

DAFTAR PUSTAKA

- A.H. Lizawati Aman, Amran Harun, Z. H. (2019). The influence of environmental knowledge on green purchase intention the role of attitude as mediating variable. *International Journal of Multicultural and Multireligious Understanding*, 6(2), 627. <https://doi.org/10.18415/ijmmu.v6i2.706>
- Afroz, R., Masud, M. M., Akhtar, R., Islam, M. A., & Duasa, J. B. (2015). Consumer purchase intention towards environmentally friendly vehicles: an empirical investigation in Kuala Lumpur, Malaysia. *Environmental Science and Pollution Research*, 22(20), 16153–16163. <https://doi.org/10.1007/s11356-015-4841-8>
- Ajzen, I. (1991). The theory of planned behavior. *Handbook of Theories of Social Psychology: Volume 1*, 438–459. <https://doi.org/10.4135/9781446249215.n22>
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84(5), 888–918. <https://doi.org/10.1037/0033-2909.84.5.888>
- Akehurst, G., Afonso, C., & Gonçalves, H. M. (2012). Re-examining green purchase behaviour and the green consumer profile: New evidences. *Management Decision*, 50(5), 972–988. <https://doi.org/10.1108/00251741211227726>
- Anand, P. K. K. & D. B. (2001). *A study on consumer behavior towards modes of shopping*. 13(2016).

Antil, J. H. (1984). Socially responsible consumers: Profile and implications for public policy. *Journal of Macromarketing*, 4(2), 18–39.

<https://doi.org/10.1177/027614678400400203>

Arshad, R., Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An empirical study about green purchase intentions. *Journal of Sociological Research*, 5(1), 290–305. <https://doi.org/10.5296/jsr.v5i1.6567>

Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähtenmäki, L., & Shepherd, R. (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 50(2–3), 443–454. <https://doi.org/10.1016/j.appet.2007.09.010>

Baker, E. W., Al-Gahtani, S. S., & Hubona, G. S. (2007). The effects of gender and age on new technology implementation in a developing country: Testing the theory of planned behavior (TPB). *Information Technology and People*, 20(4), 352–375. <https://doi.org/10.1108/09593840710839798>

baldassare, Mark and Katz, C. (1992). from the SAGE Social Science Collections . All Rights. *Hispanic Journal of Behavioral Sciences*, 9(2), 183–205. <https://doi.org/10.1177/07399863870092005>

Balderjahn, I. (1988). Personality variables and environmental attitudes as predictors of ecologically responsible consumption patterns. *Journal of Business Research*, 17(1), 51–56. [https://doi.org/10.1016/0148-2963\(88\)90022-7](https://doi.org/10.1016/0148-2963(88)90022-7)

Bang, H. K., Ellinger, A. E., Hadjimarcou, J., & Traichal, P. A. (2000). Consumer concern, knowledge, belief, and attitude toward renewable energy: An

application of the reasoned action theory. *Psychology and Marketing*, 17(6), 449–468. [https://doi.org/10.1002/\(SICI\)1520-6793\(200006\)17:6<449::AID-MAR2>3.0.CO;2-8](https://doi.org/10.1002/(SICI)1520-6793(200006)17:6<449::AID-MAR2>3.0.CO;2-8)

Beck, L., & Ajzen, I. (1991). Predicting dishonest actions using the theory of planned behavior. *Journal of Research in Personality*, 25(3), 285–301. [https://doi.org/10.1016/0092-6566\(91\)90021-H](https://doi.org/10.1016/0092-6566(91)90021-H)

Biel, A., & Thøgersen, J. (2007). Activation of social norms in social dilemmas: A review of the evidence and reflections on the implications for environmental behaviour. *Journal of Economic Psychology*, 28(1), 93–112. <https://doi.org/10.1016/j.joep.2006.03.003>

Blend, J. R., & Ravenswaay, E. O. (1999). Measuring consumer demand for ecolabeled apples. *American Journal of Agricultural Economics*, 81(5), 1072–1077. <https://doi.org/10.2307/1244086>

Cacioppo, J. T., Petty, R. E., Chuan, F. K., & Rodriguez, R. (1986). Central and Peripheral Routes to Persuasion. An Individual Difference Perspective. *Journal of Personality and Social Psychology*, 51(5), 1032–1043. <https://doi.org/10.1037/0022-3514.51.5.1032>

Cardoso, P. R., & van Schoor, M. (2017). Portuguese Consumers' Green Purchase Behavior: An Analysis of its Antecedents and a Proposal of Segmentation. *Revista Brasileira de Marketing*, 16(02), 140–153. <https://doi.org/10.5585/remark.v16i2.3229>

Cheah, I., & Phau, I. (2011). Attitudes towards environmentally friendly products: The influence of ecoliteracy, interpersonal influence and value orientation.

Marketing Intelligence & Planning, 29(5), 452–472.

<https://doi.org/10.1108/02634501111153674>

Chen, K., & Deng, T. (2016). Research on the green purchase intentions from the perspective of Product knowledge. *Sustainability (Switzerland)*, 8(9).

<https://doi.org/10.3390/su8090943>

Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, 18(7), 1008–1021.

<https://doi.org/10.1016/j.foodqual.2007.04.004>

Chen, M. F. (2016). Extending the theory of planned behavior model to explain people's energy savings and carbon reduction behavioral intentions to mitigate climate change in Taiwan-moral obligation matters. *Journal of Cleaner Production*, 112, 1746–1753.

<https://doi.org/10.1016/j.jclepro.2015.07.043>

Chen, M. F. (2020). The impacts of perceived moral obligation and sustainability self-identity on sustainability development: A theory of planned behavior purchase intention model of sustainability-labeled coffee and the moderating effect of climate change skepticism. *Business Strategy and the Environment*, October 2019, 1–14. <https://doi.org/10.1002/bse.2510>

<https://doi.org/10.1002/bse.2510>

Chen, M. F., & Tung, P. J. (2014). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels.

International Journal of Hospitality Management, 36, 221–230.

<https://doi.org/10.1016/j.ijhm.2013.09.006>

Choi, H., Jang, J., & Kandampully, J. (2015). Application of the extended VBN theory to understand consumers' decisions about green hotels. *International Journal of Hospitality Management*, 51, 87–95.
<https://doi.org/10.1016/j.ijhm.2015.08.004>

Chu, P. Y., & Chiu, J. F. (2003). Factors influencing household waste recycling behavior: Test of an integrated model. *Journal of Applied Social Psychology*, 33(3), 604–626. <https://doi.org/10.1111/j.1559-1816.2003.tb01915.x>

Crane, A. (2000). Facing the backlash: Green marketing and strategic reorientation in the 1990s. *Journal of Strategic Marketing*, 8(3), 277–296.
<https://doi.org/10.1080/09652540050110011>

David trafimow & Krystina A. (1999). The importance of subjective norms for a minority people. *Journal of Composite Materials*, 33(10), 928–940.
<https://doi.org/0803973233>

Davidson, A. R., Yantis, S., Norwood, M., & Montano, D. E. (1985). Amount of Information About the Attitude Object and Attitude-Behavior Consistency. *Journal of Personality and Social Psychology*, 49(5), 1184–1198.
<https://doi.org/10.1037/0022-3514.49.5.1184>

De Groot, J., & Steg, L. (2009). Morality and prosocial behavior: The role of awareness, responsibility, and norms in the norm activation model. *Journal of Social Psychology* 149(4), 425–449.
<https://doi.org/10.3200/SOCP.149.4.425-449>

Dean, M., Raats, M. M., & Shepherd, R. (2012). The Role of Self-Identity, Past Behavior, and Their Interaction in Predicting Intention to Purchase Fresh and

Processed Organic Food. *Journal of Applied Social Psychology*, 42(3), 669–688. <https://doi.org/10.1111/j.1559-1816.2011.00796.x>

Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R., & Bohlen, G. M. (2003). Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation. *Journal of Business Research*, 56(6), 465–480. [https://doi.org/10.1016/S0148-2963\(01\)00241-7](https://doi.org/10.1016/S0148-2963(01)00241-7)

Dispoto, R. G. (1977). *Ecology Inventory*. 1975, 451–459.

Finisterra do Paço, A. M., & Raposo, M. L. B. (2008). Determining the characteristics to profile the “green” consumer: an exploratory approach. *International Review on Public and Nonprofit Marketing*, 5(2), 129–140. <https://doi.org/10.1007/s12208-008-0010-9>

Fornara, F., Carrus, G., Passafaro, P., & Bonnes, M. (2011). Distinguishing the sources of normative influence on proenvironmental behaviors: The role of local norms in household waste recycling. *Group Processes and Intergroup Relations*, 14(5), 623–635. <https://doi.org/10.1177/1368430211408149>

Frederick, H., & Bulganin, M. M. (2016). *Purchase Behaviour of the Consumers towards Green Products*. 9, 1735–1740.

Gupta, S., & Ogden, D. T. (2009). To buy or not to buy? A social dilemma perspective on green buying. *Journal of Consumer Marketing*, 26(6), 378–393. <https://doi.org/10.1108/07363760910988201>

Ha, H. Y., & Janda, S. (2012). Predicting consumer intentions to purchase energy-efficient products. *Journal of Consumer Marketing*, 29(7), 461–469.

<https://doi.org/10.1108/07363761211274974>

Hair, J. F., M.Hult, G. T., M.Ringle, C., & Sarstedt, M. (2010). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition. In *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*.

Han, H. (2020). Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products.

Business Strategy and the Environment, February, 1–14.

<https://doi.org/10.1002/bse.2545>

Han, H., Hsu, L. T. (Jane), & Sheu, C. (2010). Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325–334.

<https://doi.org/10.1016/j.tourman.2009.03.013>

Harland, P., Staats, H., & Wilke, H. A. M. (1999). Explaining proenvironmental intention and behavior by personal norms and the theory of planned behavior. *Journal of Applied Social Psychology*, 29(12), 2505–2528.

<https://doi.org/10.1111/j.1559-1816.1999.tb00123.x>

Hassan, Y. (2013). Understanding Consumer Decision Making Towards Green Electronic Products. *South East Asia Journal of Contemporary Business, Economics and Law*, 2(1), 27–33.

Haws, K. L., Winterich, K. P., & Naylor, R. W. (2014). Seeing the world through GREEN-tinted glasses: Green consumption values and responses to environmentally friendly products. *Journal of Consumer Psychology*, 24(3),

336–354. <https://doi.org/10.1016/j.jcps.2013.11.002>

He, X., & Zhan, W. (2017). *How to activate moral norm to adopt electric vehicles in China? An empirical study based on extended norm activation theory.* <https://doi.org/10.1016/j.jclepro.2017.05.088>

Ing, G. P., & Chai, L. F. (2020). Rational or Emotional? A Study on Organic Grocery Shopping. *International Journal of Service Management and Sustainability*, 4(2), 51. <https://doi.org/10.24191/ijsms.v4i2.8064>

Jain, S. K., & Kaur, G. (2004). Green Marketing: An Attitudinal and Behavioural Analysis of Indian Consumers. *Global Business Review*, 5(2), 187–205. <https://doi.org/10.1177/097215090400500203>

Jaiswal. (2012). Indian of Environmental Education. *Journal of Environmental Education*, 7(APRIL), 1–44.

Jambeck, J. R., Ji, Q., Zhang, Y.-G., Liu, D., Grossnickle, D. M., & Luo, Z.-X. (2015). Plastic waste inputs from land into the ocean. *Science*, 347(6223), 764–768. <https://doi.org/10.1126/science.1260879>

Jansson, J., Marell, A., & Nordlund, A. (2010). Green consumer behavior: Determinants of curtailment and eco-innovation adoption. *Journal of Consumer Marketing*, 27(4), 358–370.

<https://doi.org/10.1108/07363761011052396>

Jansson, J., Nordlund, A., & Westin, K. (2017). Examining drivers of sustainable consumption: The influence of norms and opinion leadership on electric vehicle adoption in Sweden. *Journal of Cleaner Production*, 154, 176–187. <https://doi.org/10.1016/j.jclepro.2017.03.186>

Kanchanapibul, M., Lacka, E., Wang, X., & Chan, H. K. (2014). An empirical investigation of green purchase behaviour among the young generation. *Journal of Cleaner Production*, 66, 528–536.
<https://doi.org/10.1016/j.jclepro.2013.10.062>

Kianpour, K., Anvari, R., Jusoh, A., & Othman, M. F. (2014). Important motivators for buying green products. *Intangible Capital*, 10(5), 873–896.
<https://doi.org/10.3926/ic.470>

Kim, H., Lee, E., Hur, W., Kim, H., & Lee, E. (2018). *Society for Human Ecology The Mediating Role of Norms in the Relationship between Green Identity and Purchase Intention of Eco-friendly Products* Published by: Society for Human Ecology Stable URL : <https://www.jstor.org/stable/24707751> The Mediating Role. 19(2), 125–135.

Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40–47.
<https://doi.org/10.1108/073637611111101930>

Kim, Y. J., Njite, D., & Hancer, M. (2013). Anticipated emotion in consumers' intentions to select eco-friendly restaurants: Augmenting the theory of planned behavior. *International Journal of Hospitality Management*, 34(1), 255–262. <https://doi.org/10.1016/j.ijhm.2013.04.004>

Klockner, C. A. (2008). A Comprehensive model of the psychology of environment behavior. *Journal of Chemical Information and Modeling*, 53(9), 287. <https://doi.org/10.1017/CBO9781107415324.004>

Kumar, B. (2012). *A Theory of Planned Behaviour Approach to Understand the*

Purchasing Behaviour for Environmentally Sustainable Products.

Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence and Planning*, 33(3), 330–347. <https://doi.org/10.1108/MIP-03-2014-0068>

Kumar, S., Garg, R., & Makkar, A. (2012). Consumer Awareness and Perception Towards Green Products: A Study of Youngsters in India. *International Journal of Marketing & Business Communication*, 1(4), 35–43. <http://search.proquest.com.ezaccess.library.uitm.edu.my/docview/1478016636?accountid=42518>

Lam, S. P. (1999). Predicting intentions to conserve water from the theory of planned behavior, perceived moral obligation, and perceived water right. *Journal of Applied Social Psychology*, 29(5), 1058–1071. <https://doi.org/10.1111/j.1559-1816.1999.tb00140.x>

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503–520. <https://doi.org/10.1108/EUM0000000006155>

Lavan, N., & Kennedy, F. (2017). Green Purchase Intention on Consumer Decision Making towards Green Products. *Asian Journal of Economics, Business and Accounting*, 5(1), 1–7. <https://doi.org/10.9734/ajeba/2017/36563>

Lee, M. J., & Back, K. J. (2007). Effects of destination image on meeting participation intentions: Empirical findings from a professional association

and its annual convention. *Service Industries Journal*, 27(1), 59–73.

<https://doi.org/10.1080/02642060601038676>

Limbu, Y. B., Wolf, M., & Lunsford, D. (2012). Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and attitude. *Journal of Research in Interactive Marketing*, 6(2), 133–154.

<https://doi.org/10.1108/17505931211265435>

Lindenberg, S., & Steg, L. (2007). Normative, gain and hedonic goal frames guiding environmental behavior. *Journal of Social Issues*, 63(1), 117–137.

<https://doi.org/10.1111/j.1540-4560.2007.00499.x>

Ling, C. Y. (2013). *Consumers' purchase intention of green products: an investigation of the drivers and moderating variable*. 14503–14509.

Lorenzo-Romero, C., Alarcón-Del-Amo, M. del C., & Crespo-Jareño, J. A.

(2019). Cross-cultural analysis of the ecological behavior of Chilean and Spanish ecotourists: A structural model. *Ecology and Society*, 24(4).

<https://doi.org/10.5751/ES-11343-240438>

Luchs, M. G., Naylor, R. W., Irwin, J. R., & Raghunathan, R. (2010). The sustainability liability: Potential negative effects of ethicality on product preference. *Journal of Marketing*, 74(5), 18–31.

<https://doi.org/10.1509/jmkg.74.5.18>

Maibach, E. (1993). Social marketing for the environment: Using information campaigns to promote environmental awareness and behavior change. *Health Promotion International*, 8(3), 209–224.

<https://doi.org/10.1093/heapro/8.3.209>

Maichum, K., Parichatnon, S., & Peng, K. C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability (Switzerland)*, 8(10), 1–20. <https://doi.org/10.3390/su8101077>

Mäkineniemi, J. P., & Vainio, A. (2013). Moral intensity and climate-friendly food choices. *Appetite*, 66, 54–61. <https://doi.org/10.1016/j.appet.2013.01.026>

Maniatis, P. (2016). Investigating factors influencing consumer decision-making while choosing green products. *Journal of Cleaner Production*, 132, 215–228. <https://doi.org/10.1016/j.jclepro.2015.02.067>

Mansor, N., Yahaya, S. N., Nizam, N. Z., & Hoshino, Y. (2014). Consumers' Acceptance towards Green Technology in Automotive Industries in Malacca, Malaysia. *International Journal of Business Administration*, 5(1), 27–30. <https://doi.org/10.5430/ijba.v5n1p27>

Mat Said, A., Ahmadun, F. R., Paim, H. L., & Masud, J. (2003). Environmental concerns, knowledge and practices gap among Malaysian teachers. *International Journal of Sustainability in Higher Education*, 4(4), 305–313. <https://doi.org/10.1108/14676370310497534>

McKenzie-Mohr, D., & Schultz, P. W. (2014). Choosing effective behavior change tools. *Social Marketing Quarterly*, 20(1), 35–46. <https://doi.org/10.1177/1524500413519257>

Mei, O. J., Ling, K. C., & Piew, T. H. (2012). The antecedents of green purchase intention among Malaysian consumers. *Asian Social Science*, 8(13), 248–263. <https://doi.org/10.5539/ass.v8n13p248>

Milfont, T. L., & Duckitt, J. (2004). The structure of environmental attitudes: A first- and second-order confirmatory factor analysis. *Journal of Environmental Psychology*, 24(3), 289–303.
<https://doi.org/10.1016/j.jenvp.2004.09.001>

Mintarsih, T. (2016). *Surat Edaran KLHK & Surat Edaran Pengurangan Sampah Plastik; 31 Mei 2016.pdf*.

Moser, A. K. (2016). Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers. *Journal of Retailing and Consumer Services*, 31, 389–397.
<https://doi.org/10.1016/j.jretconser.2016.05.006>

Mostafa, Mohamed, M. (2006). Antecedents of Egyptian Consumers' Green Purchase Intentions: A Hierarchical Multivariate Regression Model. *Journal of International Consumer Marketing*, 19(2), 97–126.
<https://doi.org/10.1300/J046v19n02>

Mostafa, M. M. (2007). Gender differences in Egyptian consumers' green purchase behaviour: The effects of environmental knowledge, concern and attitude. *International Journal of Consumer Studies*, 31(3), 220–229.
<https://doi.org/10.1111/j.1470-6431.2006.00523.x>

Muzaffar, N. (2015). Developing an extended model of Theory of Planned behavior to explore green purchase behavior of Pakistani consumers. *American Journal of Business and Management*, 4(2), 85–101.
<https://doi.org/10.11634/216796061504654>

Nath, V., Kumar, R., Agrawal, R., Gautam, A., & Sharma, V. (2013). Consumer

- Adoption of Green Products: Modeling the Enablers. *Global Business Review*, 14(3), 453–470. <https://doi.org/10.1177/0972150913496864>
- Nguyen, T. N., Lobo, A., & Nguyen, B. K. (2018). Young consumers' green purchase behaviour in an emerging market. *Journal of Strategic Marketing*, 26(7), 583–600. <https://doi.org/10.1080/0965254X.2017.1318946>
- Onel, N. (2017). Pro-environmental Purchasing Behavior of Consumers: The Role of Norms. *Social Marketing Quarterly*, 23(2), 103–121. <https://doi.org/10.1177/1524500416672440>
- Oskamp, S. (1991). *Oskamp 1991*.
- Osman, A., Othman, Y. H., Salahudin, S. N., & Abdullah, M. S. (2016). The Awareness and Implementation of Green Concepts in Marketing Mix: A Case of Malaysia. *Procedia Economics and Finance*, 35(October 2015), 428–433. [https://doi.org/10.1016/s2212-5671\(16\)00053-8](https://doi.org/10.1016/s2212-5671(16)00053-8)
- Othman, C., & Rahman, M. S. (2014). Investigation of the relationship of brand personality, subjective norm and perceived control on consumers' purchase intention of organic fast food. *Modern Applied Science*, 8(3), 92–106. <https://doi.org/10.5539/mas.v8n3p92>
- Ottman, J. (1998). Green Marketing: Opportunity for Innovation. *The Journal of Sustainable Product Design*, 60. <https://doi.org/10.5070/G311010346>
- Ottman, J. A. (2010). The Five Simple Rules of Green Marketing. *Design Management Review*, 19(4), 65–69. <https://doi.org/10.1111/j.1948-7169.2008.tb00143.x>
- P. Rajan Varadarajan & Anil Menon. (1988). P. Rajan Varadarajan & Anil Menon

- Cause-Related Marketing: A Coalignment of Marketing Strategy and Corporate Philanthropy. *Journal of Marketing*, 52(3), 58–74.
- Park, H. sun. (2000). Relationships among attitudes and subjective norms: Testing the theory of reasoned action across cultures. *Communication Studies*, 51(2), 162–175. <https://doi.org/10.1080/10510970009388516>
- Parsa, P., Kandiah, M., & Parsa, N. (2011). Factors associated with breast self-examination among Malaysian women teachers. *Eastern Mediterranean Health Journal*, 17(06), 509–516. <https://doi.org/10.26719/2011.17.6.509>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: Marketing influence on consumer purchase decision. *Journal of Consumer Marketing*, 25(5), 281–293. <https://doi.org/10.1108/07363760810890516>
- Pizam, A. (2009). Green hotels: A fad, ploy or fact of life? *International Journal of Hospitality Management*, 28(1), 1. <https://doi.org/10.1016/j.ijhm.2008.09.001>
- Prakash, G., & Pathak, P. (2016). Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation. *Journal of*

- Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2016.09.116>
- Punyatoya, P. (2014). Linking Environmental Awareness and Perceived Brand Eco-friendliness to Brand Trust and Purchase Intention. *Global Business Review*, 15(2), 279–289. <https://doi.org/10.1177/0972150914523572>
- Ramayah, T., Lee, J. W. C., & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. *Resources, Conservation and Recycling*, 54(12), 1419–1427. <https://doi.org/10.1016/j.resconrec.2010.06.007>
- Rashid, N. R. N. A. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*, 4(8), 132–141. <https://doi.org/10.5539/ijbm.v4n8p132>
- Rezai, G., Teng, P. K., Mohamed, Z., & Shamsudin, M. N. (2012). *Full Length Research Paper Consumers' awareness and consumption intention towards green foods*. 6(12), 4496–4503. <https://doi.org/10.5897/AJBM11.1414>
- Roberts, J. A. (1996). Green consumers in the 1990s: Profile and implications for advertising. *Journal of Business Research*, 36(3), 217–231. [https://doi.org/10.1016/0148-2963\(95\)00150-6](https://doi.org/10.1016/0148-2963(95)00150-6)
- Schena, R., Netti, G., & Russo, A. (2015). *Consumers' Behavior toward Green Products: A Signalling Theory Approach*. 6(6), 44–54. <https://doi.org/10.5430/ijba.v6n6p44>
- Schultz, P. W. (2000). Empathizing with nature: The effects of perspective talking on concern for environmental issues. *Journal of Social Issues*, 56(3), 391–406. <https://doi.org/10.1111/0022-4537.00174>

Schwartz, S. H. (1968). Words, deeds and the perception of consequences and responsibility in action situations. *Journal of Personality and Social Psychology*, 10(3), 232–242. <https://doi.org/10.1037/h0026569>

Schwartz, S. H. (1977). Normative influences on altruism. *Advances in Experimental Social Psychology*, 10(C), 221–279. [https://doi.org/10.1016/S0065-2601\(08\)60358-5](https://doi.org/10.1016/S0065-2601(08)60358-5)

Schwartz, S. H. (1992). Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries. *Advances in Experimental Social Psychology*, 25(C), 1–65. [https://doi.org/10.1016/S0065-2601\(08\)60281-6](https://doi.org/10.1016/S0065-2601(08)60281-6)

Sharma, A., Iyer, G. R., Mehrotra, A., & Krishnan, R. (2010). Sustainability and business-to-business marketing: A framework and implications. *Industrial Marketing Management*, 39(2), 330–341. <https://doi.org/10.1016/j.indmarman.2008.11.005>

Shrum, L. J., McCarty, J. A., & Lowrey, T. M. (1995). Buyer characteristics of the green consumer and their implications for advertising strategy. *Journal of Advertising*, 24(2), 71–82. <https://doi.org/10.1080/00913367.1995.10673477>

Sinnapan. (2011). *sinnapan.pdf*.

Stern, P. C. (2000). New Environmental Theories: Toward a Coherent Theory of Environmentally Significant Behavior. *Journal of Social Issues*, 56(3), 407–424. <https://doi.org/10.1111/0022-4537.00175>

Suki, N. M. (2013a). Green Awareness Effects on Consumers' Purchasing Decision: Some Insights from Malaysia. *International Journal of Asia-*

Pacific Studies, 9(2), 49–63.

Suki, N. M. (2013b). *Green Awareness Effects On Consumer's ' Purchasing Decision : Some Insights From Malaysia*. 9(2).

Suki, N. M., Suki, N. M., & Azman, N. S. (2016). Impacts of Corporate Social Responsibility on the Links Between Green Marketing Awareness and Consumer Purchase Intentions. *Procedia Economics and Finance*, 37(16), 262–268. [https://doi.org/10.1016/s2212-5671\(16\)30123-x](https://doi.org/10.1016/s2212-5671(16)30123-x)

Takala, M. (1991). International Journal of Environmental Awareness and Human Activity. *International Journal of Psychology*, December 2012, 37–41.

Tandon, sethi and. (2016). *a study of university students awareness and purchase intention of eco friendly products*. 2(4).
<https://doi.org/10.16962/EAPJMRM/issn>

Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808–822. <https://doi.org/10.1108/00070700510629760>

Teng, Y. M., Wu, K. S., & Liu, H. H. (2015). Integrating Altruism and the Theory of Planned Behavior to Predict Patronage Intention of a Green Hotel. *Journal of Hospitality and Tourism Research*, 39(3), 299–315.
<https://doi.org/10.1177/1096348012471383>

Thøgersen. (1999). *John Thøgersen The Ethical Consumer . Moral Norms and Packaging Choice*. 439–460.

Thøgersen, J. and sara sandager. (2012). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology &*

Marketing, 30(6), 461–469. <https://doi.org/10.1002/mar>

Thøgersen, J., & Ölander, F. (2006). The dynamic interaction of personal norms and environment-friendly buying behavior: A panel study. *Journal of Applied Social Psychology*, 36(7), 1758–1780.

<https://doi.org/10.1111/j.0021-9029.2006.00080.x>

Tonglet, M. (2002). Consumer misbehaviour: an exploratory study of shoplifting. *Journal of Consumer Behaviour*, 1(4), 336–354.

<https://doi.org/10.1002/cb.79>

Tonglet, M., Phillips, P. S., & Read, A. D. (2004). Using the Theory of Planned Behaviour to investigate the determinants of recycling behaviour: A case study from Brixworth, UK. *Resources, Conservation and Recycling*, 41(3), 191–214. <https://doi.org/10.1016/j.resconrec.2003.11.001>

Trost, R. C. and M. (2012). *Social Influence: Social Norms, Conformity, and compliance*.

Tsarenko, Y., Ferraro, C., Sands, S., & McLeod, C. (2013). Environmentally conscious consumption: The role of retailers and peers as external influences. *Journal of Retailing and Consumer Services*, 20(3), 302–310. <https://doi.org/10.1016/j.jretconser.2013.01.006>

Wheeler, M., Sharp, A., & Nenycz-Thiel, M. (2013). The effect of “green” messages on brand purchase and brand rejection. *Australasian Marketing Journal*, 21(2), 105–110. <https://doi.org/10.1016/j.ausmj.2013.02.007>

Yadav, R., & Pathak, G. S. (2016). *Intention to purchase organic food among young consumers: Evidences from a developing nation*. 96, 122–128.

<https://doi.org/10.1016/j.appet.2015.09.017>

Yee, L. ling. (1997). Informa Ltd Registered in England and Wales Registered Number : 1072954 Registered office : Mortimer House , 37- Journal of International Consumer Marketing Effect of Collectivist Orientation and

Ecological Attitude on Actual Environmental Commitment. *City, May 2015*, 37–41. <https://doi.org/10.1300/J046v09n04>

Yeonshin Kim, S. M. C. (2005). Association for Consumer Research. *Advances in Consumer Research*, 36, 592–599.

Yoo, J. J., Divita, L., & Kim, H. Y. (2013). Environmental awareness on bamboo product purchase intentions: Do consumption values impact green consumption? *International Journal of Fashion Design, Technology and Education*, 6(1), 27–34. <https://doi.org/10.1080/17543266.2012.758318>

Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption: Green consumer behaviour when purchasing products. *Sustainable Development*, 18(1), 20–31. <https://doi.org/10.1002/sd.394>

Zagata, L. (2012). Consumers' beliefs and behavioural intentions towards organic food. Evidence from the Czech Republic. *Appetite*, 59(1), 81–89. <https://doi.org/10.1016/j.appet.2012.03.023>

Zaichkowsky, judith lynne. (1985). Measuring the Involvement Construct: *Measuring the Involvement Construct*, 6(4), 71–102. https://doi.org/10.1300/j047v06n04_05

Zelezny, L. C., & Schultz, P. W. (2000). Promoting Environmentalism. *Journal of Social Issues*, 56(3), 365–371. <https://doi.org/10.1111/0022-4537.00172>

Zheng, Y., & Chi, T. (2014). Factors influencing purchase intention towards environmentally friendly apparel: An empirical study of US consumers.

International Journal of Fashion Design, Technology and Education, 8(2), 68–77. <https://doi.org/10.1080/17543266.2014.990059>

Zimmer, M. R., Stafford, T. F., & Stafford, M. R. (1992). *E 1991*.

Zukin, S., & Maguire, J. S. (2004). Consumers and Consumption. *Annual Review of Sociology*, 30(1), 173–197.

<https://doi.org/10.1146/annurev.soc.30.012703.110553>