception	Lifestyle	Purchase Decision	Purchase Intention
Consumer Behavior	0,800				
Consumer Perception	0,526	0,738			
Lifestyle	0,396	0,443	0,750		
Purchase Decision	0,332	0,491	0,281	0,714	
Purchase Intention	0,484	0,617	0,496	0,502	0,763

4.2.1.3 Reliability testing

Composite Reability

Table 6: Construct Reliability and Validity

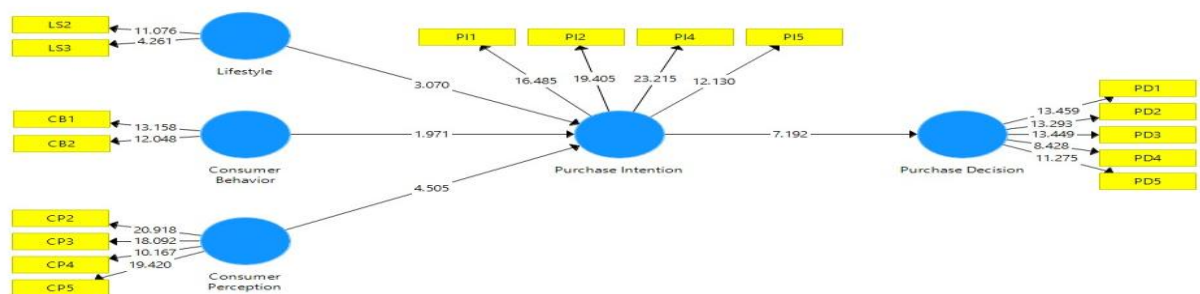
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Consumer Behavior	0,439	0,439	0,781	0,640
Consumer	0,721	0,721	0,827	0,545

Perception				
Lifestyle	0,234	0,256	0,715	0,562
Purchase Decision	0,760	0,764	0,837	0,509
Purchase Intention	0,761	0,767	0,847	0,582

The table above shows that the Composite Reliability value is > 0.7, which means that the lifestyle, consumer behavior, consumer perception, purchase decision and purchase intention constructs have good reliability.

Conclusion: The results of convergent validity, discriminant validity and composite reliability tests show that all indicators and constructs in this research are valid and reliable.

4.2.1.4 STRUCTURAL MODEL



2.1.1 Coefficient of determination (R²)

Table 7: R Square

	R Square	R Square Adjusted
Purchase Decision	0,252	0,248
Purchase Intention	0,461	0,453

The R-Square Purchase Decision value of 0.252 means that the variability of the purchase decision construct can be explained by the purchase intention construct of 25.2%, while the R-Square value of the purchase intention construct is 0.461, meaning that the variability of the purchase intention construct can be explained by the constructs of lifestyle, consumer behavior, and consumer perception as much as 46.1%.

According to Hair, et al (2017) the R-Square criteria consists of three classifications, namely: R² values of 0.67, 0.33 and 0.19 as substantial, moderate and weak

Thus, the R-Square value for purchase decision is classified as weak, while the R-Square value for purchase intention is moderate.

2.1.2 Cross-validated redundancy (Q²)

Blindfolding

Construct Crossvalidated Redundancy

Table 8: Total

	SSO	SSE	Q ² (=1- SSE/SSO)
Consumer Behavior	394,000	394,000	
Consumer Perception	788,000	788,000	
Lifestyle	394,000	394,000	
Purchase Decision	985,000	881,889	0,105
Purchase Intention	788,000	599,846	0,239

The Construct Cross Validated Redundancy table above shows the Q² value of the Purchase Decision and Purchase Intention constructs of 0.105 and 0.239 respectively which is greater than > 0. This shows that the model has good predictive relevance.

2.1.3 Multicollinierity

Collinearity Statistics (VIF)

Table 9: Value
VIF

	VIF
CB1	1,086
CB2	1,086
CP2	1,391
CP3	1,332
CP4	1,356
CP5	1,420
LS2	1,018
LS3	1,018
PD1	1,706
PD2	1,574

PD3	1,694
PD4	1,463
PD5	1,170
PI1	1,629
PI2	1,494
PI4	1,535
PI5	1,378

The Collinearity Statistics (VIF) table above shows that all indicators have a VIF value smaller than 5. This means that the SEM-PLS model is free from multicollinearity problems.. "5" as the maximum level of VIF (Hair, et al., 2017)

Table 10: Inner VIF Values

	Consumer Behavior	Consumer Perception	Lifestyle	Purchase Decision	Purchase Intention
Consumer Behavior					1,448
Consumer Perception					1,521
Lifestyle					1,304
Purchase Decision					
Purchase Intention				1,000	

The Collinearity Statistics (VIF) table above shows that all relationships between variables have VIF values that are smaller than 5. This means that the SEM-PLS model is free from multicollinearity problems.

"5" as the maximum level of VIF (Hair, et al., 2017)

2.1.4. Testing

a. Direct Effect

Table 11: Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Behavior -> Purchase Intention	0,166	0,171	0,084	1,971	0,049
Consumer Perception -> Purchase Intention	0,422	0,421	0,094	4,505	0,000

Lifestyle -> Purchase Intention	0,243	0,253	0,079	3,070	0,002
Purchase Intention -> Purchase Decision	0,502	0,513	0,070	7,192	0,000

The table above shows that:

- The direct influence of consumer behavior on purchase intention is significant and positive ($\beta = 0.166, p < 0.05$)
- The direct influence of consumer perception on purchase intention is significant and positive ($\beta = 0.422, p < 0.05$)
- The direct influence of life style on purchase intention is significant and positive ($\beta = 0.243, p < 0.05$)
- The direct influence of purchase intention on purchase decisions is significant and positive ($\beta = 0.502, p < 0.05$)

b. Indirect Effect

Table 12: Specific Indirect Effects
Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Behavior -> Purchase Intention -> Purchase Decision	0,083	0,087	0,044	1,885	0,060
Consumer Perception -> Purchase Intention -> Purchase Decision	0,212	0,218	0,064	3,336	0,001
Lifestyle -> Purchase Intention -> Purchase Decision	0,122	0,129	0,042	2,932	0,003

The table above shows that;

- The indirect influence of consumer behavior on purchase decisions through purchase intention is not significant ($\beta = 0.083, p > 0.05$).
- The indirect influence of consumer perception on purchase decisions through purchase intention is significant and positive ($\beta = 0.212, p < 0.05$).
- The indirect influence of lifestyle on purchase decisions through purchase intention is significant and positive ($\beta = 0.122, p < 0.05$).

From the results of the analysis above, it can be concluded that consumer perception ($\beta = 0.083, p > 0.1$) and lifestyle ($\beta = 0.212, p < 0.05$) have an indirect influence on purchase decisions through purchase intention. This means that purchase intention mediates the influence of consumer perception and lifestyle on purchase decisions. In other words, purchase intention acts as a mediating variable on the influence of consumer perception and lifestyle on purchase decisions. Meanwhile, the indirect influence of consumer behavior on purchase decisions through purchase intention is not significant ($\beta = 0.083, p > 0.05$). This means that purchase intention does not mediate the influence of consumer behavior on

purchase decisions. In other words, purchase intention does not act as a mediating variable on the influence of consumer behavior on purchase decisions.

2.1.4.1 Effect size (f²).

Table 13: f Square

	Consumer Behavior	Consumer Perception	Lifestyle	Purchase Decision	Purchase Intention
Consumer Behavior					0,035
Consumer Perception					0,217
Lifestyle					0,084
Purchase Decision					
Purchase Intention				0,337	

- The magnitude of the effect of the consumer behavior construct on purchase intention is 0.035
- The magnitude of the effect of the consumer perception construct on purchase intention is 0.217
- The magnitude of the effect of the lifestyle construct on purchase intention is 0.084
- The magnitude of the effect of the purchase intention construct on purchase decisions is 0.337

Looking at the magnitude of the figures for the four constructs above, it can be concluded that consumer behavior and lifestyle have a weak influence on purchase intention.

Meanwhile, consumer perception has a moderate influence on purchase intention. Likewise, purchase intention has a moderate influence on purchase decisions.

2.1.5 Discussionn

The direct influence of consumer behaviour in purchase intention is significant and positive, because consumer behavior is consumers' opinions and interest in green products. Therefore with positive interest in green products, consumers are interested in making purchase. Furthermore, the direct influence of consumer perception on purchase intention is significant and positive because perceive life improvement through using green products also to buy green products, consume less energy, consumers have safe or healthy. Besides that direct influence of life style on purchase intention is significant and positive because lifestyle is broadly defined as a way of life identified by how people spend their time (activity), what they consider as important in their environment(interest), and what they think about their selves and the world surrounded (opinion).The direct influence of purchase intention on purchase decisions is significant and positive. because green purchase intention as the likelihood that a consumer would buy a particular product resulting from his or her environmental needs. Green product value made the largest contribution in influencing green purchase intention among consumers.

2.1.5.1. Conclusion

Consumer behavior and lifestyle have a weak influence on purchase intention. Meanwhile, consumer perception has a moderate influence on purchase intention. Likewise, purchase intention has a moderate influence on purchase decisions.

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