# Does Green Product Knowledge Really Affect Customer Purchase Decision: An Empirical Insight of Textile Sector of Pakistan

[1]*Syeda Shawana Mahasan,* [2] *Arshia Hashmi,* [3] *Muhammad Faheem Jan,* [4] *Muhammad Adeel Abid,* [5] *Muhammad Mohsin*

The purpose of this study is to examine the relationship between green product knowledge and customer purchase decision with mediating effect of green marketing, personal values and moderating effect of social media's influence on customer's purchasing decision in the textile industry of Pakistan. Three hundred and twenty-three (323) questionnaires were collected from the textile sector customers of Pakistan. Questionnaire was adopted and convenience sampling strategy was used. Smart PLS (Partial Least Squares) and structural equation modeling (SEM) to analyze the effects of different factors on customer purchase decisions, alongside descriptive statistics. The findings reveal a noteworthy positive link between consumers' understanding of green products and their buying choices in Pakistan's textile sector. These results underscore the importance of initiatives aimed at educating consumers about green products for businesses and policymakers alike. Such efforts can help meet the rising demand for sustainable products, contribute to environmental conservation, and shape positive consumer perceptions.

_____

## INTRODUCTION

Businesses now place more emphasis on selling environmentally friendly goods (Kumar et al., 2017; Moser, 2016). An analysis of the institutional framework is offered in light of the rising attention being paid to environmental issues globally, particularly in developing markets. According to research, emerging markets have a tendency to place less emphasis on environmental concerns and more on economic development. For this reason, they are an appropriate market to research for environmental initiatives (Peng et al., 2008). While just

[1] *Lecturer, Riphah International University, Sahiwal. Email shawanamhasan@gmail.com*

[2] *Assistant Professor, University of Central Punjab. Email arshia.hashmi@gmail.com*

[3] *AssistantProfessor, University of Central Punjab. Email muhammedfaheemjan@hotmail.com* *(Corresponding Author)*

[4] *Lecturer, University of Narowal. Email adeel.abid@uon.edu.pk*

[5] *Lecturer, University of Narowal. Email muhammad.mohsin@uon.edu.pk*

54% of customers in the European Union (EU) occasionally bought green items, 26% of EU consumers did so frequently (The European Commission, 2016). Due to rising disposable income, organic and green food consumption has increased in China (McCarthy et al., 2015). Young people are more likely to buy green products than older ones (Chekima et al., 2016; Yadav and Pathak, 2017). To ensure environmental protection, the international community consistently implements environmental legislation. However, it is crucial to engage all parties involved in environmental protection efforts in order to enhance the outcomes of environmental governance (Zhang et al., 2019). Having a comprehensive understanding of green product knowledge is essential for effective environmental governance and management. This information plays a significant role in determining the level of involvement and commitment of the general public and users in environmental stewardship (Kardos et al., 2019).

Recent efforts to promote green products have led to an increase in green product offerings in every area, including the food, hotel, energy, automotive, and construction (Chung, 2020; Goh and Balaji, 2016). Green product knowledge, according to Wang et al. (2019), is defined as consumers' subjective observation of the environmental impact and attributes of green products. According to Barrutia and Gilsanz (2013), consumer knowledge about a particular product might affect how it is evaluated and how consumers think about product characterizations.  Policymakers worldwide have been effectively drawn to the negative environmental effects of modern lifestyles and the expanding knowledge of green products. Liu, Y., Segev, S., & Villar, M. E. (2017) found that persons with a higher level of understanding of green products are more inclined to engage in green consuming behaviours. According to Wang, H., Ma, B., and Bai, R. (2019), there is a favourable correlation between green product knowledge and Green Purchase Intention. In a recent study, Dahlquist (2021) determined that there is a direct impact of green product needs on the dynamics of industrial buyer/seller relationships. According to Zameer, H., & Yasmeen, H. (2022), green items have a higher tendency to be associated with green buying intents.

There are few studies in existing literature which are conducted on green brand knowledge and consumer purchase intentions (Tan et al., 2022; Afzaal, Gohar & Zahid, 2021; Mansoor,2022) but these studies are conducted with other set of variables. This study as per authors knowledge is first one to be carried out. Moreover, according to Mukonza and Swats (2020) green marketing is in its infancy stage (Nasution, Tawil, Kushariyadi, Gumerung, & Lumentah, 2024) and more research need to be carried out.  However, this presents a

reasonable gap in the existing research about the relationship between green product knowledge and customer purchasing decisions, specifically in terms of the underlying mechanisms, such as green marketing, personal values and social media influence. The current study aims to address this gap by examining the mediating effects of green marketing and personal values on the connection between green product knowledge and customer purchase decisions. The present study contributed to the existing body of literature by examining the moderating impact of social media influence on the relationships between mediators and customer purchase decisions.

### *Attitude-Behavior-Context (ABC) Theory*

This research work is supported by the Attitude-Behavior Context theory by Stern (2000) to fully understand the influence of different factors impacting the purchase decision of customers (Guagnano et al., 1995). According to the Attitude-Behavior-Context (ABC) theory by the Stren (2000) help to understand how the behavior of the customer can lead to a possible green purchase decision of the customer. In the context of this study green product knowledge shapes behavior of consumers in a way which encourage them to make purchase decision.

### *Green Product Knowledge and Customer Purchase Decision*

In previous researches done by other researches, it is been shown that the customers who have more knowledge about the green products and how these products are developed with low impact on the environment materials and how they can reduce the environmental issues which is faced by the entire world right now are the one who are the potential buyers of the green products (Lee & Kim, 2016).Product knowledge about the green products influences positively the purchase decision of the customers for the green products. Therefore, we can say that the knowledge about green products have a significant impact on the purchase decision of the customer (Sun & Wang, 2019). Thus based on the above we proposed that

**H1:** *Green product knowledge has significantly impact on consumer purchase decision*

### *Green Product Knowledge and Green Marketing*

Green product knowledge and green marketing are essential to sustainable consumption. Green product knowledge informs consumers on product environmental impacts, affecting their purchases and encouraging renewable alternatives (Ottman, 2011; Pickett-Baker & Ozaki, 2008). Green marketing tactics can influence consumer attitudes and behaviors by communicating this knowledge. Noteably, green marketing lets companies openly promote their sustainability efforts, matching their products with environmentally conscious

consumers (Berens et al., 2005; Polonsky & Vocino, 2005). Moreover, consumer comprehension of green product qualities boosts trust, brand loyalty, and sustainable marketing efforts (Kotler, Kartajaya, & Setiawan, 2010; Ottman et al., 2006). This mutual relationship shows how consumer knowledge, marketing, and sustainable market choices are linked. Thus based on the above we proposed that

**H2:** *Green product knowledge has significantly impact on the green marketing*

### Green Product Knowledge and Personal Value

The complex relationship between green product knowledge and personal values shows how personal values and ethics affect environmentally conscious customer behavior. As customers learn about product environmental impacts, their choices become more sustainable and aligned with their beliefs (Davies, 2012; Peattie & Peattie, 2003). As consumers emphasize ethical items, green product knowledge and personal beliefs have a greater and longer-lasting impact on consumer decision-making (Kaiser et al., 2019; Stern, 2000). This alignment affects lifestyle choices and sustainable thinking beyond purchasing (Schultz & Zelezny, 1999). Thus, firms seeking to engage conscientious consumers and promote sustainability must understand how green product knowledge and personal values interact. Hence we proposed that

**H3:** *Green product knowledge has a significant impact on the personal value.*

### Green marketing and consumer purchase decision

The relationship between green marketing and consumer purchasing is dynamic and impactful in contemporary markets. As companies include environmental considerations into their marketing strategies, customers, who are cognizant of sustainability issues, are making deliberate decisions that align with their values. Green marketing initiatives influence consumer attitudes by effectively communicating the environmental benefits of a product and the company's commitment to sustainability (Peattie & Peattie, 2003; Polonsky & Vocino, 2005). The aforementioned studies by Kotler, Kartajaya, & Setiawan (2010) and Pickett-Baker & Ozaki (2008) demonstrate that these communications have a significant impact on consumers' viewpoints and buying decisions. Green marketing strategies enhance market attractiveness and transform consumer behavior towards more environmental consciousness, as sustainability emerges as a crucial determinant in consumer decision-making. Thus on the basis of above we proposed that

**H4:** *Green marketing has a significant impact on consumer purchase decision*

## Personal Value and consumer purchase decision

The study of consumer behavior focuses on the intricate correlation between personal values and purchasing decisions. Consumers' product purchases are significantly influenced by their own views, ethical standards, and intrinsic impulses (Rokeach, 1973; Schwartz, 1992). According to scholars, when a product's qualities align with an individual's core values, it is more likely that they will buy it (Davies, 2012; Kahle, Beatty, & Homer, 1986). Within the context of sustainable or ethical consumerism, individuals actively pursue products or services that agree with their personal values and beliefs, in order to establish a sense of ethical congruence (Sheth, Newman, & Gross, 1991). Organizations aiming for more profound and significant engagement must recognize the significance of personal values in influencing consumer purchase decisions. Thus on the basis of above we proposed that

**H5:** *Personal Value has a significant impact on consumer purchase decision*

## Mediating role of Green Marketing

In green marketing, promotions and advertisement for green products are made which are less harmful and made with fewer chemicals in order to protect the environment of the world and also the safety of humans. Thus, the positive word of mouth communicated in green marketing about the green products create positive image of the green products in the minds of the customers. So, this leads to greater demand for the green products because the purchase decision of the customer is influenced by the green advertisement of the green product and the positive word of mouth for the green products (Liao et al., 2020). The green marketing's strategy which involves green advertising of the green products influence the purchase decision of the customers in a positive way which proves the mediation of green marketing between green product knowledge and customer purchase decision (Luo et al., 2020).

**H6:** *Green marketing mediates the relationship of green product knowledge and purchase decision of the customer.*

## Mediating role of Personal Values

Personal values play in important role when it comes to marketing because in marketing values of the customers play an important role in their purchase decision of green products and personal values have two main types which include altruistic values and egoistic values, people with altruistic values are people who are willing to give up their personal gains for the sake of welfare of other people and their environment while people with egoistic values

only have interests for their own personal benefits and do not care for the welfare of the society and their environment (Wang et al., 2019).

**H7:** *Personal values mediate the relationship between the green product knowledge and purchase decision of customers.*

*Moderating Effect of Social Media Influence*

Recently studies have shown that social media exposure has influenced the customer's environmental concerns and their attitude towards green products (Chen et al., 2018).

Social media marketing has an influence over the sustainable product's purchase decision making of the customers therefore, social media marketing is a credible tool for marketing and influencing the purchase decision of the customer because of the features that social media provides such as personal interaction among individuals and between organization and consumers and also the sharing of the information by the organization or the customers through social media (Hynes & Wilson, 2016).

Content shared on the social media whether through blogging or posting a post on any platform of the social media for example: Facebook, Instagram about the green product, green product's benefits, and experience of other people after the use of the green products positively influence the purchase decision of the customers. Hence, the social media plays a mediating role between the relationship of the green marketing and the purchase decision of the customers for the green products because of the information about the green products shared on the social media through a strategy made by the marketers (Biswas, 2016).
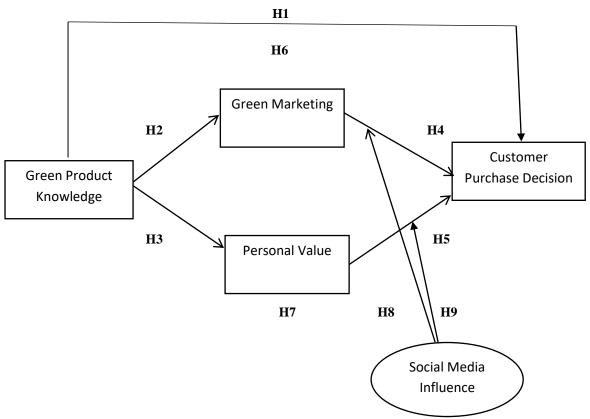
**H8:** *Social media influence moderates the relation between green marketing and purchase decision of customers.*

Balakrishnan et al. (2014) suggests that virtual communities formed online exert a considerable influence on consumer purchase intentions. They argue that social media platforms facilitate the creation of these virtual communities, enabling members to freely share and exchange ideas, thereby contributing to the impact on consumer behavior. According to Shaari, Hamidi & Ahmad (2021) social media does not moderate the relationship between personal values and purchase intensions.

**H9:** *Social media influence moderates the relation between personal values and purchase decision of customers.*

**Figure 1:** Theoretical Model

## METHODOLOGY

The study is characterized by its descriptive nature, employs the hypothetic-deductive technique and adopts a cross-sectional perspective in terms of chronology. Convenience sampling technique under the non-probability sampling technique is employed. Through a quantitative research approach, data will be collected from a sample of textile consumers in Pakistan using structured questionnaires. The study aims to provide empirical insights into the relationship between green product knowledge and customer purchase decisions, shedding light on the factors that drive environmentally conscious consumption behavior in the Pakistani textile market. A total of 350 questionnaires have been distributed from among textile consumers from which 323 usable questionnaires have been finalized for data analysis. The respondents are located in several urban areas of Punjab Pakistan, such as Lahore, Multan, Faisalabad and Gujranwala.

Questionnaire were adopted from different studies. Green Product Knowledge contained 6 items adopted the original scales developed by (Liobikienė et al. 2016, Kanchanapibul et al. 2014). Green Marketing contained 9 items adopted from (Papadas et al., 2017). Personal Values contained 6 items adopted from (McCarty andShrum2001). Social Media Influence

contained 7 items adopted from (Jansi et al. 2019). Customer Purchase Decision contained 7 items adopted from (Esmaeilpour and Bahmiary 2017).

The Smart PLS (Partial Least Square) is employed as a statistical tool to find out the direct effects on the customer purchase decision by the proposed factors. However, descriptive statistics were employed using SPSS. The Structural Equation Modelling (SEM) was used to test the hypothesis.

## ANALYSIS

*Descriptive Statistics*

Regarding demographic profile, Table 1 shows that there were 32.8% more male customers than female among the legitimate replies. The majority of the respondents had completed their undergraduate education (70.04%), 18.4% had earned their master's degrees, 5.6 % had M.Phil degrees, and the rest percentage held Ph.D. degrees. According to the outcomes of our Research, approximately 28% of customers were aged below 20 or younger, 60.4% were aged 20–25, 13.2% were aged 26–30, and only 32.75.2% were aged 30 or more.

**Table 1.** Respondent profile

| Demographic variables | Categories | Frequency | Percentage |
|---|---|---|---|
| Gender | Male | 82 | 32.8 |
| | Females | 168 | 67.2 |
| Age | Below 20 | 53 | 21.2 |
| | 20-25 | 151 | 60.4 |
| | 26-30 | 33 | 13.2 |
| | Above 30 | 13 | 5.20 |
| Qualification | Bachelor | 185 | 74.0 |
| | Masters | 46 | 18.4 |
| | PhD | 14 | 5.60 |
| | Intermediate | 3 | 1.20 |

**Table 2.** Construct Reliability and Validity

| | CA | rho_A | CR | (AVE) |
|---|---|---|---|---|
| Green Marketing | 0.884 | 0.887 | 0.907 | 0.522 |
| Green Product Knowledge | 0.731 | 0.756 | 0.815 | 0.428 |
| Personal Values | 0.785 | 0.826 | 0.849 | 0.499 |
| Purchase Decision of Consumer | 0.846 | 0.868 | 0.885 | 0.531 |
| Social Media Influence | 0.857 | 0.885 | 0.893 | 0.554 |

*Construct validity and reliability*

Construct validity and reliability is measured for the constructs, which is shown in table-2.

Table shows that all values of the Cronbach's Alpha and Composite Reliability are greater than 0.7 which means that the research instrument is reliable.

*Discriminate Validity*

**Table 3.** Fornell- Larcker Criterion

| | Green Marketing | Green Product Knowledge | Personal Values | Customer Purchase Decision | Social Media Influence |
|---|---|---|---|---|---|
| Green Marketing | 0.722 | | | | |
| Green Product Knowledge | 0.625 | 0.654 | | | |
| Personal Values | 0.730 | 0.485 | 0.731 | | |
| Purchase Decision of Consumer | 0.755 | 0.522 | 0.726 | 0.729 | |
| Social Media Influence | 0.644 | 0.296 | 0.592 | 0.632 | 0.744 |

The diagonal values of Green Marketing, Green Product Knowledge, Personal Values, Customer Purchase Decision and Social are 0.722, 0.654, 0.731, 0.729 and 0.744 as shown in the table 3. All the values are greater than the off-diagonal values of the variables which mean that the discriminate validity is formed.
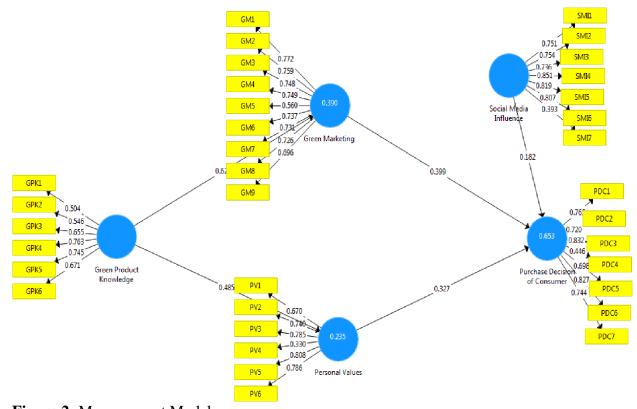


**Figure 2:** Measurement Model

### Bootstrapping

The bootstrapping is run on SMART PLS 4.0 to test the hypothesis. Results are shown in table 4 below.

**Table 4.** Direct Effect

| Relationships | | (OS) | (SM) | (ST-DEV) | T Statistics | P Values |
|---|---|---|---|---|---|---|
| H1 | GPK-CPD | 0.467 | 0569 | 0.069 | 5.161 | 0.030 |
| H2 | GPK-GM | 0.625 | 0.628 | 0.042 | 14.857 | 0.045 |
| H3 | GPK-PV | 0.485 | 0.492 | 0.054 | 8.954 | 0.023 |
| H4 | GM-CPD | 0.399 | 0.396 | 0.064 | 6.191 | 0.001 |
| H5 | PV-CPD | 0.327 | 0.324 | 0.069 | 4.748 | 0.032 |

The original sample value, p value and t-value are calculated for the relationship between the green marketing and purchase decision of customer, green product knowledge and green marketing, green product knowledge and personal values, personal values and the purchase decision, social media influence and the purchase decision of customer. The Table 4 represents that all original sample values for each relationship are greater than 0.2 which show the significance in relationship. The p value and t-value of each relationship is greater than 1.9 and less than 0.05 respectively which shows that all the variables in direct relationship are significant.

### Specific Indirect Effects

The specific indirect effect analysis shows the extent to which the mediating variables have an impact on the dependent variable. The mediating impact of green marketing and personal values of customer will be analyzed to determine extent of impact it has on the purchase decision of customer for eco-friendly products.

**Table 5.** Mediation Effect

| Relationships | | (OS) | (SM) | (STDEV) | T Statistics | P-Values |
|---|---|---|---|---|---|---|
| H6 | GPK-GM-CPD | 0.249 | 0.250 | 0.049 | 5.138 | 0.000 |
| H7 | GPK-PV-CPD | 0.158 | 0.160 | 0.040 | 3.981 | 0.000 |

The Table 5 shows that Green Marketing has a mediating relation between the green product knowledge and purchase decision of the customer. The table also shows that the personal values have a mediating relation between the green product knowledge and purchase decision of the customer.
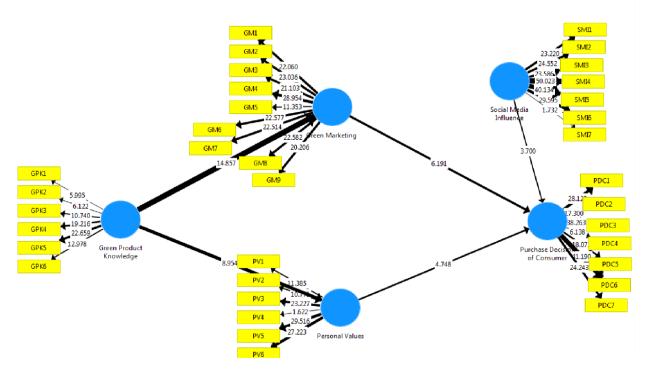
**Figure 3.** Mediation Model

**Table 6.** Moderation Effect

| Relationships | | (OS) | (SM) | (STDEV) | T Statistics | P-Values |
|---|---|---|---|---|---|---|
| H8 | PV-SMI-CPD | -0.014 | 0.002 | 0.049 | 0.279 | 0.781 |
| H9 | GM-SMI-CPD | 0.025 | 0.013 | 0.052 | 0.492 | 0.623 |

The Table 6 shows the moderation relationship among the variables. The P value for the moderating relation of social media between the green marketing and purchase decision of customer is 0.781 which is greater than 0.5 which means that the social media influence does not have the moderating relation between the personal values and purchase decision of the customer and the P value for the moderating relation between the green marketing and purchase decision of customer is 0.623 which is closer to 0.5 but it is considered that there is no moderating effect of social media influence on the green marketing and customer purchase decision. The results of H1 are supported and consistent with the studies of Sun and Wang 2019, that there is significant relationship between green product knowledge and consumer purchase decision. The H2, there is significant relationship between GPK and GM is supported and consistent with the study of Polonsky and Vocino (2005). The H3, there is significant relationship between GPK and PV is supported and secured support from literature by the study of Davies (2012). The H4, there is significant relationship between GM and consumer purchase intentions is supported and consistent with the Polonsky and

Vocino (2005). The H5, there is significant relationship between PV and consumer purchase intentions is supported and consistent with the Davies (2012). The H6, GM mediates the relationship between GPK and consumer purchase intentions is supported and consistent with Luo et al., 2020. The H7, PV mediates the relationship between GPK and consumer purchase decision is not supported and inconsistent with the Wang et al., 2019. The H8, social media moderates the relationship between GM and consumer purchase decision is supported and consistent with Chen et al., 2018. The H9, social media moderates the relationship between PV and consumer purchase decision is supported and consistent with Shaari, Hamidi and Ahmad, 2021. Therefore, the hypothesis H1, H2, H3, H4, H5, H6 and H7 are supported and the hypotheses H8 and H9 are not supported.
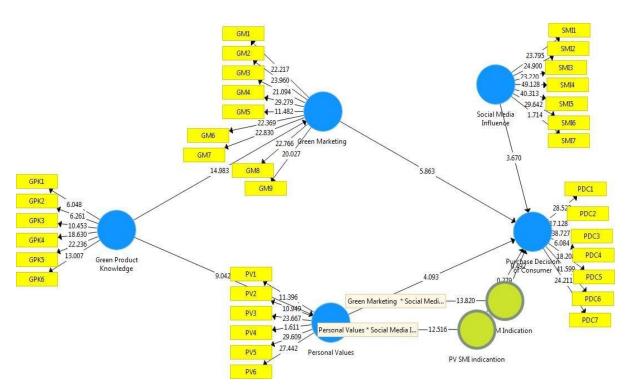


**Figure 4.** *Moderation Model*

## CONCLUSION

The research outcomes underscore a clear association between understanding of green products and the choices made by consumers. Those who possess a deeper comprehension of eco-friendly items tend to prioritize their purchases, driven by both environmental consciousness and personal health considerations. Moreover, the study emphasizes the pivotal role of green marketing in amplifying consumer awareness and, consequently, shaping their purchasing behavior through effective communication of the advantages

associated with sustainable products. Additionally, the investigation uncovers the mediating influence of both green marketing initiatives and personal values on the link between consumers' knowledge of green products and their purchase decisions.

Green marketing acts as a mediator by disseminating information about environmentally friendly products, while personal values, particularly altruistic ones, influence customers to opt for green products. However, there is a negative moderating impact of social media influence on green marketing and personal values among Pakistani textile industry customers. Despite the significance of green marketing, customers remain skeptical of information shared on social media platforms, attributing it to false advertising practices. Consequently, social media has little influence on customer purchase decisions.

## Limitations and Future Direction

This study shows positive impact of the green product knowledge, green marketing, personal values and negative impact of the social media influence over the customer purchase decision of the textile industry of Pakistan but this study only involved textile industry of Pakistan which means that the consequences of this study are not being generalized to other kind of industries of Pakistan. The characteristics and uniqueness on industry like manufacture and size can exercise a crucial influence over the consequences and can be consider the variables that are mediator of relationships regarding cause-effect. Therefore, the future study should include other industries and even firms of Pakistan. The researchers should also study the customer loyalty for the consumption of green products because the customer's loyalty to the consumption of the green product leads to the interactions and experiences which are positive with the textile industries who are providing the green products which are less harmful to the environment and protect the wellbeing of the customers.

## REFERENCES

Afzaal, M., Gohar, M. A., & Zahid, Z. (2021). Green Marketing Effect On Consumer's Purchasing Behavior/Intention And Brand Equity. International *Journal Of Business And Economic Affairs, 6*(2), 106-117.

Amin, S., & Tarun, M. T. (2019). Enhancing Green Hotel Visit Intention: Role of Green Perceived Value, Perceived Consumer Effectiveness and Environmental Knowledge. *International Business Research*, *12*(5), 123.

Balakrishnan, B.K., Dahnil, M.I., & Yi, W.J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia-Social and Behavioral Sciences*, 148, 177-185.

Berens, G., van Riel, C.B.M., & van Bruggen, G.H. (2005). Corporate associations and consumer product responses: The moderating role of corporate brand dominance. *Journal of Marketing, 69*(3), 35-48

Chen, C. C., Chen, C. W., & Tung, Y. C. (2018). Exploring the Consumer Behavior of Intention to Purchase Green Products in Belt and Road Countries: An Empirical Analysis. *Sustainability*, *10*(3), 854.

Chen, Y. S., Chang, C. H., & Lin, Y. H. (2014). The Determinants of Green Radical and Incremental Innovation Performance: Green Shared Vision, Green Absorptive Capacity, and Green Organizational Ambidexterity. *Sustainability*, *6*(11), 7787–7806.

Chen, Y.S., Chai, L.T., & Cheng, J.M. (2014). The influence of green brand experience and green brand image on green purchase intention. *International Journal of Sustainable Development & World Ecology, 21*(6), 494-504.

Dangelico, R. M., & Pujari, D. (2010). Mainstreaming Green Product Innovation: Why and How Companies Integrate Environmental Sustainability. *Journal of Business Ethics, 95*(3), 471–486.

Davies, I.A. (2012). The influence of personal values in green purchasing. *European Journal of Marketing, 46*(1/2), 170-188.

Esmaeilpour, M., & Bahmiary, E. (2017). Investigating the impact of environmental attitude on the decision to purchase a green product with the mediating role of environmental concern and care for green products. *Management & Marketing*, *12*(2), 297.

Goh, S. K., & Balaji, M. S. (2016). Linking green skepticism to green purchase behavior. *Journal of Cleaner Production*, *131*, 629–638.

Guagnano, G. A., Stern, P. C., & Dietz, T. (1995). Influences on Attitude-Behavior Relationships *Environment and Behavior*, *27*(5), 699–718.

Guo, S., Choi, T. M., & Shen, B. (2020). Green product development under competition: A study of the fashion apparel industry. *European Journal of Operational Research*, *280*(2), 523–538.

*Handbook of Moral Behavior and Development: Volume 1: Theory*. (2014). Psychology Press.

Hynes, N., & Wilson, J. (2016). I do it, but don't tell anyone! Personal values, personal and social norms: Can social media play a role in changing pro-environmental behaviours? *Technological Forecasting and Social Change*, *111*, 349–359.

Hyun, J., & Fairhurst, A. (2017). Understanding consumers' purchasing behavior of ethnically disparate products. *Journal of Consumer Behaviour*, *17*(1), e114–e126.

Jansi Rani., Catherine., & Sailaja. (2019). A Study on Impact of Social Media on Consumer Buying Behaviour. *Journal of Advanced Research in Dynamical and Control Systems*, *11*(0009- SPECIAL

Kaiser, F.G., Doka, G., Hofstetter, P., & Ranney, M.A. (2019). Ecological behavior and its environmental consequences: A life cycle assessment of a self-report measure. *Journal of Environmental Psychology, 61*, 63-74.

Kroesen, M., Handy, S., & Chorus, C. (2017). Do attitudes cause behavior or vice versa? An alternative conceptualization of the attitude-behavior relationship in travel behavior modeling. *Transportation Research Part A: Policy and Practice*, *101*, 190–202.

Kahle, L.R., Beatty, S.E., & Homer, P. (1986). Alternative measurement approaches to consumer values: The list of values (LOV) and values and life style (VALS). *Journal of Consumer Research, 13*(3), 405-409.

Kotler, P., Kartajaya, H., & Setiawan, I. (2010). *Marketing 3.0: From products to customers to the human spirit*. John Wiley & Sons.

Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020). Examining the Moderating Effects of Green Marketing and Green Psychological Benefits on Customers' Green Attitude, Value and Purchase Intention. *Sustainability*, *12*(18), 7461.

Mahnaz Mansoor, Abid Saeed, Budi Rustandi Kartawinata & Muhammad Kamran Naqi Khan (2022)   Derivers of green buying behavior for organic skincare products through an interplay of green brand  evaluation and green advertisement, *Journal of Global Fashion Marketing*, 13:4, 328-343

Nasution, Muhammad Amsal, Tawil, Muhamad Risal, Kushariyadi, Kushariyadi, Gumerung, Jeffri Wuisan Lontaan, & Lumentah, Lenda. (2024). The Influence of Green marketing Strategy on Purchasing Decisions with Emotional Desire as a Moderating Variable. *International Journal of Economic Literature, 2*(2), 386-394.

Liobikienė, G. ė., Mandravickaitė, J., & Bernatonienė, J. (2016). Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study. *Ecological Economics*, *125*, 38–46.

Luo, B., Sun, Y., Shen, J., & Xia, L. (2020). How does green advertising skepticism on social media affect consumer intention to purchase green products? *Journal of Consumer Behaviour*, *19*(4), 371–381.

McCarty, J. A., & Shrum, L. J. (2001). The Influence of Individualism, Collectivism, and Locus of Control on Environmental Beliefs and Behavior. *Journal of Public Policy & Marketing*, *20*(1), 93–104.

Mukonza, C., & Swarts, I. (2020). The influence of green marketing strategies on business performance and corporate image in the retail sector. *Business strategy and the Environment*, *29*(3), 838-845.

Nekmahmud, M., & Fekete-Farkas, M. (2020). Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation. *Sustainability*, *12*(19), 7880.

Ottman, J.A., Stafford, E.R., & Hartman, C.L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. Environment*: Science and Policy for Sustainable Development, 48*(5), 22-36.

Ottman, J.A. (2011). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding.* Berrett-Koehler Publishers.

Papadas, K. K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, *80*, 236–246.

Peattie, S., & Peattie, S. (2003). Ready to fly solo? Reducing social risk for sustainable consumption. *Journal of Consumer Policy, 26*(3), 245-269.

Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: Marketing influence on consumer purchase decision. *Journal of Consumer Marketing, 25*(5), 281-293.

Polonsky, M.J., & Vocino, A. (2005). An analysis of criterion-referenced expert judgement of the environmental sustainability of business to business products. *Journal of Environmental Management, 74*(2), 189-199.

Rahman, I., & Reynolds, D. (2017). The influence of values and attitudes on green consumer behavior: A conceptual model of green hotel patronage. *International Journal of Hospitality & Tourism Administration*, *20*(1), 47–74.

Rokeach, M. (1973). *The Nature of Human Values*. Free Press.

Schultz, P.W., & Zelezny, L. (1999). Values as predictors of environmental attitudes: Evidence for consistency across 14 countries. *Journal of Environmental Psychology*, 19(3), 255-265.

Schwartz, S.H. (1992). *Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries.* In M.P. Zanna (Ed.), Advances in Experimental Social Psychology (Vol. 25, pp. 1-65). Academic Press.

Shaari, A., Hamidi, N. H. S. A., & Ahmad, S. N. B. (2021). Does Social Media Moderates Factors that Influence Perceived Value and Personal Value on Purchase Intention of Modest Apparel?. *Management. Google Schoolar*.

Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior. *Management Decision*, *57*(4), 1018–1042.

Sheth, J.N., Newman, B.I., & Gross, B.L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research, 22*(2), 159-170.

Skogen, K., Helland, H., & Kaltenborn, B. (2018). Concern about climate change, biodiversity loss, habitat degradation and landscape change: Embedded in different packages of environmental concern? *Journal for Nature Conservation*, *44*, 12–20.

Stern, P. C. (1999). Information, Incentives, and Proenvironmental Consumer Behavior. *Journal of Consumer Policy*, *22*(4), 461–478.

Stern, P. C. (2000). New Environmental Theories: Toward a Coherent Theory of Environmentally Significant Behavior. *Journal of Social Issues*, *56*(3), 407–424.

Sun, Y., & Wang, S. (2019). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, *32*(4), 860– 878.

Tan Z, Sadiq B, Bashir T, Mahmood H, Rasool Y. Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust. *Sustainability*. 2022; 14(10):5939.

Wang, H., Ma, B., & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability*, *11*(4), 1193.

Wang, J., Xue, Y., Sun, X., & Yang, J. (2020). Green learning orientation, green knowledge acquisition and ambidextrous green innovation. *Journal of Cleaner Production*, *250*, 119475.

Wei, C. F., Chiang, C. T., Kou, T. C., & Lee, B. C. Y. (2017). Toward Sustainable Livelihoods:

Investigating the Drivers of Purchase Behavior for Green Products. *Business Strategy and the Environment*, *26*(5), 626–639.

Zhang, Y., & Chabay, I. (2020). How Green Knowledge Influences Sustainability through Behavior Change: Theory and Policy Implications. *Sustainability*, *12*(16), 6448.