

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Background

2.1.1 Environmentally Friendly Product

'Sustainable development' emerges as a result of awareness and concern for the environment that arises in society (Joshi & Rahman, 2015). Sustainable development emphasizes the importance of sustainability and encourages environmentally friendly innovation and green consumption (Joshi & Rahman, 2015).

Eco-innovation relies on implementing environmental conservation practices at all stages of the production of goods and services (Joshi & Rahman, 2015). Eco-innovation can also mean a product, service, process, or marketing method that has a new form of application or that has been upgraded or replaced to provide improvements to the environment (Sumrin et al., 2021). Meanwhile, green consumption relies on consumers' consideration of the impact on the environment from the stage of purchasing, using, to the disposal of products or the use of various environmentally friendly services (Joshi & Rahman, 2015). Responsible purchasing or consumption behavior becomes the starting point for sustainable development actions and prevention or reduction of environmental damage (Joshi & Rahman, 2016; Moser, 2015).

Purchasing decisions or responsible consumption behavior can be made by changing to products that are more environmentally friendly. This action is supported by the industry which is now paying more attention to packaging materials, pesticide use, and waste management (A. Kumar et al., 2021). The attention given by the industry is to produce green products or eco-friendly products. Eco-friendly products are products that are produced with a structured product development process and pay attention to their impact on the environment throughout their life cycle and have a minimal impact on environmental degradation (Cooper-Ordoñez et al., 2019). Eco-friendly

products often use other terms interchangeably, namely "environmental-friendly product", "ecological product", or "green product" (Naing, 2020).

2.1.2 Theory of Planned Behavior

Theory Planned Behavior (TPB) is a theory that is a further development of the previous theory, namely The Theory of Reasoned Action, proposed by Ajzen (1985). The Theory of Reasoned Action, commonly abbreviated as TRA, is a theory put forward by Fishbein and Ajzen (1975) that studies deeper through the psychological side of human behavior. In the Theory of Reasoned Action, Fishbein and Ajzen (1975) discuss human behavior by concentrating more on cognitive self-regulation which discusses the relationship between beliefs, attitudes, intentions, and behavior. Based on this TRA theory (Ajzen & Fishbein, 1980), it is known that an individual's intention is an important factor in a person's decision-making process to perform the behavior. The intention is indicated as the amount of desire or effort that a person exerts to try and perform a behavior (Ajzen, 1991). In this case, the intention is assumed to be influenced by two main factors, namely attitude and social norms (Joshi & Rahman, 2015b).

Theory of Planned Behavior (TPB) discusses human behavior in a more specific context to predict, understand, and explain human behavior to engage in various activities (Ajzen, 1991). In the previous theory, namely TRA, Ajzen and Fishbein only discussed behavioral intention, while in its development this time Ajzen is more concerned with behavioral intention and actual behavior (Lestari et al., 2020). According to the Theory of Planned Behavior, the stronger the intention of an individual to be involved, the more likely should be the behavior performance (Ajzen, 1991). Ajzen also added control beliefs – perceived behavior control – to the two previous salient beliefs, namely attitude and social norms, to become determinants that contribute to one's intentions and actions (Ajzen, 1991). These three factors are believed to represent people's actual control over their behavior (Ajzen, 1991).

Until now, the Theory of Reasoned Action (Ajzen & Fishbein, 1980) and Theory of Planned Behavior (Ajzen, 1985) are often used in various recent studies. Both theories are considered to provide a reasonable perspective on research questions related to understanding the decision-making process related to behavior (B. Kumar et al., 2017; Prakash & Pathak, 2017). Through recent studies, these two theories have become the basis for developing adapted learning and being extended with additional constructs to be more specific (Prakash & Pathak, 2017). Most of the Theory of Reasoned Action and Theory of Planned Behavior have been widely used in their development to explore various contexts related to the environment and the environmental protection concern (B. Kumar et al., 2017; Naing, 2020). The growing belief regarding the important impact of human behavior on the environment makes further understanding of human behavior as a consumer studied through attitudes, intentions, and actual behavior concerning green, ecological, or sustainable segments that are responsible for the environment (Joshi & Rahman, 2015b; Naing, 2020; Paul et al., 2016). In this study, the researcher added the variables of willingness to pay and environmental consciousness as additional extensions that are considered to affect consumer intentions to make green purchases according to Ajzen's Theory of Planned Behavioral theory.

2.1.3 Attitude

Attitude is the first conceptually determinant of intention mentioned in Ajzen's theory (1991). Attitude is mentioned as a behavioral belief of three salient beliefs which are assumed to have an influence on behavior (Ajzen, 1991). In his theory, namely the Theory of Planned Behavior (TPB), attitude is defined as the degree to which a person measures and evaluates the favorable and unfavorable aspects of the behavior in question (Ajzen, 1991). Not only towards the behavior but attitude also evaluates the behavior's outcomes (Prakash & Pathak, 2017). Attitude is considered to include judgments regarding whether the behavior under consideration is good or bad,

whether someone wants to do it, and even indicating the consequences that will be felt related to the behavior (Paul et al., 2016).

Furthermore, A. Kumar et al. (2021) state that attitude is a psychological tendency towards cognitive beliefs that are expressed by making related assessments and evaluations that can be positive or negative towards an idea, object, effort, or habit. Meanwhile, Ivancevich et al. (2014, p. 70) define attitude as a mental state of readiness that is learned through experience that is able to have a certain influence on a person's response to related people, objects, and situations.

In studies related to the scope of green, environmentally friendly, or environmentally responsible products, as in this study, attitude is associated with attitudes towards related types of products. Referring to Al Mamun et al. (2018), this study defines attitude as the level of assessment and evaluation, both positive and negative, on the benefits and performance related to purchasing behavior of environmentally friendly products (Al Mamun et al., 2018).

2.1.4 Subjective Norms

Subjective norms became the second predictor, which was mentioned by Ajzen (1991) in his theory regarding the factors that influence individual intentions and behavior. Subjective norms are the normative belief of the three salient beliefs, which state that the social side influences a person's behavior (Ajzen, 1991). Subjective norms themselves are highlighted are represented through the combined strength of normative beliefs, namely the possibility of approval to carry out certain behaviors from individuals or reference groups that are considered important, with people's motivation to comply (Ajzen, 1991). More mathematically, the subjective norms are explained as a function representation of a person's normative beliefs which refers to pressure from relevant others regarding behavioral options that should be performed multiplied by motivation or willingness to comply with salient referents (H. Han et al., 2010; Tan et al., 2017).

Subjective norms are defined by Ajzen (1991) as social pressure felt by a person to perform or not to perform certain behaviors. Therefore, subjective norms are often associated with social pressure or peer pressure, which is described as the pressure experienced by someone from the closest people such as family, relatives, friends, colleagues, or partners that can affect psychologically in terms of perceptions, attitudes, or behavior towards things (Lestari et al., 2020). Subjective norms are considered to capture the feelings that individuals feel regarding the social pressures they feel about a given behavior (Paul et al., 2016). The existence of social pressure from significant others causes subjective norms to be considered to encourage or inhibit a person's actual behavior (Tan et al., 2017). In other words, it refers to the possibility of approval or disapproval of certain behaviors that are referenced by significant referents to an individual (H. Han et al., 2010).

In line with what has been mentioned previously, Park (2000) in Prakash & Pathak (2017) states that subjective norms are perceived opinions from people who are considered important for an individual who can influence the individual's decision-making process. This study refers to the notion of subjective norm proposed by Bong Ko & Jin (2017), in which subjective norm is a belief or perception held by a person that appears significantly because of the influence of their social environment, such as through friends, society, or family.

2.1.5 Perceived Behavioral Control

Perceived behavioral control, commonly abbreviated as PBC, is the third predictor that is added to the extended Theory of Reasoned Action, Theory of Planned Behavior (TPB). PBC is based on control beliefs, one of the salient beliefs, that are considered determinants that apply to an individual's intentions, actions, and behavior (Ajzen, 1991). Based on Han et al. (2010), control beliefs refer to a person's perception and assessment of the

importance of the availability of required resources or opportunities for achieving results in performing certain behaviors.

Perceived behavioral control is considered an essential antecedent when it comes to behavior that is, in fact, partly under one's volitional control (Paul et al., 2016). PBC is closely related to situational and internal factors that facilitate a person's belief in carrying out certain behaviors so that the greater the control a person has over something he is considering, the more likely he is to do it (Alam et al., 2014 in Tan et al., 2017). The perception of high control that an individual has will continue to encourage the individual to try and succeed because he feels that with the resources and opportunities he has, the difficulties he will face can be overcome (Ramdhani, 2016). According to A. Kumar et al. (2021), PBC is the perception and belief possessed by an individual as a capacity that acts as the controller over the actions they take or the ability to carry out the behavior. Perceived behavioral control, in particular, assesses the perception of control that a person has and can exercise over factors that can facilitate or even limit the actions needed to deal with certain situations (H. Han et al., 2010).

Ajzen (1991) himself describes PBC as a sense of ease or difficulty felt in performing certain behaviors that are assumed to be reflected in past experiences along with anticipated obstacles and obstacles. The description of Perceived Behavioral Control (PBC) which refers to the definition described by Ajzen (1991) is also written in the research of Paul et al. (2016), which is the definition referred to in this study, namely PBC as a feeling related to the perceived ease or difficulty in carrying out a behavioral action that also reflects experiences from the past as well as obstacles to be anticipated.

2.1.6 Willingness to Pay

Willingness to pay (WTP) is understood as a monetary term for a measure of value related to the readiness or willingness of a person who has a maximum limit for each type of product, service, or experience of using it

(Namkung & Jang, 2017). This value is often linked to an economic resource, namely money or price. However, in reality, WTP is also influenced by other socio-economic factors possessed by an individual, such as age, gender, income, and education level (Vapa-Tankosić et al., 2020).

According to research by Sharaf and Isa (2017), price is considered an important factor for consumers regarding the level of purchase. Price has an essential influence in the process of consideration and decision-making that can act as a driver or a barrier to action, especially related to buying a product (A. Kumar et al., 2021). Price sensitivity is able to enlarge the attitude-behavior gap in terms of what refers to intentions and behavior (Joshi & Rahman, 2015b). Furthermore, in the context of a cost-benefit analysis, the WTP approach also relies on the preferences of individuals who are the best judges of their welfare, where WTP has to do with what someone pays for something, either goods or services, voluntarily in the sum of money (Markandya et al., 2019).

Boronat-Navarro and Pérez-Aranda (2020) considers that willingness to pay (WTP) can reflect the behavior of individuals who show their intention and conscious predisposition to pay a certain amount in the future for a product or service that is considered profitable. Therefore, willingness to pay (WTP) in this study is defined in line with the statement of A. Kumar et al. (2021), namely as the willingness of consumers to pay a certain amount of money, either at an affordable price or at a premium price, for the purchase of a particular product or service.

2.1.7 Environmental Consciousness

Environmental consciousness is a multidimensional concept of an individual's belief system consisting of cognitive, attitudinal, and behavioral components (Schlegelmilch et al., 1996). The cognitive component in environmental consciousness is related to the subjective knowledge possessed by consumers regarding the environmental consequences of all their actions, while the affective component is more directed at the level of

individual concern for the environment which can predict the attitudes and behavior of environmentally conscious consumers (Sharma & Bansal, 2013). According to A. Kumar et al. (2021), people who care about the environment will be willing to change their behavior for the sake of environmental protection.

"Environmental concern" itself refers to the level of people's awareness of environmental problems that indicates their efforts to support solutions to their solutions and or indicate their willingness to directly contribute personally (Dunlap & Jones, 2002 in Paul et al., 2016). Meanwhile, "environmental attitude" is a term "psychological tendency" which basically evaluates perceptions or beliefs related to the general level of concern for environmental welfare which is expressed by attitudes, intentions, and behavior (Sharma & Bansal, 2013). In other words, environmental consciousness is more specifically indicated by understanding the two terms that are considered important, namely "environmental concern" and "environmental attitude" which are usually used interchangeably and have the understanding as beliefs, influences, and intentions that a person has related to environmental activities or behavior (Chan et al., 2014 in Tan et al., 2017). The term was noted as the most popular variable used to study environmental behavior (Albayrak et al., 2013 in Tan et al., 2017).

Environmental consciousness in this study refers to the definition of environmental concern belonging to Naing (2020), namely as a person's level of emotional involvement in environmental problems that can create affective responses related to environmental protection in the form of a desire or motivation to solve environmental problems by involving themselves in efforts to purchase products that are more environmentally friendly.

2.1.8 Purchase Intention

The intention is assumed to be a combination of motivational factors with other additional factors (such as behavioral control) possessed by individuals that can affect actual performance in terms of carrying out certain

behaviors or specifically described by how far people will try, planning efforts, and do them (Ajzen, 1991). In the Theory of Reasoned Action (TRA), the intention is considered to be able to predict individual behavior and the magnitude of its possible performance through the magnitude of the strength of the intention involved (Ajzen, 1991). Therefore, the intention is one of the concepts that is considered important, especially in the marketing literature, to analyze more deeply related to the sale or repurchase of a product (Ali, 2011 in Naing, 2020).

Purchase intention (PI) owned by individuals is considered to represent consumers regarding what they will buy (Shi Wee et al., 2014), so purchase intention is defined as an individual intention that determines the entire final decision to buy a particular product compared to other available products (Sharaf & Isa, 2017). Consumers who have an intention to buy usually show a higher level of actual purchase compared to those who have no intention (Shi Wee et al., 2014). Shen and Chen (2020) define purchase intention as the probability that consumers will buy a certain product.

A trend is developing in today's society that is related to the use of products that are not too harmful to the environment (Naing, 2020), so many studies have raised the concept of green buying from the point of view of green purchasing intentions and behavior (Joshi & Rahman, 2015b). Purchase intention is considered important when predicting green purchases (Choi & Johnson, 2019). Green buying itself refers to the purchase of environmentally friendly products that also avoid products that are considered to be damaging to the environment (R. Y. K. Chan, 2001 in Joshi & Rahman, 2015). Paul et al. (2016) shows green purchase intention as the willingness of consumers to buy green products or adopt green alternatives. Green purchase intention refers to the expression of consumer desires related to ecological welfare that is stated and translated in the purchase decision of green products.

This study sees green purchasing as an environmentally responsible action so that green purchasing has the same meaning as environmentally responsible purchase intention. Environmentally responsible purchase

intention in this case is defined according to Naing (2020), which is the desire possessed by consumers who contribute to the consideration and decision-making process regarding the selection and purchase of products that are more environmentally friendly than other conventional or traditional products.

2.2 Research Framework

This study adopts A. Kumar et al. (2021) conceptual model from their journal entitled “Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study”. The conceptual model in question is illustrated in Figure 2.1.

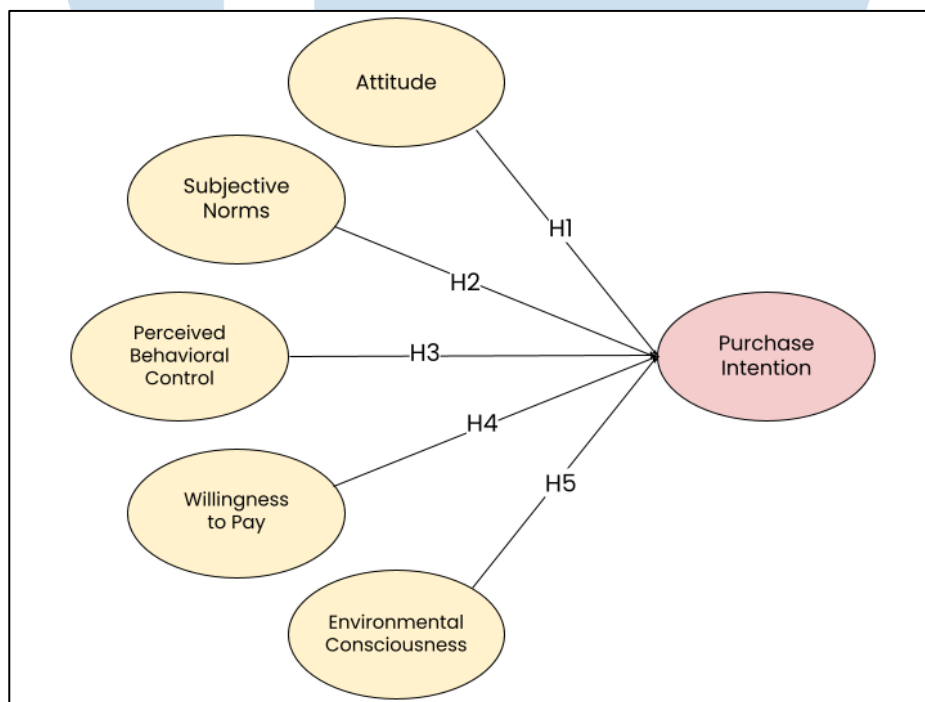


Figure 2. 1 The Conceptual Model of The Study

Source: A. Kumar et al. (2021)

Based on the conceptual model, it can be seen if the conceptual model clearly describes the variables that are considered to have a relationship and are able to become factors that can influence purchase intention.

2.3 Hypothesis Development

2.3.1 Attitude on Purchase Intention

Attitude is ascribed to psychological emotions that are channeled in the form of evaluations that encourage individual behavioral intention tendencies (Chen & Tung, 2014 in Paul et al., 2016). Attitude is considered to be able to influence sensory judgments and product-related decision making as well as bias consumer product choices, especially towards alternatives that are considered environmentally friendly (Sörqvist et al., 2013). According to Riskos et al. (2021), consumers need to build a positive attitude towards the environment to engage with green products. Individual's positive attitude towards certain behaviors will strengthen their intentions to perform these behaviors (Ajzen, 1991). In other words, in the context of green purchasing, consumers with higher positive attitudes toward green products will have higher intentions to choose and buy green products (Lestari et al., 2020; Prakash & Pathak, 2017).

Until now, attitude is often referred to by recent studies as one of the main important predictors in understanding individual behavioral intentions. Consumers' attitudes are one of the most relevant predictors in terms of environmentally friendly purchasing decisions and various ecological behavioral intentions (Joshi & Rahman, 2016, 2017; Tan et al., 2017). Attitude has been shown to have a positive effect on the intention to buy green products (Yadav & Pathak, 2016). The research results of Kim & Chung (2011), Ham et al. (2015), Paul et al. (2016), Hasan & Suciarto (2020), and A. Kumar et al. (2021) also stated that attitude had a positive effect and even became the strongest predictor among other predictors of the purchase intention. In accordance with the research of Choi and Johnson (2019), attitude is also considered to be the largest contributor to the weight of variance in purchase intention, especially in the context of green products.

Based on what has been described, the hypothesis related to attitude proposed in this research is as follows:

H1: Attitude positively influences consumers' Purchase Intention toward consumer products refill

2.3.2 Subjective Norms on Purchase Intention

One of the essences of the Theory of Reasoned Action to predict the intention of a person's behavior is a subjective norm (Bong Ko & Jin, 2017). Subjective norm refers to the individual's feelings about the thoughts of people in the environment around the individual regarding what the individual does or does not do (Joshi & Rahman, 2016). Individuals in a collective culture tend to be more aware of this subjective norm. In line with the opinion of Bong Ko & Jin (2017) and T. I. Han & Chung (2014), individuals in the aspect of collective culture tend to feel pressure and carry out what is referred to from their reference environment, so this can also affect attitudes towards product purchases and purchase intentions.

Munerah et al. (2021) also states that one of the factors that cause an individual to take any action, which then also affects purchase intention, is pressure from the individual's social environment. T. I. Han & Chung (2014) adds that this pressure can have an impact on behavior, especially those related to the pro-environment. Subjective norms, which are mentioned as a social influence by Pinem (2019) and Naing (2020) or as peer pressure by Sharaf & Isa (2017), have been shown to positively affect individual purchase intentions. Not only that, the results of previous studies conducted by A. Kumar et al. (2021), Yadav & Pathak (2016), T. I. Han & Chung (2014), Ham et al. (2015), Kim & Chung (2011), Joshi & Rahman (2017), and B. Kumar et al. (2017), also proves the same thing. Subjective norm is considered to be one of the important elements for predicting an individual's pro-environmental purchase intention, it is even said to be the one that most influences purchase intention (Bong Ko & Jin, 2017).

Thus, based on the previous description, the hypothesis related to subjective norms proposed in this study are as follows:

H2: Subjective Norms positively influence consumers' Purchase Intention toward consumer products refill

2.3.3 Perceived Behavioral Control on Purchase Intention

When an individual faces a condition of limited resources and opportunities (for example, related to costs or time), and the individual has little control over performing a certain behavior, then the likelihood of achieving that behavior will be smaller because the intention to do so will be lower even though the individual has a positive attitude or subjective norm regarding the act (Ajzen, 1991). However, perceived behavioral control (PBC) can be said to be a condition where psychological interest is greater than actual control which will have an impact on intentions and actions (Ajzen, 1991). Perceived behavioral control (PBC) is expressed as beliefs that are considered to be able to easily change the perceptions and abilities of many consumers (A. Kumar et al., 2021). In other words, control belief which has greater power than the strength of the control factor makes PBC can greatly influence an individual's purchase intention (Hasan & Suciarto, 2020). This is also in line with various research results (Ham et al., 2015; Kim & Chung, 2011; Bong Ko & Jin, 2017; Hasan & Suciarto, 2020; A. Kumar et al., 2021; Paul et al., 2016; Tan et al., 2017; Yadav & Pathak, 2016) which states that an individual's perceived behavioral control affects their purchase intention positively. As a result, PBC has also become one of the most popular theories that are widely used and referenced in recent studies in various fields that explore individual behavior, especially regarding purchase intentions and behavior (Tan et al., 2017).

If consumers feel they have more control over purchasing organic products, it is assumed that the intention to buy organic products is higher (Kim & Chung, 2011). Coupled with the combination of favorable attitudes, subjective norms, and greater perceived behavioral control, the consumer's intentions towards environmentally-oriented behavior will become stronger (Ham et al., 2015).

Therefore, based on what has been described previously, the hypothesis proposed in this study related to Perceived Behavioral Control (PBC) is as follows:

H3: Perceived Behavioral Control positively influences consumers' Purchase Intention toward consumer products refill

2.3.4 Willingness to Pay on Purchase Intention

According to general opinion, prices for green products are often perceived as more expensive than conventional products (Prakash & Pathak, 2017). Therefore, several studies have shown that the consumption of green products can get negative perceptions from consumers (Hasan & Suciarto, 2020). This is considered to be an obstacle, a barrier, and even a problem from an economic perspective, especially related to green consumerism because the price is the main attribute that forms the basis of consumer purchasing decisions (Moser, 2015).

Price sensitivity owned by consumers makes consumers willing to buy products that are more environmentally friendly but not at premium prices or higher than conventional prices (Pinem, 2019). However, Choi and Johnson (2019) stated that the premium price is still acceptable and does not become a barrier to the ability to purchase environmentally friendly products for some consumers. Prakash and Pathak (2017) also stated that consumers who have a higher level of concern for the environment are often willing to pay more for products that are more ecologically safe. So, it can be concluded that, in line with Moser (2015), price is no longer considered a constraint in the context of green buying as long as consumers are willing to accept the price. In other words, consumers' willingness to pay, either at a premium price, will influence consumer decisions to buy green products (Pinem, 2019).

The intention to buy green products is conceptualized and described by the willingness to buy environmentally friendly products (Sharaf & Isa, 2017). In line with the results of various studies that have been carried out, such as by A. Kumar et al. (2021), Pinem (2019), Prakash & Pathak (2017),

and Sharaf & Isa (2017), this again emphasizes that willingness to pay (WTP) has a positive relationship and affects the purchase intention of green products. Research conducted by Moser (2015) also states that WTP is the strongest predictor of environmentally friendly purchases.

Therefore, the hypothesis proposed in this study regarding Willingness to Pay (WTP) is as follows:

H4: Willingness to Pay positively influences consumers' Purchase Intention toward consumer products refill

2.3.5 Environmental Consciousness on Purchase Intention

When people start to realize problems that exist in their environment, that's where their attitudes and buying intentions may change (Sharma & Bansal, 2013). Consumers who are aware of the damage that occurs in the environment will be eager to protect and improve the quality of the increasingly deteriorating environment and will become interested in using more environmentally friendly products to save the environment (Naing, 2020). Coupled with strong beliefs about the impact and positive results for the environment that they may create or produce through their environmentally conscious behaviors, they will be more motivated to become more involved in protecting the environment in order to support their concern for the environment (Sharma & Bansal, 2013).

The existence of positive orientation towards attitudinal and cognitive factors, namely environmental consciousness, encourages an individual who is aware of the state of the environment to be willing to purchase products that are more environmentally friendly, which in turn is translated through their actual purchasing decisions (Jaiswal et al., 2021). This is also in line with the statement of Schlegelmilch et al. (1996) that consumers express their awareness of the environment through the products they purchased so that environmental consciousness has a positive impact on green purchases. Environmental consciousness guides consumers in their process to make a greener purchasing decision (Kim & Chung, 2011). Previous studies have

also proven the same thing, that environmental consciousness, commonly introduced as an environmental concern in several studies, has a positive effect on purchase intention (Jaiswal et al., 2021; A. Kumar et al., 2021; Paul et al., 2016; Prakash & Pathak, 2017; Yadav & Pathak, 2016; and Joshi & Rahman, 2017). Furthermore, environmental concern has also been proven to be the most influential factor in purchasing (Naing, 2020).

Based on the previous description, the hypothesis proposed in this study related to Environmental Consciousness is as follows:

H5: Environmental Consciousness positively influences consumers' Purchase Intention toward consumer products refill

2.4 Prior Literature

Table 2.1 below is a collection of prior literatures from previous research. This collection of literatures is useful as a reference source in supporting the explanation of variables and developing hypothesis in this study.

Table 2. 1 Prior Literature

No	Author(s)	Title of Paper	Key Findings
1	Ajzen (1991)	The Theory of Planned Behavior	Concept of Theory Planned of Behavior (TPB)
			Definition and Concept of Attitude
			Definition and Concept of Subjective Norms
			Definition and Concept of Perceived Behavioral Control
			Definition and Concept of Intention
2	A. Kumar et al. (2021)	Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model	Definition of Subjective Norms
			Definition of Perceived Behavioral Control
			Definition of Willingness to Pay

		developed through an empirical study	Attitude positively influences Purchase Intention
			Subjective Norms positively influences Purchase Intention
			Perceived Behavioral Control (PBC) positively influences Purchase Intention
			Willingness to Pay (WTP) positively influences Purchase Intention
			Environmental Consciousness positively influences Purchase Intention
3	Ivancevich et al. (2014)	Organizational Behavior & Management	Definition and Concept of Attitude
4	Al Mamun et al. (2018)	Intention and behavior towards green consumption among low-income households	Definition of Attitude
5	Paul et al. (2016)	Predicting green product consumption using theory of planned behavior and reasoned action	Definition of Attitude
			Definition of Subjective Norms
			Definition of Perceived Behavioral Control
			Definition of Environmental Consciousness
			Definition of Purchase Intention
			Attitude positively influences Purchase Intention
			Perceived Behavioral Control (PBC) positively influences Purchase Intention
Environmental Consciousness positively influences Purchase Intention			

6	Lestari et al. (2020)	Antecedents of Attitude Toward Green Products and Its Impact on Purchase Intention	Definition of Subjective Norms
7	H. Han et al. (2010)	Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities	Definition of Subjective Norms
			Definition of Perceived Behavioral Control
8	Tan et al. (2017)	A moral extension of the theory of planned behavior to predict consumers' purchase intention for energy-efficient household appliances in Malaysia	Definition of Subjective Norms
			Definition of Perceived Behavioral Control
			Subjective Norms positively influences Purchase Intention
			Perceived Behavioral Control (PBC) positively influences Purchase Intention
9	Prakash & Pathak (2017)	Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation	Definition of Subjective Norms
			Attitude positively influences Purchase Intention
			Environmental Consciousness positively influences Purchase Intention
			Willingness to Pay (WTP) positively influences Purchase Intention
10	Munerah et al. (2021)	Factors influencing non-green consumers' purchase intention: A partial least squares structural equation modelling (PLS-SEM) approach	Subjective Norms positively influences Purchase Intention
11	Joshi & Rahman (2017)	Investigating the determinants of consumers' sustainable purchase behaviour	Definition of Subjective Norms
			Attitude positively influences Purchase Intention

			Subjective Norms positively influences Purchase Intention
			Environmental Consciousness positively influences Purchase Intention
12	Bong Ko & Jin (2017)	Predictors of purchase intention toward green apparel products: a cross-cultural investigation in the US and China	Definition of Subjective Norms
			Attitude positively influences Purchase Intention
			Subjective Norms positively influences Purchase Intention
			Perceived Behavioral Control (PBC) positively influences Purchase Intention
13	T. I. Han & Chung (2014)	Korean Consumers' Motivations and Perceived Risks Toward the Purchase of Organic Cotton Apparel	Attitude positively influences Purchase Intention
			Subjective Norms positively influences Purchase Intention
14	B. Kumar et al. (2017)	Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study	Attitude positively influences Purchase Intention
			Subjective Norms positively influences Purchase Intention
15	Ham et al. (2015)	The role of subjective norms in forming the intention to purchase green food	Attitude positively influences Purchase Intention
			Subjective Norms positively influences Purchase Intention
			Perceived Behavioral Control (PBC) positively influences Purchase Intention
16	Kim & Chung (2011)	Consumer purchase intention for organic personal care products	Attitude positively influences Purchase Intention

			Subjective Norms positively influences Purchase Intention
			Perceived Behavioral Control (PBC) positively influences Purchase Intention
17	Namkung & Jang (2017)	Are Consumers Willing to Pay more for Green Practices at Restaurants?	Definition of Willingness to Pay (WTP)
18	Boronat-Navarro & Pérez-Aranda (2020)	Analyzing willingness to pay more to stay in a sustainable hotel	Definition of Willingness to Pay (WTP)
19	Markandya et al. (2019)	Estimating Environmental Health Costs: General Introduction to Valuation of Human Health Risks	Concepts of Willingness to Pay (WTP)
20	Pinem (2019)	Impact of Gender on Green Product Purchase Intention in Millennial Generation	Subjective Norms positively influences Purchase Intention
			Willingness to Pay (WTP) positively influences Purchase Intention
21	Moser (2015)	Thinking green, buying green? Drivers of pro-environmental purchasing behavior	Willingness to Pay (WTP) positively influences Purchase Intention
22	Hasan & Suciarto (2020)	The Influence of Attitude, Subjective Norm and Perceived Behavioral Control towards Organic Food Purchase Intention	Attitude positively influences Purchase Intention
			Perceived Behavioral Control (PBC) positively influences Purchase Intention
23	Schlegelmilch et al. (1996)	The link between green purchasing decisions and measures of environmental consciousness	Definition of Environmental Consciousness
			Environmental Consciousness positively influences Purchase Intention
24	Jaiswal et al. (2021)	Green market segmentation and	Environmental Consciousness positively

		consumer profiling: a cluster approach to an emerging consumer market	influences Purchase Intention
25	Naing (2020)	Factors Affecting Consumer Purchase Intention of Green Products	Definition of Environmental Consciousness
			Definition of Purchase Intention
			Subjective Norms positively influences Purchase Intention
			Environmental Consciousness positively influences Purchase Intention
26	Shen & Chen (2020)	Exploring consumers' purchase intention of an innovation of the agri-food industry: A case of artificial meat	Definition of Purchase Intention
27	Sharaf & Isa (2017)	Factors Influencing Students' Intention to Purchase Green Products: A Case Study in Universiti Utara Malaysia	Definition of Purchase Intention
			Subjective Norms positively influences Purchase Intention
			Willingness to Pay (WTP) positively influences Purchase Intention
28	Yadav & Pathak (2016)	Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior	Attitude positively influences Purchase Intention
			Subjective Norms positively influences Purchase Intention
			Perceived Behavioral Control (PBC) positively influences Purchase Intention
			Environmental Consciousness positively influences Purchase Intention

29	Joshi & Rahman (2016)	Predictors of young consumer's green purchase behaviour	Attitude positively influences Purchase Intention
			Subjective Norms positively influences Purchase Intention



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