

Consumer Awareness And Attitude Towards Green Marketing Approach-Oriented Buying Perspectives

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Abstract

We All Know That Ignoring The Impact We Choose To Wreak On Our Planet Is Becoming Tougher. This Insatiable Appetite For Consumption Is Jeopardising The Planet's Supplies' Protracted Sustainability; Therefore, We Must Take A Step Back And Reconsider Our Lifestyles. A Cultural Revolution Is Required In Which Individuals Adjust Their Lifestyles To Environmentally Beneficial Behaviours. It Used To Be A Campaign That Has Evolved Into A Duty Shared By All Consumers And Companies. Increasing Civic Knowledge Of Several Ecological Matters Has Caused A Variation In Consumer Intention. Buyer Insights Regarding Existing Sustainable Living Have Changed. Customers Are Currently Endeavouring To Diminish Their Ecological Consequences. This Is Not Widespread, And It Is Still Emerging. Industries And Organizations, On Either Extreme, Have Observed This Alteration In Buyer Sentiments And Therefore Are Trying To Acquire A Modest Gain In The Marketplace By Using The Green Market's Possibilities. The Present Research Provides The Notion Of Green Marketing And Investigates How Different Customer Traits Are Linked To The Application Of Sustainable Marketing. The Theoretical Foundation Is Supplied, And The Data Is Examined Using The Conceptual Framework.

Keywords: Green Marketing, Eco Labelling, Eco Packaging, Eco Branding, Consumer Attitude, Consumer Behaviour.

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I. Introduction

Although global trade maintains apace across the globe, it has also associated with it several challenges. Worries about the ecosystem are now at the front line of such problems and negatively influence all living creatures. Such ecological concerns have been more prevalent; therefore, individuals have begun discussing their negative consequences. Buyers are increasingly sensitive about the earth and mankind as a consequence of this; therefore, they prefer ecologically friendly products in the market. Organizations have started to create marketing methods to respond to rising awareness of environmental sustainability in reaction to these customer attitudes^[1]. Concerns have implemented environmental strategies in their valuing, advertising, and merchandise characteristics, including supply operations as a consequence of such marketing techniques, which are referred to as green marketing. Assumed that trades are socioeconomic institutions, it is improbable that they would remain unconscious to "Environmental Awareness" which may encourage buyer behaviour. Individuals that are environmentally concerned get in touch with marketing specialists. The earlier image of companies as profit-driven firms soon makes the ground for a new image of companies as ethically responsible corporations^[2]. With the exception of manufacturing green goods and aiming for eco-friendly markets, a basic hold of "environmentally friendly" must be fixed in the nation of the company. Below the given figure shows the green marketing approach and its model that works.

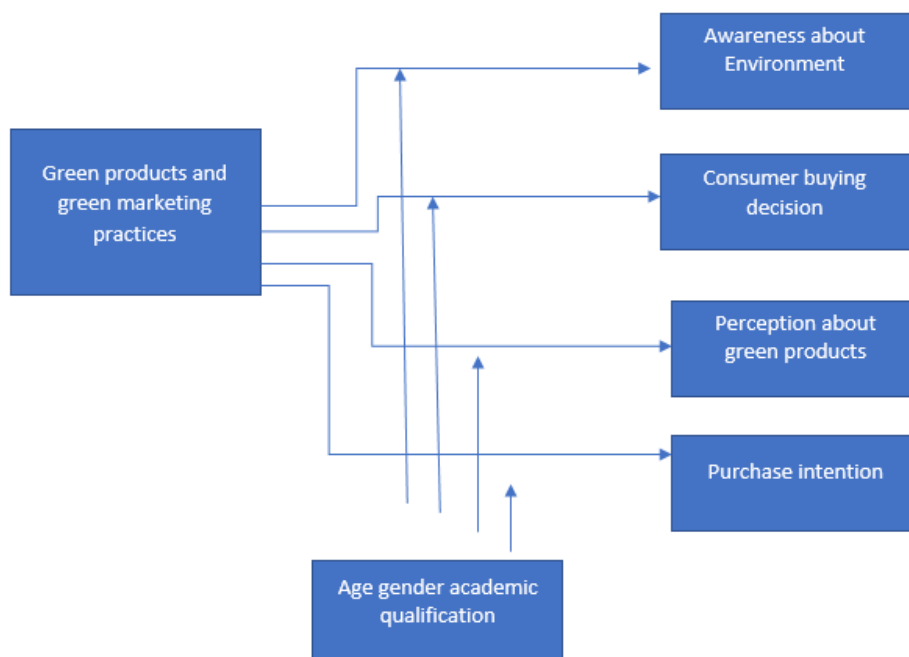


Figure 1: Green Marketing Approach

Green marketing, on either side, is a much wide-ranging description of marketing behavior that could be applicable to consumer products, manufactured equipment, and sometimes even services. The phrase "green marketing" was originally explored in 1975 at an "American Marketing Association (AMA)" meeting on "ecological marketing," so it soon grew grip in academia. At this conference, academics, bureaucrats, and other attendees explored the impact of marketing on the natural environment: research on the harmful and beneficial impacts of marketing on environmental degradation, energy use, and other resource usages^[3]. To manufacture consumer-friendly items, reasonable costs and eco-friendly products that cause less harm are crucial. To create a high-quality reputation, concern for the environment and, consequently, the creation of environmentally sustainable items are required.

II. Awareness and Attitude of Consumers

Consumer Attitude towards the Environment

Ecological perspective is stated as a person's understanding of the ecosystem's preservation and development. In respect to the existing link between attitude toward the surroundings and the resulting conduct, contradictory data have been reported. Several academic data have shown that the relationship is tenuous at best. Green marketing is influenced by the consumer's attitude toward the ecology. Corporations will not undertake the extra effort to deliver green products and services unless there is significant demand for this shift in client mindsets^[4]. In terms of recognising the link between ecological behaviour and attitude, two distinct features may be looked at depending on this corroboration:

- More research on the link between behavior and attitude is required.
- Need to find additional factors that act as a mediating factor for both of these characteristics.

Below given graph clearly shows consumer's believe in the concept of green marketing.

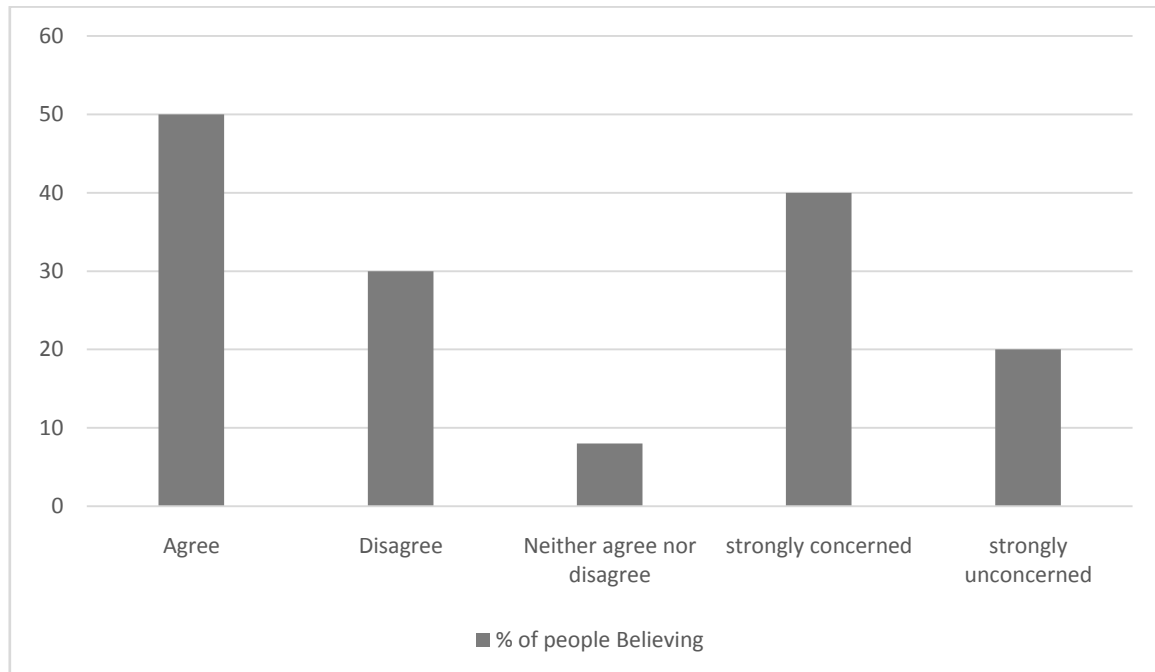


Figure 2: Consumer buying behaviour to green marketing

The Severity of Environmental Issues as Considered

Several kinds of research have been led on the subject of the apparent importance of environmental concerns. Almost all of this research engrossed in assessing the individuals' insights of the subject, its intensity, and how much it varied from other values. The investigations discovered that air pollution, sewer systems, and water quality were among the most prevalent issues. Individuals in Asian countries were more concerned about such subjects than their contemporaries in those other Western countries. Another description seems to be that Asians have a more unfavourable perception of their surrounding people than their Western or European peers. In current years, much emphasis has been placed on the influence of communication on the audience's perception of the gravity of ecological threats. Moser and Uzzell's study are an instance of one such investigation^[4]. The researchers of such research claimed that the approach the media perceives levels of pollution has an impact on the viewers. Especially opposed to males, females were more sensitive to the hazards resulting from climate change and other linked toxic waste, according to research on the assessment of environmental challenges. Females were also much more concerned about numerous adverse effects that climate change may have on their relatives' health and wellbeing of their relatives. Companies have started to recognise buyers' behaviour toward ecological concerns and, as a result, have begun to offer 'Green' product lines as an option to consumers. Organizations employ green marketing to promote consciousness and illustrate that people who care about the environment can address many issues.

Perceived Environmental Responsibility

As shown in research, Hong Kong residents have become significantly more educated in recent years, especially in matters concerning ecological difficulties. This demonstrates that Hong Kong residents are much more cautious when it concerns environmental protection. Moreover, they were increasingly conscious of the issues, and their feeling of personal responsibility for taking remedial action was notably low. On the one extreme, people wanted their state to take complete accountability for providing that all environmental issues were remedied by more aggressive government policies, while on the other side, many were unwilling to implement the country's suggestions to enhance the quality of the environment^[5]. Women showed greater levels of felt individual duty for environmental conservation than men, according to Zelezny's research. The standard engagement paradigm, which emerged in the social-psychological setting, explains much of the gender differences with regard to environmental stewardship. Most users are more likely to adopt beneficial conduct only when they are made aware of the serious consequences of environmental disruption and feel entirely liable for their involvement in the ongoing damage to the environment^[6]. Ecological conduct includes a moral component in that it may need a considerable mindset and the willingness to forego relaxation for preferred acts to protect the environment for the long-term benefit of the earth and beliefs about humans. Women have a greater potential to take responsibility and accountability for global concerns and create a better moral society.

III. Consumers Buying Intentions

It should be mentioned that customer desire is very important in marketing efforts. Buying intention relates to what people are considering and planning to buy. Consumers' behavioral intentions are the potential actions that inspire customers' engagement or choice to acquire a certain good. On the other hand, behavioral intention is characterised as "signs of how difficult individuals are prepared to attempt, about how much effort they intend to spend, in attempt to do the activity." Due to environmental goals like the search for healthy foods, environmental awareness, and stability, customers again select the product to purchase. The trend typically determines a shift in consumer behaviour^[7]. Personal marketing behaviour affects a user's capacity to consider the product, cost, worth, and accessibility as competing goods. To promote an eco friendly living, it is necessary to raise understanding and encourage the use of green goods, which will result in a switch from traditional to sustainable products.

Green items are said to significantly impact total green buying intentions. Consumers' green purchasing intention (GPI) significantly influences their green buying behaviour. Because customers are concerned about the environment, they aim to purchase GPs to avoid destroying the ecology and preserve it for future generations^[8]. More crucially, consumers' knowledge of green products and their cost, accessibility, worth, and reliability may significantly impact their GPI. In summary, customers who care about the planet are willing to pay extra for green items if they are aware of their environmental claims, better worth, excellent quality, practical qualities, environmental issues, and efficiency. As a result, consumers' knowledge of green products should be raised to encourage them to participate in GPI and subsequent green consumption.

IV. A Relationship between Independent Variables and Demographic Factors

Gender

When it came to gender, the findings were quite constant. Women were shown to be more inclined than men to engage in ecofriendly actions in seven research. Men were shown to be more inclined to eat green health food items in one research, whereas gender was not shown to be important in another. Gender has an influence on environmental consumer behaviour. In every study he conducted, he discovered that women did more ECCB. This research is discussed under the heading of age. One research looked at how customer demographic variables and product engagement influenced Hong Kong residents' health food intake and the link between value, attitude, and behavior. The author employed two-item Likert-type scales to determine the regularity of green product usage and the degree of information seeking connected to green goods^[9]. Men conducted more comprehensive searches for green product details and bought green items more often. According to Laroche's study, women were more ready to purchase ecofriendly items.

Women were ready to pay extra for ecologically friendly fruits, according to Loureiro's research. Gender was shown to be substantially linked with ECCB in another research. As psycho-graphic factors were included in the study, gender was no longer important.

Anderson and Hansen asked college students to rate eight different models of a wood CD rack that differed in environmental accreditation, shelf flexibility, wood kind, storage space, and pricing^[10]. Researchers divided the students into groups based on their essential quality to them. Women are considerably more likely than males to rank ecological certifications as essential.

Income

Several research indicated substantial differences in eco-friendly habits depending on wealth. Several studies revealed that greater income levels had been associated with more eco-friendly actions, whereas another study found that lower-income ranges were much more likely to display similar behaviours. Roberts discovered that people with lower income brackets were more inclined to engage in environmentally friendly purchasing habits^[11]. This research is discussed under the heading of age. Some other research looked at how customer demographics and product participation influenced the value-attitude-behavior link in the context of clinical food intake. Men conducted a more in-depth search for green product details and bought green health food items more often. In a repeat of Roberts' research, Straughan and Roberts discovered that persons with lower income brackets were more inclined to interact in environmentally beneficial actions^[12]. This research is discussed under the heading of age. According to the above-mentioned research by do Paco, Portuguese customers with higher incomes are more inclined to engage in ecologically beneficial habits. This research is discussed under the heading of age. Meyer looked at people's willingness to spend higher taxes for environmental preservation in general and their readiness to spend more for a gadget that reduced Emissions of CO₂ or fuel that created less Carbon dioxide^[13]. The study discovered that people with higher incomes in Switzerland were more prepared to pay extra for eco-friendly items or services.

Education

Education had the steadiest effects. In the examined research, those with a higher level of literacy were found to be more likely to participate in environmentally friendly activities, whereas one research found no significant variation^[14]. Highly educated customers were more prone to respond to eco-friendly items, according to Chan's research on the purchasing behaviour of "Canadian and Hong Kong consumers", discussed above under age. Robert's countrywide study, which he detailed under age, revealed that education had an influence on environmentally conscious customer behaviour. When behavioral factors were added to the equation, the educational influence became non-significant^[15]. According to the research by do Paco mentioned above, under age, persons in the cluster with the greatest educational levels expressed the most concern for the planet.

Social Status

Consumers' conduct is inextricably linked to their interactions with others, shaping their social characteristics. The notion of the "economic man" stated that individuals would make sensible behaviour choices after evaluating the benefits and drawbacks; however, the characteristics of the "social man" ascertain that individuals are destined to fail to be impacted by their social context and the organisations around them when attempting to make behaviour choices, with social culture having the most profound influence^[16]. In general, customers who value cooperation are more prone to shop for environment-friendly products than those who value individuality. Buyers that prioritize vertical cooperation, for instance, believe that their ecological behaviour influences social groupings; therefore, they are more ready to embrace sustainable consumption to lead by example. Halder studied customers in numerous European nations and discovered that individuals who prioritize communal and long progress had a greater green behaviour inclination than others who value individuality and short-term growth^[17].

Fleith and Duarte's investigation of Indian citizens' green buying intentions backed this conclusion. Contrary to inhabitants in Western nations who prioritise their interests, People in china prioritise their personal and collective goals. They do what others anticipate of them to accommodate into the social circle^[18]. Contrary to alternative types of wealth, social status is founded on social interactions and is often employed for a clear objective. Social media exposure often influences customers' attitudes about protection of the environment items. The positive image built by mass communication is a major component affecting customers' buy intentions of protection of the environment food, particularly for food goods^[19]. For instance, in the gourmet Meituan app's marketing approach, the remarks of customers who have bought their items are their finest advertising; they have such a high level of trust for new customers of specific goods.

Green Marketing Approach

Eco-Branding

It's reasonable to assume you've heard words like "eco-friendly," "eco-conscious," "sustainability," "going green," "recyclable," "low energy," and so forth. The phrase "Eco Branding" is pretty recent to the ecosphere and the marketing industry^[20]. As public knowledge of the earth's natural sustainability grows, the phrase is continuously evolving. In its most foundational sense, Eco branding is a method of communicating and marketing environmental concerns and objectives between businesses and customers. Eco branding is a promotional strategy that enables businesses to communicate and advertise their commitment to environmental conservation. Goods, campaign content, corporate activities, and other efforts for the environment's welfare may all be used to identify an eco brand. Green branding includes things like packaging, marketing, and the brand's image. It is the most easy approach of judging whether or not a company is environmentally conscious^[21]. Businesses who have taken initiatives to improve the environment may display and promote their efforts in order to get access to eco-market sectors. Such firms often use terms, certifications, and other means to designate their business as eco-friendly and eco-aware on the packaging of their goods, including promotions.

Businesses' actions and positions may also be considered eco branding. Whereas a service or product may not always be eco-friendly, businesses may nevertheless opt to support charities that help the cause^[22]. That's where eco branding comes in, allowing businesses to share their activities with their audiences to teach and urge their followers to do the same. Furthermore, brands have an impact on the culture and also how civilization adjusts. A firm's strong position on a specific environmental problem, endeavour, or campaign may also be considered eco branding^[23-24]. This may be accomplished via events, fundraisers, revenue donations, collaborations, and other tying their company to an environmental problem or cause. Consumers seek businesses that are engaged and participate in eco branding.

Eco-Labeling

The beginnings of ecolabelling may be traced back to authorities, corporations, and the common citizenry's rising interest in environmental conservation across the world. As corporate firms realised that environmental issues might be converted into a market position for specific items, various ecological

statements, including assertions, appeared on and in relation to particular goods, mainly in industrialised nations^[25]. Labels with promises like "recyclable," "eco-friendly," "low energy," and "recycled material" were among them. Consumers who were seeking strategies to lessen negative ecological consequences via their purchase decisions were drawn to items with such labelling. On the other hand, such labeling posed a risk of customer confusion. Customers could not be convinced that the firms' claims ensured that each marked item was an ecologically better choice without regulating standards and scrutiny by an impartial third party^[26]. Because of this need for reliability and fairness, corporate and governmental organisations that provide third-party labelling have sprung up. In many cases, such labelling took the shape of eco-labels issued by regional and national programmes, and it remains to provide it.

Several third-party labelling techniques exist or are being created throughout the globe that is "hybrids" of ecolabelling since they have smaller foci than a traditional ecolabelling program. Such different initiatives concentrate on a specific industry, solve a particular environmental impact, or apply to a particular life cycle stage. It's worth noting that similar "Type I" systems have indeed been devised and deployed to handle and identify more than only environment performance factors^[27-28]. In a normal ecolabelling program, an autonomous body determines product lines, including eco-labeling standards, with the help of a technical advisory committee. When one categorization is identified, a life cycle analysis is usually performed. The collection, production, delivery, consumption, and removal of raw materials may all be examined. The standards are then developed using the distinguishing characteristics as a foundation. Companies who wish to be a part of an eco-labeling scheme must apply and submit their goods for third-party testing and certification^[29]. If accepted, the businesses must pay licensing costs in exchange for the right to use the system's unique ecolabel sign for a certain length of time. Its application of the ecolabel is typically limited to the authorised product(s), and the governing body is generally in charge of monitoring it.

Eco-Packaging

Green packaging is critical for reducing pollution and waste while promoting sustainable growth. Green packaging, often denoted as "eco-green packaging, eco-friendly packaging, sustainable packaging, or recyclable packaging", uses eco-friendly resources for packaging though keeping in mind that goods must be practical and secure for human and environmental health^[30]. The scientific studies on green packaging that have been released may be divided into two categories based on if they are addressed from the customer's or the firm's viewpoint. Bear in mind that customers and legislation are two major reasons driving organisations to accept ground-breaking "green packaging" solutions^[31]. In truth, authorities are urging firms to support eco-friendly packaging due to consumers' increasing importance on the environment and new laws, regulations, taxes, and other measures targeted at keeping packaging more eco-friendly. Guidelines adopted by the European Union, for instance, require member nations to implement legislative actions on packaging waste disposal^[33]. Some other instance is "Japan's Containers and Packaging Recycling Law", which mandates that towns gather and store plastic containers that have been segregated from solid trash.

Green packaging is a novel idea that has received a lot of interest in recent times. Furthermore, it is a critical problem that must be addressed in an attempt to achieve the Sustainable Development Objectives, since it has both economic and social repercussions. According to several studies reviewed, most of the investigation on green packaging focuses on the package's content and manufacturing^[34-35]. Additional studies looked at particular themes such packaging's influence on the distribution chain, the life cycle assessment, marketing, including consumer behaviour. To our understanding, though, no research assessment on green packaging addressing various consumer and business aspects has been conducted.

V. Conclusion

As a consequence of industrialization and technological growth, human desires have grown increasingly diversified. Our planet's natural resources have been exhausted and damaged due to the expanded diversity of demands. Environmental damage and pollution caused by the usage of environmental assets have a detrimental impact on human existence. Mankind has been on the lookout for ways to secure its survival and live in hospitable conditions for millennia. Because they are worried about environmental concerns like as pollution and global warming, consumers have begun to examine whether the objects they buy are environmentally friendly or not in addition to the value and quality of the goods. Corporations have started to modify their production and product introduction, and as a consequence, marketing strategies as person's knowledge of ecological concerns have risen. They started developing ecologically responsible things and aimed to bring the concept of 'Green Marketing' to clients. The purpose of this study is to see if there is a link between environmental consciousness, eco-friendly product benefits, green price levels, green brand advertisement, and buying behaviour of customers due to demographic characteristics of customers, and, if there is, to expose the direction and level of that link and thus offer advice to companies that produce eco-safe packaging.

As a result of the research conducted in this study, we can infer that people are aware of environmentally friendly goods and also have a favourable attitude toward green marketing and green products. However, we should make an effort to raise knowledge to a higher degree. As a result, a broad range of environmentally friendly items is now accessible. Consumers' knowledge, on either side, was restricted to organic vegetables and consumables. Whenever it comes to making green spending decisions, customers consider the price. When green items are more costly, customers are less motivated to purchase them. As an outcome, steps should be taken to minimise the cost of ecologically friendly objects. Governments, NGOs, academic facilities, businesses, and the community should make constant attempts to boost consumer information and promote environmentally responsible purchasing habits.

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