



DO ENVIRONMENTAL CONCERNS AND PERCEIVED QUALITY-BENEFIT ENCOURAGE CONSUMERS' WILLINGNESS TO PAY MORE FOR PRO-ENVIRONMENTAL PRODUCTS?

Dhika Cahyasita, Dinda Dewi Aisyah*, Ayu Kumala Sari³

Agribusiness Study Program, Faculty of Agriculture, Universitas Pembangunan Nasional Veteran Yogyakarta

*Author contact: dinda.dewiaisyah@upnyk.ac.id

Abstract

This research aims to see the influence of environmental awareness and quality benefits consumers feel on willingness to pay more. Data from 228 respondents was collected through an online survey to fill out a structured questionnaire. The PLS-SEM approach was used in data analysis. The results of the study show that both environmental awareness and perceived quality-benefit have a significant positive influence on consumers' willingness to pay more for green products. The policy implication that can be recommended is to normalize premium prices for pro-environmental products by optimizing marketing communications.

Keywords: pro-environmental product, environmental concern, perceived quality benefit, willingness to pay more

1. Introduction

1.1. Background

In the current situation, our planet is facing environmental challenges resulting in ecosystem damage, which in turn influences climate change and global warming (Luthfi & Hartono, 2022). The Intergovernmental Panel Climate Change states that with a global temperature increase of 1.1 degrees C (2 degrees F), currently, changes in the climate system appear very significant compared to the thousands of climate changes occurring in every region of the world from rising sea levels to more extreme weather events. (Calvin et al., 2023). This global climate change causes fundamental environmental damage due to excessive human exploitation and is not balanced with environmental maintenance (Indriyani et al., 2021). Consumers are becoming aware of climate change and environmental damage because the environment has been damaged (Yohana & Suasana, 2020). Actions that arise from this awareness are that consumers begin to avoid using environmentally unfriendly products that can pollute the environment (Adelia & Tunjungsari, 2023).

This environmental concern is carried out by inviting people to implement it as part of a lifestyle responsible for the long-term sustainability of the earth's life (Br. Bangun & Mahuli, 2022). Currently, customer mindfulness of utilizing naturally neighborly items is expanding. Ecologically inviting items incorporate wrapped-up items, prepared items, and crude materials that don't pose a hazard to people, the planet, or the encompassing environment (Atmando, 2021). Furthermore, environmental awareness and knowledge about environmentally friendly product attributes, such as including eco-labels on

products, are the main factors shaping consumers' positive attitudes (Lestari et al., 2020). However, research by Nitzko et al. (Nitzko et al., 2024) shows that market segmentation for consumers' willingness to buy environmentally friendly products still tends to be in the upper middle market segment. Based on this, education is needed regarding the introduction of the use of environmentally friendly products so that trust in environmentally friendly products can be redeemed by all segments (Lestari et al., 2020; Relawati et al., 2023). Increasing consumer awareness of environmental issues is one way to ensure that consumers are willing to pay more for environmentally friendly products.

One of the studies regarding environmental awareness and perceptions of quality influencing consumer tendencies in Indonesia was carried out by Hermono (Hernomo, 2021), shows that environmental awareness has a significant impact on the intention to purchase environmentally friendly products. On the other hand, consumers prefer products with environmentally friendly packaging to products without packaging (De Canio, 2023). Furthermore, purchasing decisions for environmentally friendly products are also positively influenced by environmental awareness, advertising, and attitudes (Alhally, 2020; Hasanah et al., 2023; Kussudyarsana & Devi, 2020). While ensuring the environmental sustainability of eco-friendly products remains critical, additional research is necessary to uncover the factors that impact consumer purchasing behavior toward such products in developing nations, particularly Indonesia (Aisyah & Cahyasita, 2023). The importance of conducting consumer behavior research that examines the influence of environmental awareness, knowledge, and perceived quality benefits on consumers' willingness to purchase environmentally friendly products has practical implications for marketers who promote ecologically conscious products.

1.2. Literature Review

Many researchers have conducted studies on consumer behavior in purchasing green products. (Moser, 2016) studies tried to analyze consumer purchasing decisions for environmentally friendly products and the main factors that influence these decisions. Concern for the environment, norms, and willingness to pay are proven to act as strong predictors in influencing self-reported purchasing behavior. This is in line with (Yadav & Pathak, 2016) which stated the role of concern for the environment as the most significant predictor of intention to purchase environmentally friendly products. Apart from that, (Joshi & Rahman, 2015) added factors that are obstacles and causes of inconsistencies in consumer purchasing behavior. The inhibiting factors in question include high prices, low availability, and lack of consumer trust in green products. However, the results of the study state that this behavior is often not reflected in actual purchasing decision behavior. Therefore, this research highlights a gap between stated and actual behavior. Previously, environmental awareness and knowledge have been used in many studies, as described in (Choi & Johnson, 2019) in explaining motivation in generating consumer intention to buy environmentally friendly products. Aside from motivation related to the environment, researchers also use hedonic motivation in their models. Hedonic motivation itself includes the variables adventurous spirit and novelty seeking.

Previous purchasing experience is said to be one factor in influencing consumers' intention to purchase environmentally friendly products. However, (Costa et al., 2021) actually show the absence of influence from consumer purchasing experiences on consumers' environmental attitudes and awareness. On the other hand, the validated green attitude variable plays a significant positive role as an antecedent to the intention to purchase green products. This is in line with the research results of (Nekmahmud et al., 2022a) which validate the influence of factors in the theory of planned behavior (subjective norm, attitude, and perceived control behavior) as strong determinants of intention. Shehawy et al and Khan (2024) further stated the important role of environmental awareness factors as moderators of the relationship between attitude and intention to purchase green products. Not only concern for the environment, awareness of social and political conditions, along with perceived value, is positively correlated with attitudes towards purchasing environmentally friendly clothing products. In their study regarding purchasing sustainable clothing, (Pandey & Yadav, 2023) define consumer perceived value as a consumer's evaluation of a product or service, which will later determine their attitudes and purchasing behavior.

The various factors included in the model as predictors of consumer behavior towards green goods will essentially be used as considerations in marketing these products. In marketing, the more familiar consumers are with a product, the higher the level of success of the marketing process itself in attracting consumer interest. This is proven in the results of a study from (Wu et al., 2024) which found that the knowledge of marketing actors regarding the environment showed a positive moderating influence on consumer familiarity with green products. The higher the level of familiarity, the higher the green perceived value consumers will have. At the same time, consumers with these characteristics will show a greater willingness to purchase green products. On the other hand, (Maniatis, 2016) highly recommends marketers and policymakers not only focus on environmental benefits and not the personal benefits of consumers. Additional considerations can be seen from the economic benefits obtained by consumers of environmentally friendly products. The combination of economic and environmental benefits can demonstrate consumer commitment. It is believed that consumers will form a commitment if the economic and environmental benefits are complementary and not contradictory. Furthermore, (Nekmahmud et al., 2022a) found a model that aims to narrow the gap between intentions and purchasing behavior for environmentally friendly products, one of which is by supporting the marketing process through the use of social media.

If we look at consumer personality which is related to behavioral orientation in purchasing sustainable products, consumers can be divided into two types, namely pessimistic and optimistic consumers. (Sadiq et al., 2021) previously confirmed the existence of a gap between the two types of consumers. The gap itself can be bridged by environmental knowledge and monetary incentives. With the moderating factor of these

two factors, consumers with a pessimistic orientation will change to become optimistic. Another opinion was expressed by (Huber et al., 2017) regarding the significance of providing incentives in sustainable behavior. The research results confirmed that incentives have a positive effect on sustainable behavior.

2. Research Methods

Data from 228 participants used in this study came from various backgrounds of age, economic status, education, place of residence and various views regarding sustainable products. It is hoped that the diversity of respondents' socio-economic characteristics can provide insight into consumers' views on sustainable products. The sustainable products referred to in this paper refer to organic food products, cutlery, packaging, skincare, detergent, baby diapers and eco-friendly sanitary napkins. Data was collected from March to April 2023 with questionnaires distributed online. Participants who decide to fill out the questionnaire will be guaranteed to maintain the confidentiality of their data. To make it easier to fill out, information has been provided in the questionnaire explaining the definition of sustainable products and product examples before respondents fill out the questions. Responses from participants were measured on a 1 to 5 Likert scale (strongly disagree) to (strongly agree).

The data collection method applied was snowball sampling. Meanwhile, for analysis, the method used is PLS-SEM via the Smart PLS 3 application. The data analysis process goes through two main stages, namely measurement models and structural equation models. The first stage will determine the outer and inner model analysis. In the outer model, outer loading, construct reliability and validity, and discriminant validity were tested (Hair et al., 2021a). The value of the outer loading will represent how the indicators of a variable are correlated with the latent variable. Apart from outer loading, the Composite Reliability (CR) value will indicate the reliability of the data used (Nekmahmud et al., 2022b). Meanwhile, Average Variance Extracted (AVE) is useful as a convergent validity parameter to ensure that the constructs in the model are consistent and can be reliably measured by the indicators attached to each construct (Shehawy & Ali Khan, 2024). Before entering the structural equation model stage, it is necessary to look at the Heteroite-monotrait ratio (HTMT) and Fornell-Lecker criterion values used to ensure that the model used has passed the discriminant validity test.

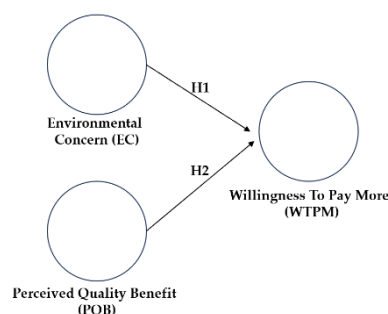


Figure 1. Framework of study

At the inner model analysis stage, the influence of exogenous variables on latent endogenous variables is tested. The model used in the inner model analysis can be seen in Figure 1. The relationship between external and endogenous latent variables can be seen from direct and indirect relationships. The hypothesis used in the model will look at: H1: The influence of Environmental Concern (EC) on Willingness to pay more (WTPM) and H2: The influence of Perceived Quality Benefit (PQB) on Willingness to pay more (WTPM). The reason behind the use of environmental awareness refers to the concept that consumers who have better environmental knowledge and awareness are believed to show a higher probability of implementing green purchase behavior. In addition, consumers with these characteristics will be more motivated to show a more positive attitude towards consuming sustainable products (Shehawy & Ali Khan, 2024). Quality is the dominant factor consumers will consider to increase consumer interest in buying a product. Therefore, their research, (Suhaily et al., 2020) define perceived quality benefit as consumers' subjective assessment of product quality. This assessment will determine consumer purchasing behavior towards purchases. On the other hand, the product quality referred to here includes overall brand superiority, such as intrinsic characteristics such as performance and durability, as well as extrinsic characteristics such as the product brand.

3. Results and Discussion

3.1. Measurement model

The measurement model used in this study is a reflective model. Referring to (Hair et al., 2021a), evaluation of the reflective model is carried out by testing item reliability, internal consistency, convergent validity, and discriminant validity. The reliability of the measurement model was assessed based on the loading factor value, where the results showed that all items met the criteria with a value greater than 0.7 (Table 1). Apart from that, it is necessary to consider the composite reliability (CR) value. The CR values in this study all have values greater than 0.7, so the model is said to be reliable.

Table 1
 Assessment of Reliability and Convergent Validity

Construct	Item	Loading Factor	rho_A	CR	AVE
Environmental Concern (EC)	EC1	0.805	0.820	0.875	0.636
	EC2	0.809			
	EC3	0.818			
	EC4	0.757			
Perceived Quality Benefit (PQB)	PQB1	0.763	0.848	0.879	0.710
	PQB2	0.857			
	PQB3	0.902			
Willingness to Pay More (WTPM)	WTPM1	0.894	0.945	0.958	0.849
	WTPM2	0.940			
	WTPM3	0.946			
	WTPM4	0.905			

Source: Processed primary data (2024)

Evaluation of the validity of the reflective measurement model was carried out by testing convergent validity and discriminant validity. Convergent validity is tested using the Average Variance Extracted (AVE) value. The AVE value in this study (Table 1) is known to be greater than 0.50, thus indicating a sufficient level of convergent validity. This means that the latent variables in this study explain more than half of the variance of the indicators. Discriminant validation in this study was carried out using the Heterotrait-Mono-trait Ratio (HTMT). In Table 1, the total value is less than 0.85, which means it meets the criteria (Hair et al., 2021b).

Table 2
Heterotrait-Mono-trait Ratio (HTMT)

	Environmental concern (EC)	Perceived quality benefit (PQB)	Willingness to pay more (WTPM)
Environmental concern (EC)			
Perceived quality benefit (PQB)	0.531		
Willingness to pay more (WTPM)	0.316	0.380	

Source: Processed primary data (2024)

3.2. Structural model

The next step taken after the measurement model fully meets the evaluation criteria is to evaluate the structural model. Hypothesis testing is described in the path between exogenous and endogenous latent constructs in the structural model. In Table 3, 2 hypotheses are shown, path coefficient, t-statistic, t-value, and p-value. The results of direct structural relationships show that all hypothesized paths have a significant positive effect (H1 and H2) at the 5% level (p-value: 0.05). The direct influence of environmental concern (EC) on willingness to pay more (WTPM) has a significant path coefficient of 0.166, while perceived quality benefit (PQB) is 0.273. The results of this study show that all hypotheses are accepted.

Table 3
Structural relationship and hypothesis testing

Hypothesis	Path	Path Coefficient	T Statistic	P Value	Decision
H1	Environmental concern (EC) -> Willingness to pay more (WTPM)	0.166	2.413	0.016	Accepted
H2	Perceived quality benefit (PQB) -> Willingness to pay more (WTPM)	0.273	3.629	0.000	Accepted

Source: Processed primary data (2024)

3.3. Discussion

Research (Rahman & Reynolds, 2019) links consumption behavior of environmentally friendly products with willingness to pay more. Therefore, someone who consumes environmentally friendly products can signal their willingness to pay more to get an additional benefit, namely an environmentally friendly premium. This is supported by concerns about environmental problems, which have become a serious concern for all parties in the last few decades (Wei et al., 2018). Increased consumer awareness has given rise to new demands for products available in the market. People are starting to want products that provide a sense of security for the environment. This condition further encourages the emergence of environmentally conscious consumer behavior (Budi Lestari, n.d.). Ultimately, manufacturers and marketers must adapt their products to take into account the involvement of pro-environmental aspects.

This study considers the influence of environmental concern factors and perceived quality benefits of consumers on their willingness to pay more for pro-environmental products in developing countries, especially Indonesia. It is known that environmental concern has a significant positive effect on consumers' willingness to pay more for pro-environmental products. These results indicate that consumers who are environmentally conscious tend to be willing to pay more for pro-environmental products. These findings provide support for previous findings, such as (Ahmed et al., 2021; Lin & Niu, 2018; Yue et al., 2020), that environmental concern influences environmentally friendly purchasing behavior

Environmental concern is part of general consumer attitudes towards environmental conservation (Gomes et al., 2023). Pro-environmental attitudes can be demonstrated through certain beliefs and behaviors, including purchasing green food products, re-packaging, and avoiding single-use products. Purchasing pro-environmental products is referred to (Wei et al., 2018) as a consumer contribution to solving environmental problems. In addition, it was also found that perceived benefits and quality had a positive impact on consumers' willingness to pay more for pro-environmental products. This is in line with study (Yazdanpanah & Forouzani, 2015), which identified that the perceived benefits of pro-environmental products encourage consumers to be willing to pay more if the perceived benefits are higher. Research (Ariffin et al., 2016) states that the quality perceived by consumers encourages consumers to repurchase green products.

This study provides practical implications for marketers in marketing pro-environmental products. Willingness to pay more for pro-environmental products can be increased by increasing consumer awareness of the environment. Campaigns for environmentally friendly products involving the negative impacts of non-environmentally friendly consumption activities can be an alternative to increase consumer awareness of environmental sustainability. Apart from that, the government

and NGOs can involve reference groups by involving all elements of society to create videos and public advertisements to foster consumer involvement. The government can develop educational programs related to environmental protection using a participatory approach related to daily life.

The next effort that can be taken is to normalize premium prices for pro-environmental products. This normalization can be done by communicating the benefits and qualities inherent in pro-environmental products. For food products, marketers should also emphasize the health benefits obtained from these products. Communication can be done through campaigns, advertisements, information on the benefits and quality of packaging, or certification labels printed on the labels. This is expected to give rise to a perception felt by consumers where consumers feel they are getting appropriate benefits and quality for the costs incurred.

4. Conclusion

The findings in this study show that these two factors influence consumers' willingness to pay more for pro-environmental products. The results of this study provide implications for marketers to emphasize benefits and quality aspects in their product marketing communications. The government and related NGOs can help build public awareness of environmental sustainability by providing education and positive campaigns related to problems and efforts to support environmental sustainability.

This research has several study limitations, including the limited number of samples and locations that do not reflect the generalization of consumers in Indonesia. This research only focuses on two main factors, namely environmental concern and perceived benefits-quality. For further research, researchers can consider the variables of knowledge of environmental products and ethical value to provide a more complex picture of the psychological factors that encourage pro-environmental consumer behavior.

Daftar Pustaka

- Adelia, & Tunjungsari, H. K. (2023). Pengaruh kepedulian lingkungan dan kesadaran kesehatan terhadap minat beli konsumen pada produk ramah lingkungan. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 7(1), 151-163. <https://doi.org/10.24912/jmbk.v7i1.22478>
- Ahmed, N., Li, C., Khan, A., Qalati, S. A., Naz, S., & Rana, F. (2021). Purchase intention toward organic food among young consumers using theory of planned behavior: role of environmental concerns and environmental awareness. *Journal of Environmental Planning and Management*, 64(5), 796-822. <https://doi.org/10.1080/09640568.2020.1785404>

- Aisyah, D. D., & Cahyasita, D. (2023). Investigating the Factors Influencing Indonesian Consumers' Intention to Purchase Green Products in Indonesia: Applying the Theory of Planned Behavior. *Buletin Penelitian Sosial Ekonomi Pertanian Fakultas Pertanian Universitas Haluoleo*, 25(2), 92–102. <https://doi.org/10.37149/bpsosek.v25i2.840>
- Alhally, A. (2020). Pengaruh Kepedulian, Pengetahuan, Sikap, Inisiatif Pemerintah, Tekanan Teman Sebaya Dan Spiritualitas Terhadap Niat Beli Produk Ramah Lingkungan Di Banjarmasin. *At-Tadbir: Jurnal Ilmiah Manajemen*, 4(2), 130. <https://doi.org/10.31602/atd.v4i2.3032>
- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products. *Procedia Economics and Finance*, 37, 391–396. [https://doi.org/10.1016/s2212-5671\(16\)30142-3](https://doi.org/10.1016/s2212-5671(16)30142-3)
- Atmando, C. R. (2021). PENGARUH PERSEPSI GREEN PRODUCT DAN GREEN BRAND IMAGE TERHADAP MINAT BELI RUMAH RAMAH LINGKUNGAN PADA GENERASI Y DI SURABAYA. *PERFORMA*, 4(3), 394–405. <https://doi.org/10.37715/jp.v4i3.1651>
- Br. Bangun, N., & Mahuli, J. I. (2022). Pengaruh Kepedulian terhadap Sikap Lingkungan dan Kemauan Membayar. *All Fields of Science Journal Liaison Academia and Society*, 2(4), 105–112. <https://doi.org/10.58939/afosj-las.v2i4.482>
- Budi Lestari, R. (n.d.). Minat Beli Produk Hijau pada Generasi Milenial.
- Calvin, K., Dasgupta, D., Krinner, G., Mukherji, A., Thorne, P. W., Trisos, C., Romero, J., Aldunce, P., Barrett, K., Blanco, G., Cheung, W. W. L., Connors, S., Denton, F., Diongue-Niang, A., Dodman, D., Garschagen, M., Geden, O., Hayward, B., Jones, C., ... Ha, M. (2023). IPCC, 2023: Climate Change 2023: Synthesis Report. Contribution of Working Groups I, II and III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change [Core Writing Team, H. Lee and J. Romero (eds.)]. IPCC, Geneva, Switzerland. In P. Arias, M. Bustamante, I. Elgizouli, G. Flato, M. Howden, C. Méndez-Vallejo, J. J. Pereira, R. Pichs-Madruga, S. K. Rose, Y. Saheb, R. Sánchez Rodríguez, D. Ürge-Vorsatz, C. Xiao, N. Yassaa, J. Romero, J. Kim, E. F. Haites, Y. Jung, R. Stavins, ... C. Péan (Eds.), *Atmosphere* (Vol. 13, Issue 3). <https://doi.org/10.59327/IPCC/AR6-9789291691647>
- Choi, D., & Johnson, K. K. P. (2019). Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior. *Sustainable Production and Consumption*, 18, 145–155. <https://doi.org/10.1016/j.spc.2019.02.001>

- Costa, C. S. R., Costa, M. F. da, Maciel, R. G., Aguiar, E. C., & Wanderley, L. O. (2021). Consumer antecedents towards green product purchase intentions. *Journal of Cleaner Production*, 313. <https://doi.org/10.1016/j.jclepro.2021.127964>
- De Canio, F. (2023). Consumer willingness to pay more for pro-environmental packages: The moderating role of familiarity. *Journal of Environmental Management*, 339(March), 117828. <https://doi.org/10.1016/j.jenvman.2023.117828>
- Gomes, S., Lopes, J. M., & Nogueira, S. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. *Journal of Cleaner Production*, 390. <https://doi.org/10.1016/j.jclepro.2023.136092>
- Hair, J. F., Tomas, M. G., Ringle, C. M., Sarstedt, M., Danks, N. P. D., & Ray, S. (2021a). *Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer. <http://www>.
- Hair, J. F., Tomas, M. G., Ringle, C. M., Sarstedt, M., Danks, N. P. D., & Ray, S. (2021b). *Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer.
- Hasanah, A., Hindrayani, A., & Noviani, L. (2023). Pengaruh Kesadaran Lingkungan Dan Iklan Hijau Terhadap Keputusan Pembelian Produk Hijau. *Jurnal Ilmu Ekonomi*, 2(1), 88–104. <https://doi.org/10.59827/jie.v2i1.40>
- Hernomo, A. F. (2021). Pengaruh Pengetahuan Lingkungan Dan Kepedulian Lingkungan Terhadap Niat Beli Produk The Body Shop Di Surabaya. *Performa*, 6(4), 302–311. <https://doi.org/10.37715/jp.v6i4.2552>
- Huber, L. R., Sloof, R., & Van Praag, M. (2017). The effect of incentives on sustainable behavior: evidence from a field experiment. *Labour Economics*, 45, 92–106. <https://doi.org/10.1016/j.labeco.2016.11.012>
- Indriyani, R. M., Susanto, S., & Ningrum, N. K. (2021). Pengaruh Sikap Terhadap Niat Beli Produk Di Mediasi Oleh Pengetahuan Lingkungan Dan Kepedulian Lingkungan (Study Kasus The Body Shop Yogyakarta). *E-Jurnal Manajemen Universitas Udayana*, 10(10), 1030. <https://doi.org/10.24843/EJMUNUD.2021.v10.i10.p05>
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, 3(1–2), 128–143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Kussudyarsana, K., & Devi, N. Y. (2020). Pengaruh Pengetahuan Lingkungan Dan Sikap Konsumen Terhadap Niat Beli Produk Ramah Lingkungan (Studi pada Konsumen Air Mineral ADES di Kota Klaten). *Jurnal Fokus Manajemen Bisnis*, 10(1), 87. <https://doi.org/10.12928/fokus.v10i1.2065>

- Lestari, E. R., Putri, H. K., Anindita, C., & Laksmiari, M. B. (2020). Pengaruh Green Product (Minuman Ramah Lingkungan), Green Advertising, Dan Kepedulian Lingkungan Terhadap Green Trust Dan Implikasi Terhadap Minat Beli. *Jurnal Teknologi Pertanian*, 21(1), 1-10. <https://doi.org/10.21776/ub.jtp.2020.021.01.1>
- Lin, S. T., & Niu, H. J. (2018). Green consumption: Environmental knowledge, environmental consciousness, social norms, and purchasing behavior. *Business Strategy and the Environment*, 27(8), 1679-1688. <https://doi.org/10.1002/bse.2233>
- Luthfi, S. H., & Hartono, A. (2022). Analisis Pengaruh Budaya terhadap Niat Pembelian Produk Ramah Lingkungan. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(S1), 475-484. <https://doi.org/10.37676/ekombis.v10iS1.2060>
- Maniatis, P. (2016). Investigating factors influencing consumer decision-making while choosing green products. *Journal of Cleaner Production*, 132, 215-228. <https://doi.org/10.1016/j.jclepro.2015.02.067>
- Moser, A. K. (2016). Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers. *Journal of Retailing and Consumer Services*, 31, 389-397. <https://doi.org/10.1016/j.jretconser.2016.05.006>
- Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022a). Transforming consumers' intention to purchase green products: Role of social media. *Technological Forecasting and Social Change*, 185. <https://doi.org/10.1016/j.techfore.2022.122067>
- Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022b). Transforming consumers' intention to purchase green products: Role of social media. *Technological Forecasting and Social Change*, 185. <https://doi.org/10.1016/j.techfore.2022.122067>
- Nitzko, S., Bahrs, E., & Spiller, A. (2024). Consumer willingness to pay for pesticide-free food products with different processing degrees: Does additional information on cultivation have an influence? *Farming System*, 2(1), 100059. <https://doi.org/10.1016/j.farsys.2023.100059>
- Pandey, M., & Yadav, P. S. (2023). Understanding the role of individual concerns, attitude, and perceived value in green apparel purchase intention; the mediating effect of consumer involvement and moderating role of generation Z&Y. *Cleaner and Responsible Consumption*, 9. <https://doi.org/10.1016/j.clrc.2023.100120>
- Rahman, I., & Reynolds, D. (2019). The influence of values and attitudes on green consumer behavior: A conceptual model of green hotel patronage. *International Journal of Hospitality and Tourism Administration*, 20(1), 47-74. <https://doi.org/10.1080/15256480.2017.1359729>

- Relawati, R., Yudi Ariadi, B., Vincēviča-Gaile, Z., & Baroh, I. (2023). The Willingness to Pay for Green Packaged Foods to Support Sustainable Agribusiness. *E3S Web of Conferences*, 432, 00028. <https://doi.org/10.1051/e3sconf/202343200028>
- Sadiq, M., Bharti, K., Adil, M., & Singh, R. (2021). Why do consumers buy green apparel? The role of dispositional traits, environmental orientation, environmental knowledge, and monetary incentive. *Journal of Retailing and Consumer Services*, 62. <https://doi.org/10.1016/j.jretconser.2021.102643>
- Shehawy, Y. M., & Ali Khan, S. M. F. (2024). Consumer readiness for green consumption: The role of green awareness as a moderator of the relationship between green attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 78. <https://doi.org/10.1016/j.jretconser.2024.103739>
- Suhaily, L., Darmoyo, S., Boentoro, S., Anasthashia, E., Jend Sudirman No, J., Semanggi, K., Setiabudi, K., Jakarta Selatan, K., & Khusus, D. (2020). The Impact of Green Product Innovation, Green Perceived Quality to Purchase Intention Moderated by Lifestyle on Stainless Steel Straw (Vol. 5).
- Wei, S., Ang, T., & Jancenelle, V. E. (2018). Willingness to pay more for green products: The interplay of consumer characteristics and customer participation. *Journal of Retailing and Consumer Services*, 45, 230–238. <https://doi.org/10.1016/j.jretconser.2018.08.015>
- Wu, S., Hu, Z., Li, Y., & Yuan, Y. (2024). How brand familiarity affects green product purchase intention: The moderating role of streamers' environmental knowledge. *Technology in Society*, 77. <https://doi.org/10.1016/j.techsoc.2024.102572>
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739. <https://doi.org/10.1016/j.jclepro.2016.06.120>
- Yazdanpanah, M., & Forouzani, M. (2015). Application of the Theory of Planned Behaviour to predict Iranian students' intention to purchase organic food. *Journal of Cleaner Production*, 107, 342–352. <https://doi.org/10.1016/j.jclepro.2015.02.071>
- Yohana, N. K. Y., & Suasana, I. G. A. K. G. (2020). Peran Sikap Dalam Memediasi Pengaruh Kesadaran Lingkungan Terhadap Niat Beli Tumbler Starbucks Di Kabupaten Badung. *E-Jurnal Manajemen Universitas Udayana*, 9(8), 3279. <https://doi.org/10.24843/EJMUNUD.2020.v09.i08.p19>
- Yue, B., Sheng, G., She, S., & Xu, J. (2020). Impact of consumer environmental responsibility on green consumption behavior in China: The role of environmental concern and price sensitivity. *Sustainability (Switzerland)*, 12(5), 1–16. <https://doi.org/10.3390/su12052074>