

## DAFTAR PUSTAKA

- Abbas, J., & Sağsan, M. (2019). Impact of knowledge management practices on *Green Innovation* and corporate sustainable development: A structural analysis. *Journal of Cleaner Production*, 229, 611–620. <https://doi.org/https://doi.org/10.1016/j.jclepro.2019.05.024>
- Acar, M., & Temiz, H. (2020). Empirical analysis on corporate environmental performance and environmental disclosure in an emerging market context: Socio-political theories versus economics disclosure theories. *International Journal of Emerging Markets*, 15(6), 1061–1082. <https://doi.org/10.1108/IJOEM-04-2019-0255>
- Adi, P. F., Nuddin, H., Gatot, C., Faishal, A. M., & Nurul, B. (n.d.). *The Influence Of Environmental Awareness And Green Marketing On Purchasing Decisions For Eco-Friendly Products Through Environmental Knowledge Of Eco-Friendly Packaging Consumers*.
- Agustina, S., Amran, A., Kesuma Dewi, S. W., Komalasari, Y., Putriyandari, R., & Drajat, D. Y. (2024). Going Green: Unleashing the Potential of *Green product knowledge* and Influencer Marketing in Eco-Friendly Sanitary Product Selection. *Journal of International Conference Proceedings*, 6(6), 356–368. <https://doi.org/10.32535/jicp.v6i6.2836>
- Ahmed, R. R., Streimikiene, D., Sulaiman, Y., Asim, J., & Streimikis, J. (2024a). Enhancing competitiveness of green environmental practices and *Green Purchase Intentions* in Asian markets: Evidence from the extended norm activation model. *Journal of Competitiveness*, 16(3), 204–220. <https://doi.org/10.7441/joc.2024.03.10>
- Ahmed, R. R., Streimikiene, D., Sulaiman, Y., Asim, J., & Streimikis, J. (2024b). Enhancing competitiveness of green environmental practices and *Green Purchase Intentions* in Asian markets: Evidence from the extended norm activation model. *Journal of Competitiveness*, 16(3), 204–220. <https://doi.org/10.7441/joc.2024.03.10>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T)
- Albarracin, D., & Shavitt, S. (2025). *Attitudes and Attitude Change*. 42, 18. <https://doi.org/10.1146/annurev-psych-122216>
- Andika, J., & Nuvriasari, A. (2024). *The Effect of Green Marketing Mix, Environmental Awareness and Green Innovation on Green Purchase Intention*.
- Asif, M., Xuhui, W., Nasiri, A., & Ayyub, S. (2018). Determinant factors influencing organic food purchase intention and the moderating role of

- awareness: A comparative analysis. *Food Quality and Preference*, 63, 144–150. <https://doi.org/https://doi.org/10.1016/j.foodqual.2017.08.006>
- Aulia, N., Putri, E., Rina, ) ;, & Hayu, S. (2024). Ekombis Review-Jurnal Ilmiah Ekonomi dan Bisnis The Influence of Environmental Knowledge, *Green product knowledge*, Green Word of Mouth, Greenwashing, and Green Confusion as Mediator of Green Purchase Intention ARTICLE HISTORY. *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(1), 459–476. <https://doi.org/10.37676/ekombis.v12i1>
- Biswas, A., & Roy, M. (2015). Green products: An exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87(1), 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Castanho, R. A., Loures, L., Cabezas, J., & Fernández-Pozo, L. (2017). Cross-Border Cooperation (CBC) in Southern Europe-An Iberian case study. The eurocity Elvas- Badajoz. *Sustainability (Switzerland)*, 9(3). <https://doi.org/10.3390/su9030360>
- Chen, K., & Deng, T. (2016). Research on the *Green Purchase Intentions* from the perspective of Product knowledge. *Sustainability (Switzerland)*, 8(9). <https://doi.org/10.3390/su8090943>
- Chen, Y.-S. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307–319. <http://www.jstor.org/stable/40605343>
- Chiambaretto, P., Laurent, S., Schmalz, U., Fu, M., Rouyre, A., Bildstein, C., & Fernandez, A. S. (2024). Are consumers willing to pay more for green innovations? Insights from the air transport industry. *Technovation*, 137. <https://doi.org/10.1016/j.technovation.2024.103079>
- Chowdhary, P., Bharagava, R., Mishra, S., & Khan, N. (2020). *Role of Industries in Water Scarcity and Its Adverse Effects on Environment and Human Health* (pp. 235–256). [https://doi.org/10.1007/978-981-13-5889-0\\_12](https://doi.org/10.1007/978-981-13-5889-0_12)
- Chuah, S.-C., & Lu, J. (2021). *Green Purchase Behavior: A Study on Malaysian and Chinese Millennials*. <https://www.researchgate.net/publication/360005496>
- Correia, E., Sousa, S., Viseu, C., & Larginho, M. (2023). Analysing the Influence of Green Marketing Communication in Consumers' Green Purchase Behaviour. *International Journal of Environmental Research and Public Health*, 20(2). <https://doi.org/10.3390/ijerph20021356>
- Doszhanov, A., & Ahmad, Z. A. (n.d.). *Customers' Intention To Use Green Products: The Impact Of Green Brand Dimensions And Green Perceived Value*. <https://doi.org/10.1051/C>

- Du, H., Liu, D., Sovacool, B. K., Wang, Y., Ma, S., & Li, R. Y. M. (2018). Who buys New Energy Vehicles in China? Assessing social-psychological predictors of purchasing awareness, intention, and policy. *Transportation Research Part F: Traffic Psychology and Behaviour*, 58, 56–69. <https://doi.org/10.1016/j.trf.2018.05.008>
- Fatmawati, I., & Amudi, N. Al. (2023). How Do Product Positioning and Consumer Knowledge of Green Brands Lead To Purchase Decisions? *Indonesian Journal of Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.9.2.306>
- Ferreira, S., & Pereira, O. (2023). Antecedents of Consumers' Intention and Behavior to Purchase Organic Food in the Portuguese Context. *Sustainability (Switzerland)*, 15(12). <https://doi.org/10.3390/su15129670>
- Fontes, E., Moreira, A. C., & Carlos, V. (2021). The influence of ecological concern on green purchase behavior. *Management and Marketing*, 16(3), 246–267. <https://doi.org/10.2478/mmcks-2021-0015>
- Fu, L., Sun, Z., Zha, L., Liu, F., He, L., Sun, X., & Jing, X. (2020). *Environmental Awareness* and pro-environmental behavior within China's road freight transportation industry: Moderating role of perceived policy effectiveness. *Journal of Cleaner Production*, 252. <https://doi.org/10.1016/j.jclepro.2019.119796>
- García-Salirrosas, E. E., Escobar-Farfán, M., Gómez-Bayona, L., Moreno-López, G., Valencia-Arias, A., & Gallardo-Canales, R. (2023). Influence of *Environmental Awareness* on the willingness to pay for green products: an analysis under the application of the theory of planned behavior in the Peruvian market. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1282383>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. In *European Business Review* (Vol. 26, Issue 2, pp. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hamann, K. R. S., Wullenkord, M. C., Reese, G., & van Zomeren, M. (2024). Believing That We Can Change Our World for the Better: A Triple-A (Agent-Action-Aim) Framework of Self-Efficacy Beliefs in the Context of Collective Social and Ecological Aims. In *Personality and Social Psychology Review* (Vol. 28, Issue 1, pp. 11–53). SAGE Publications Inc. <https://doi.org/10.1177/10888683231178056>
- Hoang Yen, N. T., & Hoang, D. P. (2023). The formation of attitudes and intention towards green purchase: An analysis of internal and external mechanisms. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2192844>

- Hoffmann, T., Bakhit, M., & Michaleff, Z. (2022). Shared decision making and physical therapy: What, when, how, and why? *Brazilian Journal of Physical Therapy*, 26(1), 100382. <https://doi.org/https://doi.org/10.1016/j.bjpt.2021.100382>
- Hudayah, S., Ramadhani, M. A., Sary, K. A., Raharjo, S., & Yударuddin, R. (2023). Green perceived value and green product purchase intention of Gen Z consumers: Moderating role of environmental concern. *Environmental Economics*, 14(2), 87–102. [https://doi.org/10.21511/ee.14\(2\).2023.07](https://doi.org/10.21511/ee.14(2).2023.07)
- Islam, J. U., Thomas, G., & Albishri, N. A. (2024). From status to sustainability: How social influence and sustainability consciousness drive *Green Purchase Intentions* in luxury restaurants. *Acta Psychologica*, 251. <https://doi.org/10.1016/j.actpsy.2024.104595>
- 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>
- Kamalanon, P., Chen, J. S., & Le, T. T. Y. (2022). “Why do We Buy Green Products?” An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior. *Sustainability (Switzerland)*, 14(2). <https://doi.org/10.3390/su14020689>
- Khan, A., Sattar, A., Alnafisah, H., & Fatima, N. (2025). Do environmental taxes and green technological innovation represent the crux of environmental sustainability? Insights from OECD region with MMQR approach. *Frontiers in Environmental Science*, 13. <https://doi.org/10.3389/fenvs.2025.1537535>
- Khan, M. A. S., Du, J., Malik, H. A., Anuar, M. M., Pradana, M., & Yaacob, M. R. Bin. (2022). *Green Innovation* practices and consumer resistance to *Green Innovation* products: Moderating role of environmental knowledge and pro-environmental behavior. *Journal of Innovation and Knowledge*, 7(4). <https://doi.org/10.1016/j.jik.2022.100280>
- Kim, Y., & Choi, S. M. (2005). Antecedents of green purchase behavior: An examination of collectivism, environmental concern, and PCE. In *Advances in Consumer Research* (Vol. 32). <https://www.researchgate.net/publication/233894746>
- Klößner, C. A., & Blöbaum, A. (2010). A comprehensive action determination model: Toward a broader understanding of ecological behaviour using the example of travel mode choice. *Journal of Environmental Psychology*, 30(4), 574–586. <https://doi.org/10.1016/j.jenvp.2010.03.001>
- Koenig-Lewis, N., Palmer, A., Dermody, J., & Urbye, A. (2014). Consumers' evaluations of ecological packaging – Rational and emotional approaches.

*Journal of Environmental Psychology*, 37, 94–105.  
<https://doi.org/https://doi.org/10.1016/j.jenvp.2013.11.009>

- Laheri, V. K., Lim, W. M., Arya, P. K., & Kumar, S. (2024). A multidimensional lens of environmental consciousness: towards an environmentally conscious theory of planned behavior. *Journal of Consumer Marketing*, 41(3), 281–297. <https://doi.org/10.1108/JCM-03-2023-5875>
- Laureti, T., & Benedetti, I. (2018). Exploring pro-environmental food purchasing behaviour: An empirical analysis of Italian consumers. *Journal of Cleaner Production*, 172, 3367–3378. <https://doi.org/https://doi.org/10.1016/j.jclepro.2017.11.086>
- Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing Intelligence & Planning*, 26(6), 573–586. <https://doi.org/10.1108/02634500810902839>
- Lestari, E. R., Hanifa, K. P. U., & Hartawan, S. (2020). Antecedents of Attitude Toward Green Products and its Impact on Purchase Intention. *IOP Conference Series: Earth and Environmental Science*, 515(1). <https://doi.org/10.1088/1755-1315/515/1/012073>
- Lestari, E. R., Septifani, R., & Nisak, K. (2021). Green awareness and green purchase intention: The moderating role of corporate image. *IOP Conference Series: Earth and Environmental Science*, 924(1). <https://doi.org/10.1088/1755-1315/924/1/012051>
- Li, J., Zhang, D., & Su, B. (2019). The Impact of Social Awareness and Lifestyles on Household Carbon Emissions in China. *Ecological Economics*, 160, 145–155. <https://doi.org/10.1016/j.ecolecon.2019.02.020>
- Li, S., Rasiah, R., Zheng, S., & Yuan, Z. (2023). Influence of Environmental Knowledge and Green Trust on Green Purchase Behaviour. *Environment-Behaviour Proceedings Journal*, 8(26), 353–358. <https://doi.org/10.21834/e-bpj.v8i26.5141>
- Liobikienė, G., Mandravickaitė, J., & Bernatoniene, J. (2016). Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study. *Ecological Economics*, 125, 38–46. <https://doi.org/https://doi.org/10.1016/j.ecolecon.2016.02.008>
- Long, R., Yuan, X., & Wu, M. (2024). Consumers' green product purchase intention considering para-social interaction: An experimental study based on live-streaming e-commerce. *Journal of Cleaner Production*, 481. <https://doi.org/10.1016/j.jclepro.2024.144169>
- Lou, X., & Li, L. M. W. (2021). The relationship between identity and environmental concern: A meta-analysis. *Journal of Environmental Psychology*, 76, 101653.

<https://doi.org/https://doi.org/10.1016/j.jenvp.2021.101653>

- Martínez-Ros, E., & Kunapatarawong, R. (2019). Green Innovation and knowledge: The role of size. *Business Strategy and the Environment*, 28(6), 1045–1059. <https://doi.org/https://doi.org/10.1002/bse.2300>
- McCarty, John A., & Shrum, L.J. (2001). The Influence of Individualism, Collectivism, and Locus of Control on Environmental Beliefs and Behavior. *Journal of Public Policy & Marketing*, 20(1), 93–104. <https://doi.org/10.1509/jppm.20.1.93.17291>
- Mongula, A., Masnita, Y., & Kurniawati, K. (2023). Environmental Concern: Does It Drive Green Purchase Intention Of Sustainable Packaging? *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 12(3), 290. <https://doi.org/10.26418/jebik.v12i3.67498>
- 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/https://doi.org/10.1016/j.jretconser.2016.05.006>
- Munshi, J. (n.d.). *A Method For Constructing Likert Scales*. <http://ssrn.com/abstract=2419366>
- Nam, C., Dong, H., & Lee, Y. A. (2017). Factors influencing consumers' purchase intention of green sportswear. *Fashion and Textiles*, 4(1). <https://doi.org/10.1186/s40691-017-0091-3>
- Nayum, A., & Klöckner, C. A. (2014). A comprehensive socio-psychological approach to car type choice. *Journal of Environmental Psychology*, 40, 401–411. <https://doi.org/https://doi.org/10.1016/j.jenvp.2014.10.001>
- Nguyen, P. H., Nguyen, D. N., & Nguyen, L. A. T. (2023). Quantitative insights into *Green Purchase Intentions*: The interplay of health consciousness, altruism, and sustainability. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2253616>
- Nguyen, T. N., Lobo, A., & Greenland, S. (2016). Pro-environmental purchase behaviour: The role of consumers' biospheric values. *Journal of Retailing and Consumer Services*, 33, 98–108. <https://doi.org/https://doi.org/10.1016/j.jretconser.2016.08.010>
- Nguyen, T. T. H., Yang, Z., Nguyen, N., Johnson, L. W., & Cao, T. K. (2019). Greenwash and green purchase intention: The mediating role of green skepticism. *Sustainability (Switzerland)*, 11(9). <https://doi.org/10.3390/su11092653>
- Nguyen, X. H., Nguyen, T. T., Anh Dang, T. H., Dat Ngo, T., Nguyen, T. M., & Anh Vu, T. K. (2024). The influence of electronic word of mouth and perceived value on green purchase intention in Vietnam. *Cogent Business*

*and Management*, 11(1). <https://doi.org/10.1080/23311975.2023.2292797>

- Nur, A., Putri, D., Sugandini, D., & Sutiono, H. T. (2024). Green Marketing and *Green Innovation* on Green Purchase Intention Through Green Brand Image in Consumer Skincare. In *West Science Business and Management* (Vol. 2, Issue 02).
- Ofstad, S. P., Tobolova, M., Nayum, A., & Klöckner, C. A. (2017). Understanding the mechanisms behind changing people's recycling behavior at work by applying a comprehensive action determination model. *Sustainability (Switzerland)*, 9(2). <https://doi.org/10.3390/su9020204>
- Palomino Rivera, H. J., & Barcellos-Paula, L. (2024). Personal Variables in Attitude toward Green Purchase Intention of Organic Products. *Foods*, 13(2). <https://doi.org/10.3390/foods13020213>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/https://doi.org/10.1016/j.jretconser.2015.11.006>
- Prakash, G., Sharma, S., Kumar, A., & Luthra, S. (2024). Does the purchase intention of green consumers align with their zero-waste buying behaviour? An empirical study on a proactive approach towards embracing waste-free consumption. *Heliyon*, 10(3). <https://doi.org/10.1016/j.heliyon.2024.e25022>
- Prentice, C., Weaven, S., & Wong, I. A. (2020). Linking AI quality performance and customer engagement: The moderating effect of AI preference. *International Journal of Hospitality Management*, 90, 102629. <https://doi.org/https://doi.org/10.1016/j.ijhm.2020.102629>
- Prigita, M., & Alversia, Y. (2022). Toward Consumer Sustainable Consumption: Examining Factors Influencing Green Product Purchase Intention. In J. L. Reis, E. P. López, L. Moutinho, & J. P. M. dos Santos (Eds.), *Marketing and Smart Technologies* (pp. 307–317). Springer Nature Singapore.
- Purboyo, P., & Firdaus, M. R. (2024). Exploring Green Consumerism: The Impact of Environmental Knowledge, Social Influence, and Attitudes on Millennials' Purchase Intentions. *RSF Conference Series: Business, Management and Social Sciences*, 4(2), 29–38. <https://doi.org/10.31098/bmss.v4i2.895>
- Putu, N., Adnyani, M., Bagus, I., & Prianthara, T. (2024). Purchase Intention Among Generation Z: Product Innovation, Green Marketing, Brand Awareness, And Brand Image. *Eduvest-Journal of Universal Studies*, 4(6), 4698–4749. <http://eduvest.greenvest.co.id>

- Safari, A., Salehzadeh, R., Panahi, R., & Abolghasemian, S. (2018). Multiple pathways linking environmental knowledge and awareness to employees' green behavior. *Corporate Governance: The International Journal of Business in Society*, 18. <https://doi.org/10.1108/CG-08-2016-0168>
- Schwartz, S. H. (1977). Normative Influences on Altruism<sup>11</sup>This work was supported by NSF Grant SOC 72-05417. I am indebted to L. Berkowitz, R. Dienstbier, H. Schuman, R. Simmons, and R. Tessler for their thoughtful comments on an early draft of this chapter. In L. Berkowitz (Ed.), *Advances in Experimental Social Psychology* (Vol. 10, pp. 221–279). Academic Press. [https://doi.org/https://doi.org/10.1016/S0065-2601\(08\)60358-5](https://doi.org/https://doi.org/10.1016/S0065-2601(08)60358-5)
- Setiawan, B., Sumurung, H., & Salwa, N. (2024). Influence Of *Green Innovation* On Consumer Purchase Intentions For Eco- Friendly Products. *Riset*, 6(1), 001–015. <https://doi.org/10.37641/riset.v6i1.2080>
- Shang, T., Wu, H., Wang, K., Yang, D., Jiang, C., & Yang, H. (2024). Would the shipping alliance promote or discourage green shipping investment? *Transportation Research Part D: Transport and Environment*, 128. <https://doi.org/10.1016/j.trd.2024.104102>
- Simanjuntak, M., Nafila, N. L., Yulianti, L. N., Johan, I. R., Najib, M., & Sabri, M. F. (2023). Environmental Care Attitudes and Intention to Purchase Green Products: Impact of Environmental Knowledge, Word of Mouth, and Green Marketing. *Sustainability (Switzerland)*, 15(6). <https://doi.org/10.3390/su15065445>
- Stanton, J. V., & Cook, L. A. (2019). Product knowledge and information processing of organic foods. *Journal of Consumer Marketing*, 36(1), 240–252. <https://doi.org/10.1108/JCM-07-2017-2275>
- Straughan, R. D., Roberts, J. A., & Mays, W. A. (n.d.). *Environmental segmentation alternatives: a look at green consumer behavior in the new millennium*. <http://www.emerald.com/jcm/article-pdf/16/6/558/1303561/07363769910297506.pdf>
- Suki, N. M. (2013). Green Awareness Effects On Consumers' Purchasing Decision: Some Insights From Malaysia. In *IJAPS* (Vol. 9, Issue 2).
- Tafiana, A. K., & Tantra, T. (2023a). Pengaruh *Environmental Awareness* terhadap *Green Purchase Intentions* yang Dimediasi oleh Green BeautyProduct Knowledge dan *Environmental Concerns* pada Green Beauty Produk Garnier. *Jurnal Ilmu Manajemen*.
- Tafiana, A. K., & Tantra, T. (2023b). Pengaruh *Environmental Awareness* terhadap *Green Purchase Intentions* yang Dimediasi oleh Green BeautyProduct Knowledge dan *Environmental Concerns* pada Green Beauty Produk Garnier. *Jurnal Ilmu Manajemen*.

- Tang, Z., Zhou, Z., & Warkentin, M. (2022). A contextualized comprehensive action determination model for predicting consumer electronics recommerce platform usage: A sequential mixed-methods approach. *Information & Management*, 59(3), 103617. <https://doi.org/https://doi.org/10.1016/j.im.2022.103617>
- Tanner, C., & Wölfling Kast, S. (2003). Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. *Psychology & Marketing*, 20(10), 883–902. <https://doi.org/https://doi.org/10.1002/mar.10101>
- Tu, Y., & Wu, W. (2021). How does *Green Innovation* improve enterprises' competitive advantage? The role of organizational learning. *Sustainable Production and Consumption*, 26, 504–516. <https://doi.org/10.1016/j.spc.2020.12.031>
- Utami, H. Y., Natassia, R., & Syahrul, A. R. (2022). Green Brand Inovativeness, Green Knowledge dan Utilitarian Enviromental Benefits terhadap Green Perceived Value. *Jurnal Ekobistek*, 150–155. <https://doi.org/10.35134/ekobistek.v11i2.340>
- Valdelomar-Muñoz, S., & Murgado-Armenteros, E. M. (2024). *Environmental Concerns* of Agri-Food Product Consumers: Key Factors. *Agriculture (Switzerland)*, 14(7). <https://doi.org/10.3390/agriculture14071197>
- van den Broek, K. L., Walker, I., & Klöckner, C. A. (2019). Drivers of energy saving behaviour: The relative influence of intentional, normative, situational and habitual processes. *Energy Policy*, 132, 811–819. <https://doi.org/https://doi.org/10.1016/j.enpol.2019.06.048>
- Wang, H., Ma, B., & Bai, R. (2019). How Does *Green product knowledge* Effectively Promote Green Purchase Intention? *Sustainability*, 11(4), 1193. <https://doi.org/10.3390/su11041193>
- Widi, R. N., & Ramli, Y. (2024). The Influence of Green Product, Environmental Concern, and Green Trust on Tupperware's Green Purchase Intention (Study on Ciledug Society). *Journal of Sustainable Economic and Business*, 1(1), 1–11. <https://doi.org/10.70550/joseb.v1i1.5>
- Wijekoon, R., & Sabri, M. F. (2021). Determinants that influence green product purchase intention and behavior: A literature review and guiding framework. In *Sustainability (Switzerland)* (Vol. 13, Issue 11). MDPI AG. <https://doi.org/10.3390/su13116219>
- Wu, Q., Xie, S., Wang, S., Zhou, A., Abruquah, L. A., & Chen, Z. (2024). Effects of *Environmental Awareness* training and environmental commitment on firm's *Green Innovation* performance: Empirical insights from medical equipment suppliers. *PLoS ONE*, 19(3 March). <https://doi.org/10.1371/journal.pone.0297960>

- Xie, J., Nozawa, W., Yagi, M., Fujii, H., & Managi, S. (2019). Do environmental, social, and governance activities improve corporate financial performance? *Business Strategy and the Environment*, 28(2), 286–300. <https://doi.org/10.1002/bse.2224>
- Yadav, R., & Pathak, G. S. (2017). Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. *Ecological Economics*, 134, 114–122. <https://doi.org/10.1016/j.ecolecon.2016.12.019>
- Zameer, H., Wang, Y., & Yasmeeen, H. (2020). Reinforcing green competitive advantage through green production, creativity and green brand image: Implications for cleaner production in China. *Journal of Cleaner Production*, 247, 119119. <https://doi.org/https://doi.org/10.1016/j.jclepro.2019.119119>
- Zameer, H., & Yasmeeen, H. (2022). Green Innovation and Environmental Awareness driven Green Purchase Intentions. *Marketing Intelligence and Planning*, 40(5), 624–638. <https://doi.org/10.1108/MIP-12-2021-0457>
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732–743. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.10.053>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.644020>
- Zsóka, Á., Szerényi, Z. M., Széchy, A., & Kocsis, T. (2013). Greening due to environmental education? Environmental knowledge, attitudes, consumer behavior and everyday pro-environmental activities of Hungarian high school and university students. *Journal of Cleaner Production*, 48, 126–138. <https://doi.org/https://doi.org/10.1016/j.jclepro.2012.11.030>