

Analysis of Consumer Awareness' Values and Attitudes towards Green Purchase Behavior: Study on Millennial and Generation Z

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Abstract: *Environmental problems made the Indonesian people aware of green buying behavior. Various environmental movements spread throughout Indonesia, and people's attitudes and behavior toward being environmentally friendly changed. However, research indicates that there is still a gap between environmental knowledge and behavior. This study aims to explain how consumer environmental awareness influences green buying behavior, boosted by green product quality collected by distributing questionnaires to 388 Millennial and Generation Z respondents in West Java. The results show that consumer environmental awareness positively influences green buying behavior with the support of attitude toward environmental problems bolstered by the quality of the green product. However, environmental awareness does not succeed in influencing green buying behavior if it is through an attitude toward eco-social advantages. Then, information on a green product does not directly affect green buying behavior but is successful if there is a booster from the quality of the green products.*

Keywords: Eco-Social Benefit Attitude, Environmental Awareness, Environmentally Friendly, Green Product Quality, Purchasing Behavior

1. Introduction

Human behavior towards the environment is increasingly worrying about the consequences of advances in various fields, such as economics and technology. Environmental problems such as floods, deforestation, the effects of greenhouse gases began to be found. Pollution of the natural environment if left unattended for a long period of time will have a major effect on the safety of the existing natural biota and will have an impact on the survival of living things (Schaltegger, 2002). In this regard, public awareness and involvement on environmental issues has increased. Indonesian consumers are increasingly aware of environmental and social issues. Then, the survey results show 72% of respondents stated that living a zerowaste lifestyle is very important (Statista.com, 2020). Then, in Kantar's research, 86% of Indonesian consumers began to adopt environmentally friendly habits in their daily activities (cnnindonesia.com, 2021). Seeing the increasing awareness of the Indonesian people about the environment, various environmentally friendly movements have begun to affect many sectors in Indonesia, such as government, business, consumers, researchers, and others (Hiqmah, 2017). Based on Jayani (2021), 60.5% have a desire to preserve the earth and make purchases of sustainable or environmentally friendly products.

However, in contrast to the phenomenon described previously, a Hong Kong study conducted by Cheung & To (2019) found a gap between the high value people place on the environment and the low level of action taken by them to deal with environmental problems. Then, a similar thing was also found in the research of Sugiarto & Gabriella (2020) in Indonesia which focused on Universitas Kristen Satya Wacana students, showing that awareness of environmentally friendly behavior according to students is important, but in its implementation it is still in the moderate category. This means that students only understand environmentally friendly awareness as a theory and not be applied in their lives. The students in the study were 18-24 years old who were Generation Z. Then, previous research was also found regarding the environmental awareness of the West Java millennial towards purchasing decisions of environmentally friendly products, but only limited to plans in deciding the purchase of environmentally friendly products, not to their buying behavior (Immanichi & Dewi, 2020).

This research complements 3 previous studies where there is a gap between awareness and environmentally friendly behavior (Cheung & To, 2019; Sugiarto & Gabriella, 2020). Meanwhile, the third research by Immanichi & Dewi (2020) is only limited to planning in deciding the purchase of environmentally friendly products. Therefore, this study will complete the gaps that exist in the three studies by using the Value - Attitude - Behavior model. Meanwhile, this study chose the millennial (born in 1981-1996) and generation z (born in 1997-2012) because these two generations are currently dominating Indonesia's population, which is 144.31 million people (Databoks.katadata.co.id, 2020).

This study is also different from the three studies, seen from the selected respondents, namely in the West Java region because it is a province with the largest number of millennial and Z generation populations in Indonesia, by 23,301,196 people (age range 10-29 years) (Gis.dukcapil.kemendagri.go.id, 2021). Likewise, it is different when viewed from the variables used, namely the presence of additional mediating variables and booster variables. For more details will be explained in the sub-chapter which discusses the framework of thought.

Based on the phenomena described previously, this study aims to find out to what extent the influence of environmental awareness on the purchase of environmentally friendly products in the Millennial and Generation Z in West Java which is mediated by attitudes towards environmental problems and attitudes towards eco-social benefits and is boosted by green product quality.

2. Literature Review

2.1 Consumer Behavior

Consumer behavior is an activity that is closely related to the buying process, in which a person or a group selects, purchases, secures, uses, disposes of products (services or goods), experiences, or ideas to satisfy needs, wants, and the impact it has on themselves. or society (Indrasari, 2019; Kotler & Keller, 2016; Mothersbaugh & Hawkins, 2016).

2.2 Value-Attitude-Bhavior (VAB)

According to Homer & Kahle (1988), the VAB theory begins with the influence of certain theoretically mediated values on certain behaviors. Based on the VAB model, a value is supported by attitudes, personal norms, and social norms that act as important mediators for environmentally responsible business (Han et al., 2019).

2.3 Buying Decision Process

The Buying Decision Process according to Kotler & Armstrong (2018:175) usually goes through 5 stages, including: 1) Need recognition, 2) Information search, 3) Alternative evaluation, 4) Purchase decision, and 5) Post-purchase behavior. Kotler & Armstrong (2018) states that the dimensions of purchasing decisions are divided into six, including: 1) Product choice, 2) Brand choice, 3) Distribution choice, 4) Purchase time, 5) Purchase amount, and 6) Payment method.

2.4 Green Consumers

Green consumers or green consumers are groups or individuals who have responsibility for environmental damage, they will think about the environmental impact they will make in purchasing products, so they try to buy green products (Hiqmah, 2017; Irawan & B., 2015; Trikrisna & Rahyuda, 2014).

2.5 Green Marketing Mix

The innovative green marketing mix proposed by Singh (2010), includes: 1) Product (Green Product), 2) Price (Green Price), 3) Place (Green Place), and 4) Promotion (Green Promotion).

2.6 Green Product

An environmentally friendly product is a product that is designed and processed in a way to reduce the impact that can pollute the environment, both in the production process, distribution, and when consuming it (Suparna et al., 2018).

2.7 Framework

The framework for this research was adopted from research by Cheung & To (2019). To facilitate understanding of the framework of thought in this research can be seen in the following figure:

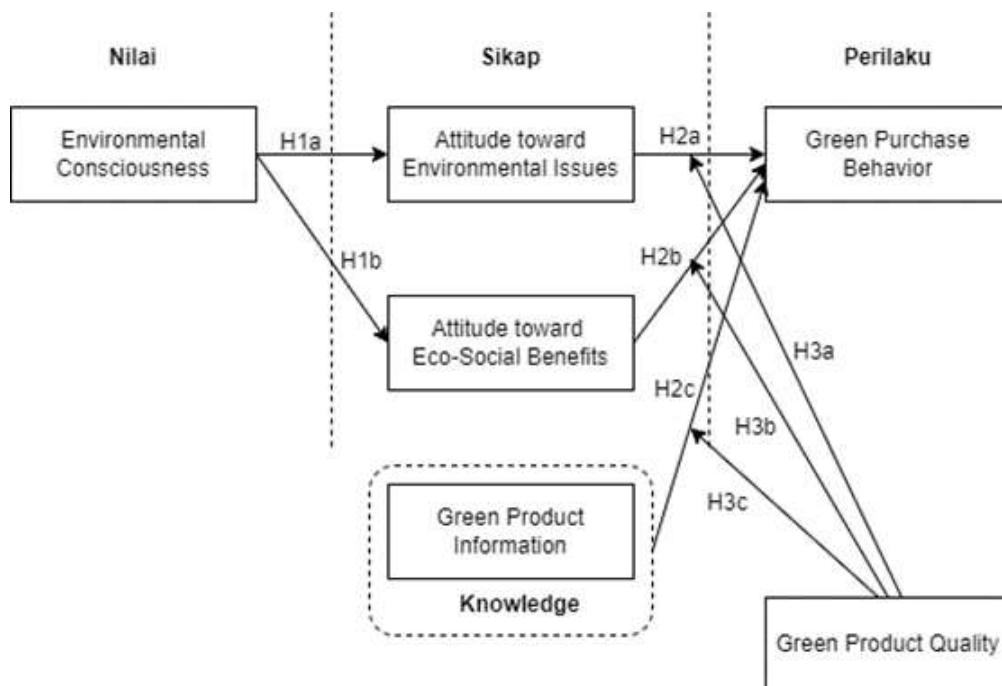


Figure 1: Theoretical Framework

Thus, the research hypothesis is formulated as follows:

- i. **H1a:** Environmental consciousness positively and significantly influences attitudes towards environmental issues
- ii. **H1b:** Environmental awareness positively and significantly influences attitudes towards eco-social benefits
- iii. **H2a:** Attitudes towards environmental issues positively and significantly influences green purchase behavior
- iv. **H2b:** Attitudes towards eco-social benefits positively and significantly influences green purchase behavior
- v. **H2c:** Green product information positively and significantly influences green purchase behavior
- vi. **H3a:** Green product quality moderates the positive relationship and has a significant effect between attitudes towards environmental issues and green purchase behavior
- vii. **H3b:** Green product quality moderates the positive relationship and has a significant effect between attitudes towards eco-social benefits and green purchase behavior
- viii. **H3c:** Green product quality moderates the positive relationship and has a significant effect between green product information and green purchase behavior

3. Methodology

3.1 Population and Sample

Respondents in this study were 388. The population in this study was the people of West Java as a province that has the highest number of Millennials and Z Generation Z in Indonesia (Gis.dukcapil.kemendagri.go.id, 2021). However, the additional criteria of this study are respondents who have a concern for the environment.

3.2 Data Collection

In this study, the data collection technique used was a questionnaire in an online survey via a google form. The questionnaires were distributed through social media WhatsApp, Instagram, Telegram, and Twitter to Millennials and Generation Z who live in Bogor, Bandung, Cirebon, Bekasi, Garut, Depok, Tasikmalaya, and Cimahi.

4. Discussion

The results of the cross tabulation between age, occupation, and gender that have been carried out by the authors using SPSS software show that the dominant respondents from this study, as many as 178 respondents are those aged 20-24 years, female, and have jobs as students/college student. Then, followed by respondents who are still the same, namely the dominance of women aged 20-24 years are respondents who have unmarried status & live with parents by 196 respondents. Furthermore, the dominance of the last education of the respondents in this study was at the High School/Vocational High School level, female, and unmarried & living with parents.

4.1 Outer Model

This study runs a test using the outer model through the SmartPLS software. There are two models carried out to obtain accurate calculations, namely validity test and reliability test.

a. Convergent Validity

The AVE value of the variables of Environmental Consciousness, Green Product Information, Attitudes toward Environmental Issues, Attitudes toward Eco-Social Benefits, Green Purchase Behavior, and Green Product Quality is >0.5 . Thus, it can be stated that each variable has a valid value.

Table 1: Average Variance Extracted (AVE)

Variable	AVE	Nilai Kritis	Evaluasi Model
Environmental Consciousness	0,708	$>0,5$	Valid
Green Product Information	0,764		Valid
Attitudes toward Environmental Issues	0,683		Valid
Attitudes toward Eco-Social Benefits	0,676		Valid
Green Purchase Behavior	0,700		Valid
Green Product Quality	0,739		Valid

b. Discriminant Validity

Discriminant Validity explains how far the variables/constructs that are built are statistically different from other variables/constructs. The discriminant validity test is carried out at the variable level (Fornell-Lacker criterion) and at the indicator level (cross loading factor) (Yamin, 2021). The following are the results of the Fornell-Larcker criterion and the cross loading factor using SmartPLS.

Table 2: Fornell-Lacker Criterion

	Green Product Information (GPI)	Environmental Consciousness (EC)	Green Product Quality (GPQ)	Green Purchase Behavior (GPB)	Attitudes toward Eco-Social Benefits (AESB)	Attitudes toward Environmental Issues (AEI)
Green Product Information (GPI)	0.874					
Environmental Consciousness (EC)	0.336	0.841				
Green Product Quality (GPQ)	0.379	0.248	0.860			
Green Purchase Behavior (GPB)	0.271	0.218	0.570	0.837		
Attitudes toward Eco-Social Benefits (AESB)	0.490	0.428	0.345	0.226	0.822	
Attitudes toward Environmental Issues (AEI)	0.325	0.352	0.377	0.373	0.456	0.826

Table 3: Cross Loading Correlation

	EC	GPI	AEI	AESB	GPB	GPQ
EC1	0.861	0.330	0.298	0.372	0.140	0.161
EC2	0.851	0.279	0.290	0.380	0.190	0.210
EC3	0.810	0.236	0.301	0.325	0.223	0.260
GPI1	0.286	0.860	0.281	0.419	0.250	0.306
GPI2	0.313	0.901	0.274	0.436	0.243	0.324
GPI3	0.282	0.861	0.300	0.432	0.215	0.368
AEI1	0.320	0.317	0.820	0.430	0.262	0.277
AEI2	0.287	0.210	0.855	0.338	0.325	0.336
AEI3	0.267	0.283	0.804	0.367	0.336	0.319
AESB1	0.328	0.418	0.304	0.780	0.087	0.195
AESB2	0.366	0.357	0.428	0.828	0.260	0.332
AESB3	0.358	0.445	0.379	0.857	0.186	0.306
GPB1	0.153	0.219	0.293	0.143	0.861	0.531
GPB2	0.225	0.230	0.370	0.229	0.872	0.491
GPB3	0.169	0.235	0.270	0.202	0.774	0.394
GPQ1	0.229	0.348	0.301	0.289	0.524	0.862
GPQ2	0.180	0.319	0.322	0.267	0.458	0.864
GPQ3	0.229	0.308	0.350	0.335	0.481	0.853

Based on Table 2 and Table 3, it can be concluded that all constructs in the estimated model have meet the discriminant validity criteria. The condition is that the square root value of the AVE of each construct is greater than the correlation value between constructs, so it can be said that the indicators used in this study have met the requirements.

c. Composite Reliability

This reliability test was conducted to prove the accuracy, consistency, and accuracy of the instrument in measuring the construct. This reliability test can be done in two ways, namely Cronbach's Alpha and Composite Reliability.

Table 4: Reliability Test

Variable	Composite Reliability	Critical Value	Cronbach's Alpha	Critical Value	Evaluation Model
Environmental Consciousness	0.879	>0,7	0,793	>0,6	Reliable
Green Product Information	0.907		0.846		Reliable
Attitudes toward Environmental Issues	0.866		0.768		Reliable
Attitudes toward Eco-Social Benefits	0.862		0.762		Reliable
Green Purchase Behavior	0.875		0.786		Reliable
Green Product Quality	0.895		0.824		Reliable

The table 4 shows that the Composite Reliability and Cronbach's Alpha values for each variable are more than 0.7 and 0.6, respectively. So it can be said that the data has high reliability. Composite Reliability is considered better in estimating the internal consistency of a construct. The rule of thumb used for Composite Reliability value is greater than 0.7 and Cronbach's Alpha value is greater than 0.6 (Ghozali & Latan, 2015:75).

4.2 Inner Model

a. Path Coefficient and T-Value

Path Coefficient is a value that indicates the direction of a variable relationship by knowing how much influence the independent variable has on the dependent variable. If all values are between 0-1, then the relationship can be said to be positive. To get the results of t-value, bootstrapping is done with the amount of 5000 bootstrapping.

Table 5: Path Coefficient and T-Value Scores

	Path Coefficient	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green ProductInformation (GPI) > Green PurchaseBehavior (GPB)	0.058	0.055	0.053	1.098	0.273
GPQ*AEI -> Green Purchase Behavior(GPB)	0.148	0.142	0.047	3.144	0.002
GPQ*AESB -> GreenPurchase Behavior (GPB)	-0.107	-0.100	0.062	1.738	0.083
GPQ*GPI -> Green Purchase Behavior (GPB)	0.106	0.104	0.049	2.151	0.032
Environmental Consciousness (EC) - > Attitudes towardEco-Social Benefits (AESB)	0.428	0.428	0.049	8.695	0.000
Environmental Consciousness (EC) - > Attitudes toward Environmental Issues(AEI)	0.352	0.356	0.051	6.965	0.000
Green ProductQuality (GPQ) -> Green PurchaseBehavior (GPB)	0.472	0.475	0.044	10.653	0.000
Attitudes toward Eco-Social Benefits (AESB) -> GreenPurchase Behavior (GPB)	-0.046	-0.051	0.054	0.866	0.387
Attitudes towardEnvironmental Issues (AEI) -> Green Purchase Behavior (GPB)	0.178	0.184	0.057	3.119	0.002

Based on calculations using SmartPLS in Table 5, it shows that the overall variables in this model have T-Statistics value with a positive number. This shows that if the greater the value on a variable independent of the dependent variable, then, the stronger the influence between

independent variables on the dependent variable. Not all variables in the study had a positive path coefficient value. That is, a positive path coefficient value indicates that, if the exogenous variable increases then the value of the endogenous variable also increases, but on the contrary, at the negative path coefficient value indicates if the variable increases, then the value of the endogenous variable decreases.

b. R-Square

The value of R-Square is the coefficient of determination on the endogenous construct. If the R-Square value is high, then the better prediction model of the proposed research model will be.

Table 6: The Value of R-Square

Variable	R-Square
Attitudes toward Environmental Issues	0.124
Attitudes toward Eco-Social Benefits	0.183
Green Purchase Behavior	0.384

c. Predictive Relevance

In order to measure how well the observed values generated by the model and parameter estimates are, the Q-Square can be used. The value of $Q^2 > 0$ means that the model has predictive relevance, while the value of $Q^2 < 0$ means that the model lacks predictive relevance (Ghozali & Latan, 2015).

The following is a calculation of the inner model test (predictive relevance) using the formula:

$$Q^2 = \sqrt{1 - (1 - R^2_1) (1 - R^2_2) \dots (1 - R^2_p)}$$

$$Q^2 = \sqrt{1 - (1 - 0,124)(1 - 0,183)(1 - 0,384)}$$

$$Q^2 = 0.559$$

The results of the Q^2 calculation show that the Q^2 value is 0.559, means that it is greater than 0 (zero) explaining that the model has a relevant predictive value.

d. Hypothesis Test

To find out whether a hypothesis can be accepted or rejected, by showing the significance value between constructs, p-values. The value is done through bootstrapping with the help of SmartPLS, as follows:

Table 7: Hypothesis Test

Hypothesis	Path Coefficient	p-value	Description
GPI -> GPB	0.058	0.273	Rejected
GPQ*AEI -> GPB	0.148	0.002	Accepted
GPQ*AESB ->GPB	-0.107	0.083	Rejected
GPQ*GPI -> GPB	0.106	0.032	Accepted
KL -> AESB	0.428	0.000	Accepted
KL -> AEI	0.352	0.000	Accepted
AESB -> GPB	-0.046	0.387	Rejected
AEI -> GPB	0.178	0.002	Accepted

e. Path Analysis Discussion

The influence of Environmental Consciousness to increase the effect of Green Purchase Behavior can be done in two ways. The first path is by increasing Attitudes toward Environmental Issues, and the second path is through Attitudes toward Eco-Social Benefits. From the two paths, based on the path coefficient value, it turns out that the path through Attitudes toward Environmental Issues has a greater impact because it has a positive value than through Attitudes toward Eco-Social Benefits which has a negative value. Thus, if the company wants to increase the level of purchase among millennial and generation Z, then programs related to increasing Attitudes toward Environmental Issues, need to be increased more than programs related to Attitudes toward Eco-Social Benefits.

Furthermore, the two pathways both get a booster from Green Product Quality. The effect of the Green Product Quality booster for each illustrates the effect of the booster through the Attitude toward Environmental Issues path of 0.148, while the one through the Attitude toward Eco-Social Benefits path is -0.107. From the two paths, it turns out that the booster path through Attitudes toward Environmental Issues has a greater impact with its positive value than the booster path through Attitudes toward Eco-Social Benefits. So, from the two discussions, namely through pathways and boosters, it is found that the role of Attitude toward Environmental Problems is far more beneficial than the role of Attitude toward Eco-Social Benefits.

The role of Green Product Information in path analysis, both through Attitudes toward Environmental Issues and Attitudes toward Eco-Social Benefits, will have the same impact (neither increase nor decrease). Actually, there is a booster effect also through the Green Product Information path. However, the booster effect of the Green Product Quality on Green Product Information and Green Purchase Behavior, it doesn't have much of an impact. Because, to increase Green Purchase Behavior through Green Product Information, it will be generated by 0.058. Then, the booster value received from this pathway is 0.106, these numbers are smaller than the numbers owned by the Attitudes toward Environmental Issues and Attitudes toward Eco-Social Benefits paths.

5. Conclusion and Recommendation

5.1 Conclusion

- i. Respondents in this study were dominated by Generation Z, especially those aged 20- 24 years, female, having a job as a student, unmarried status & living with parents, and have no work experience.
- ii. The Environmental Consciousness variable positively and significantly influences the Attitude to Environmental Problems variable. That is, an attitude towards environmental problems arises because of the environmental consciousness possessed by millennial and generation Z.
- iii. The Environmental Consciousness variable positively and significantly affects the Attitude towards Eco-Social Benefits. That is, an attitude towards eco-social benefits arises because of the environmental consciousness possessed by millennial and generation Z.
- iv. Attitude towards Environmental Issues variable positively affects Green Purchase Behavior. That is, green purchase behavior arises because of the attitude towards environmental issues that are owned by millennial and Z generation.
- v. The Attitude variable towards Eco-Social Benefits does not affect the Green Purchase Behavior variable. This means that attitudes towards eco-social benefits do not lead to green purchase behavior for millennials and generation Z.
- vi. Green Product Information variable does not affect the Green Purchase Behavior variable. That is, consumer knowledge of environmentally friendly product information directly, does not guarantee the occurrence of environmentally friendly purchasing behavior.
- vii. Green Product Quality variable positively and significantly moderates the relationship between Attitude towards Environmental Issues and Green Purchase Behavior variables. This means that Millennial and Z Generation's Environmentally Friendly Purchasing Behaviors will be stronger if there is an Attitude towards Environmental Issues that is supported by the Green Product Quality.
- viii. Green Product Quality variable did not succeed in moderating the relationship between the Attitude towards Eco-Social Benefits and the Green Purchase Behavior variable. This means that the quality of environmentally friendly products weakens and even does not

succeed in influencing the relationship between Attitudes towards Eco-Social Benefits and Green Purchase Behaviors of millennial and Z generation.

- ix. Green Product Quality positively and significantly moderates the relationship between Green Product Information variable and Green Purchase Behavior variable. This means that the quality of environmentally friendly products strengthens the relationship between Green Product Information and Green Purchase Behavior of millennial and Z generation.

5.2 Recommendation

5.2.1 Practical Aspect

The recommendation in this study are aimed at companies engaged in the green industry, as follows:

- i. If companies want to increase the purchasing behavior of green product on millennial and Z generation z, companies can create programs with the aim of fostering attitudes towards environmental issues rather than programs that foster attitudes towards eco-social benefits. Based on the attitudes toward environmental issues variable, the highest loading factor value is shown in the indicator of respondents volunteering or contributing financially to organizations and projects that focus on environmental issues, followed by respondents' responses to viewing news or reports on environmental issues.

Therefore, companies can implement marketing strategies by implementing CSR (corporate social responsibility) programs as their responsibility to the environment which can affect consumer perceptions of purchasing products owned by the company.

- ii. Companies that want to improve green purchase behavior and prioritize consumer knowledge in terms of Environmentally Friendly Product Information, should also be supported by the existence of green product quality. Because, if you only have green product information, it will not succeed in influencing green buying behavior.

For example, product packaging that is truly environmentally friendly and has a certification label (eco-label) to convince consumers that the product is proven to be environmentally friendly.

5.2.2 Academic Aspect

Future researchers are expected to be able to add other variables to identify and support the occurrence of green purchase behavior in the millennial generation and generation z. And also, further research can conduct research with a long-term (longitudinal) research time, considering that environmental problems are long-term problems and also that the millennial generation and generation z are the younger generation who will later become future successors.

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