

Examining the Antecedents of Green Purchase Intention

Udgam Mishra¹ & Rekha Kapair²

¹Principal author

Lecturer

Faculty of Management

Mahendra Morang Adarsha Multiple Campus, Biratnagar, Tribhuvan University, Nepal

✉ udgam.mishra@mmamc.tu.edu.np

ORCID: <https://orcid.org/0000-0003-0671-0700>

²Corresponding author

Teaching Assistant, Faculty of Management

Himalayan Darshan International College, Biratnagar, Tribhuvan University, Nepal

✉ shreyapriithu@gamil.com

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Abstract

Utilising people's consumption patterns can be a practical approach to address the worsening state of nature, which has negatively affected human health and overall welfare. The present study explores customers' green purchasing intention by examining psychological aspects, including economic, emotional, and environmental value. Structural equation modelling was utilised to examine a total of 274 responses. The results indicated that economic value, emotional value, environmental consciousness and attitude significantly influence consumers' desire to make environmentally-friendly purchases. By including psychological elements such as economic value, emotional value, and the impact of environmental consciousness in the TPB model, the ability to predict intentions to embrace green products was enhanced. Consumers' inclination to take action is heightened when they perceive that their actions impact other players in the market. The findings of this study are advantageous for marketers to comprehend and target individuals who are anticipated to purchase environmentally friendly products. Analysing the correlation between environmental impact, economic value, emotional value, and green purchasing offers valuable insights to marketers in creating effective tactics that enhance consumers' inclination to buy environmentally friendly items.

Keywords: green purchase intention, economic value, emotional value, environmental consciousness, attitude

Introduction

Background of the Study

Consumers have grown aware of environmental degradation caused by global warming, climate change, overuse of natural resources, and air and water pollution (Eyres & Eyres, 2017). Multi-disciplinary Peer-reviewed Research Journal; Dharan, M. M. Campus, TU.

Environmental degradation has started to alter the lifestyle of consumers and company activities, resulting in the rise of green marketing (Laheri et al., 2014). Green marketing in corporate operations entails promoting sustainable growth (Lam & Li, 2019). It encompasses the promotion of environmentally friendly products and services, as well as encouraging and fostering pro-environmental consumer behaviours and attitudes. Green marketing has also motivated consumers to purchase or obtain environmentally friendly products (Correia et al., 2023). Undoubtedly, the attitudes and behaviours of customers are undergoing a significant transition. Consumers actively endorse eco-friendly items to uphold sustainable development and minimise their ecological footprints.

There has been a rise in the participation of multinational corporations in environmentally friendly manufacturing and increased consumer adoption and support for eco-friendly products (Durmaz et al., 2011). Nevertheless, despite this increased inclination, there has been a failure to materialise and convert it into the actual acquisition of environmentally friendly products. This situation is called the "attitude-behavioural intention gap" (ElHaffar et al., 2020). For instance, whereas buyers expressed a favourable disposition toward environmentally friendly products, a prior survey revealed that the majority of consumers did not buy such products. Thus far, much research on green consumer behaviour has emphasised that customers are increasingly inclined to buy environmentally friendly products. The causes for this disparity in behaviour have not been sufficiently examined (Do Paco et al., 2019). Consumers may adhere to social and cultural conventions that influence their purchase choices. Nevertheless, several unique obstacles and motivators, especially in routine consumption, complicate the intention to make environmentally friendly purchases (GPI) (Li et al., 2021).

Consequently, numerous previous research endeavours have examined consumer attitudes and purchasing intentions towards environmentally friendly items by employing the theory of planned behaviour (Sharma & Foropon, 2019; Zaremohzzabieh et al., 2021). Nevertheless, most of these studies indicated a lack or minimal connection between positive attitudes and actual purchasing behaviour. Lavuri et al. (2023) stated that the TPB did not adequately account for the connection between attitudinal variables or environmental concerns and consumer attitudes, which can indeed impact GPI.

Research Problems

- The research problem of this study can be divided into two parts.
- a. How do economic value, emotional value, environmental knowledge and environmental consciousness impact individuals' attitudes toward green purchase intention?
 - b. Does attitude mediate the affiliation between different antecedents and green purchase intention?

A research model is suggested to fulfil these questions, as illustrated in Figure 1. The second half of this study examines the existing body of literature, establishes the theoretical framework, and develops specific hypotheses. Subsequently, data will be gathered and examined using structural equation modelling. The study concludes by examining the findings, discoursing the implications of the research, and addressing its drawbacks and possible avenues for further research.

Research Objectives

The key objective of this study is to examine the intention to purchase green. The following are the objectives of the study:

- a. To examine the influence of economic value, emotional value, environmental knowledge and environmental consciousness on individuals' attitudes toward green purchase intention
- b. To explore the mediating role of attitude between the different antecedents and green purchase intention.

Hypothesis

H₁: Economic value positively influences attitude towards purchasing green products.

H₂: Emotional value positively influences attitude towards purchasing green products.

H₃: Environmental consciousness positively influences attitude towards purchasing green products.

H₄: Attitude towards purchasing green products positively influences green purchase intentions.

H₅: Attitude positively mediates the relationship between economic value and green purchase intention.

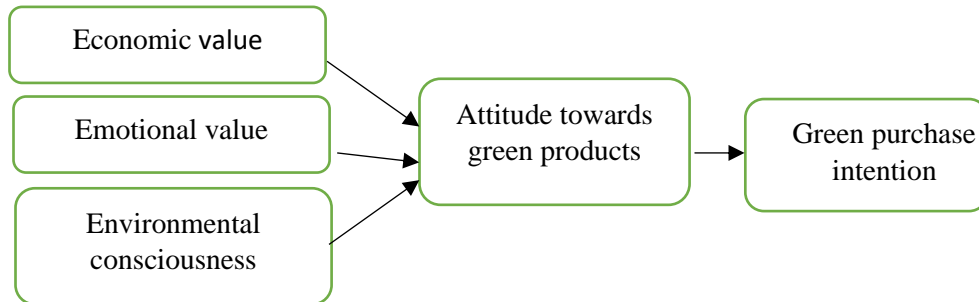
H₆: Attitude positively mediates the relationship between emotional value and green purchase intention.

H₇: Attitude positively mediates the relationship between environmental consciousness and green purchase intention.

Research Significance

The study will have the following significance in the future:

- i. The research aims to provide insight into the factors responsible for the green purchase intention.
- ii. The research aims to provide prospects for green product entrepreneurs.
- iii. The research provides the foundation for other research regarding green purchase intention in Nepal.

Figure 1*Proposed Research Model***Literature Review**

The Theory of Planned Behaviour (Ajzen, 1985) has been commonly employed in prior research to comprehend individuals' attitudes and conducts. The TPB highlights the significance of mental factors in influencing human behaviour and understanding different forms of consumer behaviour, such as sustainable and ecological behaviours (Yuriev et al., 2020). According to TPB (Theory of Planned Behaviour), an individual's intention to act is determined by their perceived behavioural control, subjective norms, and attitude. The three variables are normative, control, and behavioural beliefs (Setiowati et al., 2019). Normative beliefs exert social influence, whereas control beliefs emphasise exercising behavioural control about specific activities. Behavioural beliefs provide the basis of one's attitude towards a specific behaviour, which is influenced by the assessment (positive/negative) of engaging in that behaviour.

Due to several explanations, the theory of planned behaviour is an appropriate background in our study for understanding green purchase behaviour. Initially, TPB encompasses crucial factors influencing individuals' intentions regarding environmentally friendly purchases. The variable "attitude" represents the customers' comprehensive evaluation of the costs and benefits associated with green shopping. On the other hand, "societal impact" and "perceived behavioural control" encompass extra essential aspects. Furthermore, TPB is receptive to integrating supplementary factors. Consequently, numerous researchers have endeavoured to augment the prediction capacity of TPB by incorporating other pertinent variables.

Economic Value

Economic value refers to the principles and ideals that influence an individual's connection with financial advantages (Papista & Krystallis, 2013). Economic value is imperative in shaping consumer decisions since it is closely linked to obtaining the most value for one's money (Hsiao, 2018). Consumers are specifically interested in evaluating the cost-

effectiveness of environmentally conscious purchases that require significant commitment (Patharia et al., 2020). Consumers' perception of economic value positively influences their inclination to make environmentally friendly purchases (Popovic et al., 2019). It also affects their attitude and intent to remain loyal to such products.

Emotional Value

Emotional value refers to the feeling of emotional satisfaction that individuals have when engaging in acts of kindness towards others (Hindarsah, 2021). Emotional value refers to the gain received from the emotions or affective states (such as happiness or joy) that a product produces (Sweeney & Soutar, 2001). "Warm glow" typically pertains exclusively to emotional events (Iweala et al., 2019). Consumers experience emotional gratification when engaging in social welfare activities (Georgiades, 2015), and these emotional reactions impact their purchasing choices. Emotional value strongly incentivises customers to purchase environmentally friendly products (Han et al., 2017).

Environmental Consciousness

The concept of environmental consciousness, one of the core components of the GPB (Green purchase behaviour), has sparked a vigorous debate in the academic literature (Naz et al., 2020). Recently, there has been a growing interest among individual consumers who prioritise environmental consciousness in incorporating sustainability components and the resulting green claims for products. Several investigations have verified the notable correlation between environmental awareness and consumer attitude in green marketing (Kim & Seock, 2009). For instance, Lin and Niu (2018) conducted a study that found a favourable correlation between environmental awareness and consumer perception of green products.

Attitude

Attitude assesses cognitive views regarding a concept, individuals, objects, events, or actions, which can be either positive or negative, favourable or unfavourable (Lone, 2019). Green buying attitude refers to consumers' positive or negative assessment of their green purchasing behaviour (Syahputra et al., 2021). Attitude strongly indicates one's purpose to behave in a certain way. Consumer ecological behaviour is significantly influenced by attitude, particularly concerning customers' intentions to participate in environmentally friendly conduct (Cheung & To, 2019)). Customers who favour environmentally friendly shopping are doubtlessly engaged in buying green products.

Research Materials and Methods

Data collection was carried out through an online survey utilising Google Forms. Data was collected via a closed-ended questionnaire consisting of two parts: one for demographic characteristics (including gender, age, education, and family income) and another for five variables (economic value, emotional value, environmental consciousness, attitude and green

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purchase intention). The hypothesis was evaluated through the application of structural equation modelling. The study employed a two-step methodology, as Gerbing Anderson (1998) suggested, utilising AMOS 23 to examine the stated hypothesis. The initial stage is the Measurement model, which encompasses exploratory factor analysis (EFA), item-to-item correlation, Cronbach's alpha, and confirmatory factor analysis (CFA). The subsequent stage is the structural model, which evaluates the model's goodness of fit. A Likert 5-point scale was utilised to evaluate all measuring items and variables, with an assessment of 1 representing strongly disagree and a rating of 5 signifying strongly agree.

Results and Discussion

Measures

Table 1 displays the various measurement scales modified from earlier research. The questionnaire was distributed to the respondents through social media platforms, specifically Facebook and Google Mail. A sample of 300 individuals from the Koshi province of Nepal was selected for the survey in the study. Two hundred seventy-four data were obtained after excluding questionnaires with missing or partial responses. The return rate is 91.33%. The proportion of male respondents was 66.3%, while the proportion of female respondents was 33.7%. Of the responses, 33.33% accounted for the age bracket of 31-40 years, and 61.9% were unmarried.

Furthermore, the highest % of respondents held a bachelor's degree, accounting for 40.8%. Additionally, 40.88% of respondents reported having a family income exceeding Rs. 60,000. The characteristics of the respondents' sample are displayed in Table 2.

Table 1

Measurement Scale of Various Constructs

Construct	Items	Measurement scale	Source
Economic value	EV1	The price of green products is reasonable. The current price of green products delivers good value.	Lyu & Zhang (2021).
	EV2	The money paid for green products is suitable for use.	
Emotional value	EMV 1	Green products instead of conventional products make me feel better.	Desmet et al. (2001)
	EMV 2	Buying green products gives a sense of moral right.	
	EMV 2	Buying green products makes me feel like a better citizen.	

Construct	Items	Measurement scale	Source
Environmental consciousness	EC1	Green products are environmentally friendly.	Hsu & Lin (2015).
	EC2	Green products do not cause any harm to the environment.	
	EC2	Green products are environmentally safe.	
Attitude	A1	Green products are reliable.	Mohd Suki (2016).
	A2	Green products are dependable.	
	A3	Green products are trustworthy.	
Green purchase intention	GPI1	I purchase environmentally friendly products.	Kautish et al. (2019)
	GPI2	I often buy environmentally safe products.	
	GPI3	I recommend others to buy green products.	

Measurement Model

As mentioned, the researcher conducted data analysis in two phases: the measurement and structural models. The square multiple correlations (SMC) in Table 3 represent the similarities and correlations between standard components and observed variables. These correlations indicate the reliability of the measurement and the amount of variation explained by the latent variable. Each variable's standardised mean coefficients (SMCs) exceed the threshold value of 0.70. The reliability of each construct was assessed using Cornbach's alpha, as indicated in Table 3. The Cronbach's alpha values for economic value, emotional value, environmental consciousness, attitude and green purchase intention are 0.910, 0.824, 0.858, 0.912, and 0.923, respectively. These values indicate the reliability of the corresponding measures. Convergent validity must satisfy three characteristics as outlined by Fornell & Larcker (1981): (a) The factor loadings must have a significant value greater than 0.5, (b) The composite reliability should not exceed 0, and (c) The average value extract ought to be greater than 0.5. All factor loading values exceeded the threshold value of 0.50, ranging from 0.699 to 0.933. The CR value ranged from 0.871 to 0.962, surpassing the threshold assessment of 0.50. Additionally, the respective variable's average value extract (AVE) reached from 0.82 to 0.955, exceeding the threshold value 0.50. The reliability and validity of the constructs are presented in Table 3.

Table 2*Reliability and Validity of Variables*

Constructs	Items	Factor loadings	Cronbach's Alpha	CR	AVE
Economic value	EV1	0.881	0.910	0.962	0.852
	EV2	0.891			
	EV3	0.871			
Emotional value	EMV1	0.699	0.824	0.942	0.873
	EMV3	0.901			
	EMV4	0.886			
Environmental consciousness	EC1	0.881	0.858	0.871	0.955
	EC2	0.955			
	EC4	0.908			
Attitude	A1	0.933	0.912	0.913	0.917
	A2	0.911			
	A3	0.842			
Green purchase intention	GPI1	0.762	0.923	0.898	0.82
	GPI2	0.771			
	GPI3	0.896			

Structural Model

Present research employed a covariance matrix to examine the structural model, which was evaluated using maximum likelihood estimation in Amos 23. The model's overall fit indices, including CMIN/DF= 2.871, GFI= 0.950, AGFI= 0.912, CFI= 0.957, TLI= 0.971, RMSEA= 0.064, and SRMR= 0.0255, were satisfactory. In order to achieve the best model fit, the economic values EV4 and EV5 were covaried and one item from emotional value EMV2 and one item from environmental consciousness EC3 were eliminated. Five hypotheses and t-statistics were articulated and calculated using AMOS 23 to establish the significance level. The correlation coefficients for the association between economic value, emotional value and environmental consciousness with attitude towards green products are 0.567 ($t= 7.075$, $p= 0.000$), 0.426 ($t=6.311$, $p= 0.000$) and 0.624 ($t=7.631$, $p= 0.000$) respectively, providing evidence in support of hypotheses H1, H2 and H3. The path coefficient for the link between

attitude towards green products and green purchase intention is 0.830 (t= 11.792, p= 0.000). These results provide support for hypothesis H4.

Table 3

Discriminant Validity

	EM	EMV	EC	A	GPI
EM	0.878				
EMV	0.557***	0.923			
EC	0.586***	0.873***	0.837		
A	0.669***	0.729***	0.684***	0.911	
GPI	0.729***	0.731***	0.735***	0.842***	0.869

Discriminant validity assesses the ability to distinguish between measurement variables and various configurations. The correlation between one construct and others within the same dimension should be higher than between variables from different dimensions. In order to pass the test of discriminant validity, the square root of the average variance extracted from an individual component must exceed the correlation coefficient between that component and other components (Fornell & Larcker, 1981). The correlation coefficient matrix in Table 4 displays the relationship between each component. The diagonal lines represent each component's Average Variance Extracted (AVE) square roots. The square root of the average variances extracted (AVEs) for each structural assessment item exceeds the correlation coefficients between each component. This suggests that the questions related to distinct components in the survey questionnaire can be distinguished.

Mediating Effect

Based on Baron & Kenny's (1986) classical approach, the mediating effect of attitude was tested between economic value, emotional value, and environmental consciousness with green purchase intention. Findings revealed that attitude partially mediated the association between economic value and green purchase intention significant at $\beta = .110, P < 0.05$. Additionally, attitude mediated the linkage between environmental consciousness and green purchase intention with $\beta = .811, P < 0.05$, whereas attitude did not mediate the relationship between emotional value and green purchase intention because $\beta = 0.127, P > 0.050$.

Table 4

Mediation Effect

	Path	Direct effects	Indirect effects	Total effects
H5	EM>A>GPI	0.160*	0.110***	0.270***
H6	EMV>A>GPI	0.443	0.127	0.57

	Path	Direct effects	Indirect effects	Total effects
H7	EC>A>GPI	0.171**	0.811***	0.982***

Findings

The present study offers insights into how economic value, emotional value, and environmental consciousness affect individuals' attitudes towards buying environmentally friendly products and green purchase intention. Environmental consciousness is a crucial variable, and according to the model, it was found to have a significant effect on GPI. The study's findings are similar to those of Panda et al. (2024).

The current study highlights the significance of economic and emotional value and environmental consciousness in comprehending customer behaviours with green products. It indicates that a consumer's attitude towards environmentally friendly buying behaviour is also a significant predicting construct. Similarly, emotional value is another variable that significantly influences customer's attitudes towards green products, ultimately leading to green purchase intention which is similar with the results of Peiris et al. (2024).

Furthermore, environmental consciousness positively and significantly affected attitudes towards green products. When you have a positive attitude, it will lead to purchase intention. In the context of the mediating role, attitude mediates the relationship between economic value and environmental value with green purchase intention. In contrast, it does not support the mediating effect of environmental consciousness on green purchase intention. The findings indicated that green products' emotional, economic value and environmental consciousness strengthened customers' inclination towards green purchasing, affecting their intention to buy. The present study addresses the existing gaps in the literature on green customer segmentation by proposing novel consumer segments determined by emotional and economic value and eco-friendly users. These divisions can promote environmentally friendly shopping by appealing to individuals' fundamental economic perspectives and sentiments of satisfaction and fulfilment in protecting nature. The contribution will also facilitate the expansion of research on the relationship between economic values and purchase intention, as academics are growing interested in studying economic values. The impact of emotional value underscores the significance of emotional advantages derived from consumer purchases in their perception.

Conclusion

The present study identifies the factors influencing customers' intention to purchase environmentally friendly items. This information will assist marketing managers in formulating strategies to encourage consumers to buy green products. The effect of consumers' perception of the marketplace influences their behaviour. GPI asserts that individuals' behaviour

significantly influences businesses and other consumers. Therefore, it is essential for strategists to encourage customers to engage in more environmentally friendly purchasing practices in order to foster positive societal change. Marketers should employ persuasive communication messages to convey to consumers that they belong to broader communities and that their buying behaviours have a collective impact. Consumers who are powerfully influential in the marketplace and strongly perceive it are more likely to make green purchases if they are convinced. Additionally, they will promote the participation of others in pro-ecological activities, such as engaging in green shopping.

The current research identifies economic value, emotional value, environmental consciousness and attitudinal impact as factors determining consumers' GPI. Moreover, it was noted that the inclination of customers to make environmentally friendly purchases is influenced by their economic value, emotional value, environmental concern and personal factors (attitude towards buying green products). An individual's view of their influence on other participants in the market may determine their ability to transition their actions towards environmentally sustainable behaviour.

Implications

Our research has important practical implications for consumers, manufacturers, marketers, and government authorities in the green product industry. Based on the results of our study, marketers and producers have the opportunity to develop innovative approaches for implementing environmentally friendly marketing practices on a global scale. In addition, the findings of our study can help companies develop and promote the desirable qualities of sustainable products, enticing customers to purchase environmentally friendly products as part of their sustainable lifestyle.

The present study holds various practical ramifications for shops in Nepal. Marketers of environmentally-friendly products should utilise promotional strategies to enlighten consumers about prevalent environmental issues and enhance their understanding. For example, the box of the product could feature information about current environmental issues. Furthermore, marketers have the ability to create promotional visuals that emphasise the positive impact of purchasing their eco-friendly products on environmental preservation. They can also take advantage of consumers' tendency to use social media platforms by developing promotional efforts to convince consumers that buying green products would contribute to environmental improvement. Marketers should prioritise targeting young individuals since they comprise the predominant consumer base that has a strong interest in ecological matters and demonstrates a willingness to purchase environmentally-friendly products in the future. In order to attract a bigger customer base, marketers should offer environmentally-friendly items at affordable costs. Government agencies should actively seek investment from

environmentally conscious brands and firms that share a commitment to environmental conservation. This would allow them to profit from the sustainability efforts and products of these companies, while also fostering a prosperous market for green products in Nepal. It is crucial to strengthen the development of environmentally friendly product innovation and make green products available that meet consumer expectations and increase consumers' willingness to buy.

Limitations and Future Research Directions

Future studies should address the specific limitations of this study. The current study focuses solely on assessing purchase intention rather than actual behaviour, leading to a value-action discrepancy. Future studies should consider consumer purchasing behaviour to address the discrepancy between purchase intention and actual behaviour. Furthermore, the present study employed cross-sectional data, limiting the findings' scope. Subsequent research could employ a longitudinal strategy to address this limitation.

Furthermore, the study specifically undertook Biratnagar customers, limiting its findings' generalizability. In the future, researchers may gather data from various areas and cities to identify disparities in their purchasing behaviours. Furthermore, this study utilized a self-response survey, allowing future studies to examine customers' authentic purchasing behaviour. Ultimately, the study examined consumers' intentions to make environmentally friendly purchases. Subsequent research endeavours could focus on specific environmentally friendly items or services and analyze the correlation between client purchase intentions and these offerings.

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