

The Consumer's pro environmental attitude and its impact on green purchase behavior

Neelam Sheraz, Saima Saleem & Shahbaz sultan

Department of Management Sciences, SHAHEED ZULFIQAR ALI BHUTTO INSTITUTE OF SCIENCE & TECHNOLOGY, ISLAMABAD

ABSTRACT

This paper aims to analyze the consumer's pro environmental behavior and attitude about ecological products. The aim of this study is to analyze the consumer purchase intention and ecological behavior towards the green items. In this study the researcher has thoroughly examined the consumers personal norms that how a consumer react about the environment friendly products. Governments and other companies, as significant financial institutions have started to give a guarantee towards natural assurance by changing production strategies, produce green items, and modifying ecological security arrangements. This paper analyzed the environment friendly products purchase intention is safe for an environment; the customers would have been environment concern and environmental attitude. This study has investigated the customer's pro-environmental attitude, personal norms, social norms and less damaging the environment products purchase intention, which are less harm for the earth, impact on environment friendly product behavior.

The data were collected from the 403 individuals, males and females who lived in Rawalpindi and Islamabad through survey questionnaires. The usable questionnaires were 403 as convenience sampling techniques was used which were used for the purpose of data analysis. Researcher has chosen the Cross-sectional study. The data was analyzed through SPSS in which data was measure its frequency, variance, linear regression, the descriptive statistics of the dependent and independent variables, and mediator variables with independent and dependent variables. Results indicate that relationship result the relationships of social norms with green purchase behavior, personal norms with green purchase behavior and pro-environmental attitude with green purchase behavior were found significant

This study developed a deeper understanding of the impact of independent variables personal norms, social norms and pro environmental behavior of customers with the mediating effect of green purchase intention on green purchase behavior.

Keywords: Environment Norms, Pro environmental Attitude, Green Purchase Intention, Green Purchase Behavior,

1. INTRODUCTION

In our world, the consumer's needs and demands are increasing day by day which is going to change their lifestyle with the time henceforth the demand for the basic commodities is going to decrease. The media is providing ever increasingly more sensitive information about the ecological harmful effects therefore the customers are becoming more sensitive which has led to the start of use of the environment friendly products (Onurlubas, 2018). The social norms identify the impact of societies which are vastly influenced by the culture. The people behave according to the cultural values which are accepted by the society and desires on others behaviors and it is possible that direct individuals' professional environment behavior pro environmental social norms are because of directly or indirectly molded by individual's intention (Kouros, Pearce, & Dowling, 2019). It is verifiable that individual's personal norms are much affected by the social norms. All things considered, it is contended that social standards impact individuals' very own standards (Bisai, Chaudhary, & Samrat, 2018). When consumer's intention increased with regards to the environment friendly products therefore the marketers took advantage hence they start making strategies as to how to satisfy and fulfil the consumers need and demands (Kima & Seockb, 2019). The products that are not harmful to the environment are called green products. The organizations are continuously concentrating and giving importance to this issue and are currently dealing with customers by fulfilling their needs. Thus, many firms have started picking the eco-friendly way for the products which they produce and it has expanded with the time (Liobikiene, G. Grinceviciene, S. & Bernatoniene, J, 2017).

The most important issue is that ecological problems are increasing because of human's consumption pattern which are continuously changing day by day primarily due to increased globalization. The green products are defined as those products which are less harmful for the environment (Martino, Nanere, & DSsuza, 2019). This study is an attempt towards examining the consumer pro environmental behavior that is molded by the purchase intention towards the green product purchasing behavior (Chekima, 2016). Every individual is increasingly becoming aware of continuously changing condition of the environment and its harmful effects of the world with the passage of time (Wang, Wong, pong & Elangkovan, 2020). The concept of green products is the kind of products that are produced in a way that have the least harmful effects on ecological during their creation and utilization. The green item could be not harmful for the world because of these items has capacity to prevent secure the nature (Liobikiene, G. Grinceviciene, S. & Bernatoniene, J, 2017). The intention towards the green products could possibly due to the fact that these are safer for the natural environment. Green purchase behavior is mostly the behavior that is the conscious about the environment and environmentally beneficial products (joe, gobel, & Jakson, 2020). The more concern about ecological less harmful effect is reflected to the practices of different buyer's behaviors (Liobikiene, G. Grinceviciene, S. & Bernatoniene, J, 2017).

According to the recent studies that show that the benefits of the green products are creating value for the customers and environment in addition to change in the customer's attitude and perception (Wang, Wong, & Alagas, 2020). In green promoting market, there exists an concept that is called green purchasing which is a behavior of consumers that can be less harmful for the environmental condition (Panda a, Kumar b, Jakhar , & Luthra, 2020). The consumers are very satisfied and wanted to buy ecofriendly products thus there will be more profitable business of green products which are offered by the companies and it is an opportunity for advertisers to earn more income in light of the fact that in an examination it is discovered that organizations offering green items are progressively gainful and successful for the marketers (Martino, Nanere, & DSouza, 2019). In the recent times, many marketing researchers are seeking to explore the connection between green intention for products and green consumption behavior by identifying the opportunities and challenges associated with this relationship with the pro-environment attitude (Quoquab, Jaini, & Muhammad, 2020). The buyers who know about their buying decisions and are concerned about the environment so it creates the intension towards the green products that have positively affect to the environment (Martino, Nanere, & DSouza, 2019). Marketers are currently focusing on the environment friendly green products that have no or less harmful impact on the environment as there is increasing aware about the environmental issues so researchers are closely and minutely observing the customers attitude and associated green product buying behavior (Kima & Seockb, 2019).

2. Problem Statement

Green consumption is becoming an increasing trend as educated masses are getting more and more conscious of their responsibility toward preserving natural environment. All over the world people are focusing on the green purchasing (James Di Martino, 2019). But in the developing countries like Pakistan people and companies both are aware of the importance of the green purchasing but do not know that how people think or behave about the environment friendly product. Consumers react towards the green product is very important for the companies (Nanere, Martino Gideon; Martino, James Di; souza, Claire De, 2019). Companies don't understand the behavior of people about green products especially. (Kourosh, Pearce, & Dowling, 2019). Green or eco consumerism is catching up slowly in the developing nations due to increasing environmental damage caused by rapid industrialization, resulting in many health problems (Esfandiar, Kourosh; Pearce, Joanna; Dowling, Ross, 2019). Because of growing environmental concerns, business organizations are also coerced to divulge information about the environmental impacts of their business activities (Panda a, Kumar b, Jakhar , & Luthra, 2020).

Research Objectives

The following are some of the objectives that are examined in this research study:

- i. To examine the social norms impact on green purchase behaviour.
- ii. To analyse the personal norms impact on green purchase behaviour.

- iii. To analyse the pro environmental attitude has an impact on green purchase behaviour.

Research Questions

There are the questions that are investigate in this research study.

- i. Do social norms impact the green purchase behaviour?
- ii. Do personal norms have an impact on green purchase behaviour?
- iii. Does pro environmental attitude has impact on green purchase intention?

LITERATURE REVIEW

Social Norms and Green Purchase Behavior

In a research study social norms and standards are the power of socially accepted behaviors that leads individuals to follow a specific conducts and the behavior. Social identity theory is about the individuals behaviors are based on their attitudes and other peoples behaviors are also impact on that what others do. According to the social identity theory individuals are effects by other individual's behavior and influence by the reference group for follow the behavior (James Di Martino, 2019). Researchers observe and find the clue from other individual that how individuals behave in different and uncertain situation (Martino, Nanere, & DSouza, 2019). So the individuals don't know about their reaction and they do not know what they do in that situation, they follow the other individual who live around them (James Di Martino, 2019). Social norms create the fear in numerous of individuals to follow and obey those standards only to fit in the social groups and their reference gathering and individuals who are more prominent impact of the social gathering will in general buy green items and associated with green activities (Hawang, Kim & Kim 2020). So it is observed that individuals who are more participating in ecological concerns and activities, they feel the influence from their surroundings and social group (Liobikiene, G. Grinceviciene, S. & Bernatoniene, J, 2017). Many researchers have found the analyzed that there is a significant connection in the social standards and the green buying behavior. There is proof found by that there is connection and significant relationship between social norms and green purchase behavior.

Social Norms and Green Purchase Intention

Intention refers to the willingness on readiness that an individual shows when he or she engages in behavior under consideration (Amoako & Dzogbenuku, 2020). Many research studies have found the high impact of social norms and the personal norms on eco-friendly, green purchase intention. Social standards and norms are characterized as an individual's observation that a great many people who are critical to her should play out a specific behavior (James Di Martino, 2019). In this way, this examination plans to explore the interceding job of ecological disposition on the effect of natural worry on green item buying aim (Han, 2020). Consumers behave ethically while purchasing green products consumer's intention about green products because of the social influence and gathering (Chekima, 2016). In the theory of planned behavior it is very clear that behavioral intention only explains and expresses the behavior (Vallerand, Deshaies, Cuerrier, Pelletier, & Mongeau, 1992). An individual's attitudes are developed by his behavioral

belief so that he might be able to evaluate what is good or bad, it might be when that outcome happens (Hinnen, 2015). Customer socialization has been utilized as a hypothetical structure to consider learned perspectives and practices of kids and teenagers, however just a couple of studies have tended to twenty to thirty year olds Generation Y. (Martino, Nanere, & DSouza, 2019). Thus, green purchase behavior means the purchase of products that have minimum harm to the environment and social norms effect on the consumers buying behavior (Zhi Yang, Nguyen, wast, & khanh, 2019). Social norms are social factor that concerned to the perceived value of a customer's intention towards environment friendly green products and action of purchasing (Martino, Nanere, & DSouza, 2019). There are studies that show a significant positive relationship between an individual green purchase intention and social norms. Social norms primarily influence the purchase intention of a consumer towards green products as individuals know about the effects of global warming (Nguyen, Lobo, & Nguyen, 2017).

Personal Norms and Green Purchase Intentions

In the value belief norm theory described and explain about the personal norms and examine the outcome or impact on the behavior, this theory clarifies about qualities and practices this theory described that how to achieve the personal norms in many studies the idea is applied as empirically supported pro-environment behavior (Bisai; Chaudhary, Richa; Samrat, 2018). Normative focused theory described and observationally explaining the consumer ecological behavior and recommend that ecological activity is driven by initiated individual's personal norms (Martino, Nanere, & DSouza, 2019). Many researches significantly analyzed and indicated that individuals with solid individual norms or standards always buy environmental friendly products because they feel ethically obliged to do as such action (James Di Martino, 2019). So the past researches and information shows that individual personal norms have high impact on his environment friendly behavior and individuals purchase intention. Personal norms played a significant role in consumer's ecofriendly behavior and purchasing intention (Onurlubas, 2018).

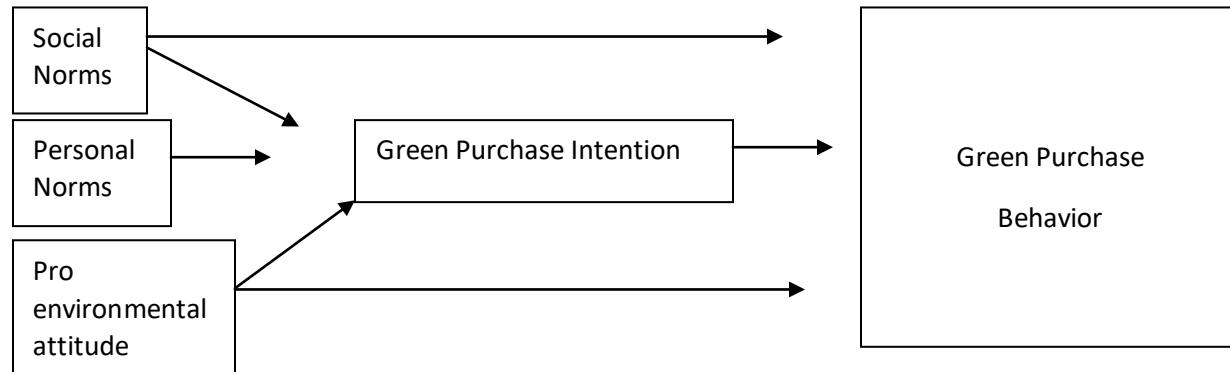
Pro-environmental Attitude and Green Purchase Behavior

Environmental knowledge and concerns about environmental issues leads to positive association between green trust and environmental attitude (Dhir *et al.* 2021). Individuals communicated significant levels of ecological responsibility that they have concerned and ecological friendly attitude but often low level of agreement in their behavior and communicated views. Many researchers have utilized different terms conversely to address conduct concerning the environmental condition for example, environment friendly behavior, pro-environment attitude, environment sustainable behavior and green behavior (Budovska, Delgado, & Ogaard, 2019). Socially desirable actions of a person's behavior or activities, and consequently, help to identify the gap between what individual's state they accept or feel about the earth and what they really do (Liobikiene, G. Grinceviciene, S. & Bernatoniene, J, 2017). Basically two kinds of natural and environmental attitudes are utilized to foresee attitudes toward environment and behavior about the earth, and perspectives toward natural behavior (Yadav, 2017). Environmental attitude

towards environmental behavior mention in different studies but very less and described about the consumer attitude towards the consumption behavior (Martino, Nanere, & DSsuza, 2019).

THEORETICAL FRAMEWORK

The theoretical framework based on above literature is as follows:



RESEARCH METHODOLOGY

This research is a quantitative type of study in which relationship of variables are empirically examined through numerical data. Reliability test by Cronbach alpha is used to check the reliability of questionnaire adapted for our purposed research.

This research is based on field survey where data have been gathered to the respondent to the proper method Respondents were chosen from population whose age was 18 and most of above 30 years of Rawalpindi and Islamabad. Data was gathered from around 403 respondents and they were selected utilizing the convenient sampling method. In this study Likert Scale has been used. All variables were measured on Likert scale that was consisted of 5 numbers options (1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for strongly agree).

Table 1: Cronbach's Alpha

Sr No.	Variables	α
1	Social Norms	.893
2	Personal Norms	.845
3	Pro-environmental Attitude	.718
4	Green Purchase Intention	.746
5	Green Purchase Behavior	.767

Table 3: Descriptive Statistics

	N	Min	Max	Mean	SD
EFSN1	403	1.00	5.00	3.6923	1.08110
EFSN2	403	1.00	5.00	3.7320	.96074

EFSN3	403	1.00	5.00	3.7345	1.03975
EFSN4	403	1.00	5.00	3.8586	1.06147
EFSN5	403	1.00	5.00	3.7692	1.00687
EFSN6	403	1.00	5.00	3.5906	1.01903
EFSN7	403	1.00	5.00	3.6402	1.02315
PN1	403	1.00	5.00	3.6849	.96323
PN2	403	1.00	5.00	3.7916	.93905
PN3	403	1.00	5.00	3.8189	.97961
PA1	403	1.00	5.00	3.7767	1.02445
PA2	403	1.00	5.00	3.8263	1.01951
PA3	403	1.00	5.00	3.7295	.96907
PA4	403	1.00	33.00	3.7965	1.71133
GPB1	403	1.00	5.00	3.9950	.71235
GPB2	403	1.00	5.00	3.9305	.73986
GPB3	403	1.00	5.00	3.9752	.67976
GPB4	403	1.00	5.00	3.9132	.75633
GPI1	403	1.00	5.00	3.8040	.79412
GPI2	403	1.00	5.00	3.9479	.81024
GPI3	403	1.00	5.00	3.8586	.86234

Table 5: Descriptive Statistics

	N	Mean SE	Skewness Statistic	Std. Error	Kurtosis Statistic	Std. Error
EFSN1	403	.05385	-.694	.122	-.187	.243
EFSN2	403	.04786	-.795	.122	.486	.243
EFSN3	403	.05179	-.852	.122	.301	.243
EFSN4	403	.05288	-1.019	.122	.626	.243
EFSN5	403	.05016	-.715	.122	-.035	.243
EFSN6	403	.05076	-.687	.122	.063	.243
EFSN7	403	.05097	-.719	.122	.203	.243
PN1	403	.04798	-.827	.122	.480	.243
PN2	403	.04678	-.823	.122	.613	.243
PN3	403	.04880	-.891	.122	.585	.243
PA1	403	.05103	-.881	.122	.389	.243
PA2	403	.05079	-.949	.122	.629	.243
PA3	403	.04827	-.623	.122	-.017	.243
PA4	403	.08525	.279	.122	.385	.243
GPB1	403	.03548	-.366	.122	.262	.243
GPB2	403	.03686	-.556	.122	.808	.243
GPB3	403	.03386	-.495	.122	1.225	.243

GPB4	403	.03768	-.652	.122	1.263	.243
GPI1	403	.03956	-.623	.122	.965	.243
GPI2	403	.04036	-.722	.122	.918	.243
GPI3	403	.04296	-.659	.122	.737	.243

4.6 Multicollinearity Analysis

The data should be free from multicollinearity which arises when variables are highly correlated with each other. The resilience level and change expansion factors (VIF) are utilized to examine the multicollinearity of the factors (Diamantopoulos & Winklsofer, 2001). VIF esteems > 10.0 demonstrate an abnormal state of multicollinearity while the estimation of resistance level ought not to be under 0.10 (Hair, Anderson, Babin, & C, 2010). If all of the Variance Inflation Factors fall within the provided thresholds and the tolerance levels are greater than 0.1 which clearly depicts that no issues exist.

Table 6: Multicollinearity Analysis

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	EFSN	.367	2.724
	PN	.343	2.918
	PA	.431	2.323
	GPI	.811	1.233

a. Dependent Variable: GPB

4.7 Descriptive Statistics

The descriptive statistics that have been studied in the present research are as follows:

4.7.1 Sample Demographics

The sample demographics have been given in the following table. Out of total 403 responses 67.5 % were males while remaining were females. Majority of the respondents were having bachelor's degree and very few were having master and post master degree. Many of the respondents were over & above 32 years of age.

Table 7: Sample Description

Demographic Variables	Characteristics	Frequency	Percentage
Gender	Male	272	67.5
	Female	131	32.5
Education	Matric	5	1.2
	Inter	25	6.2

Age	Bachelor	154	38.2
	Masters & Above	219	53.9
	18-25	137	34.0
	26-33	163	40.4
	34-42	85	21.1
	43 & Above	18	4.5
Profession	Student	118	29.3
	Businessman	126	31.3
	Job Holder	159	29.4

Table 8: Scale Description

	Mean	Skewness		Kurtosis		α
	SE	Statistic	Std. Error	Statistic	Std. Error	
EFSN1	.05385	-.694	.122	-.187	.243	0.922
EFSN2	.04786	-.795	.122	.486	.243	
EFSN3	.05179	-.852	.122	.301	.243	
EFSN4	.05288	-1.019	.122	.626	.243	
EFSN5	.05016	-.715	.122	-.035	.243	
EFSN6	.05076	-.687	.122	.063	.243	
EFSN7	.05097	-.719	.122	.203	.243	
PN1	.04798	-.827	.122	.480	.243	0.866
PN2	.04678	-.823	.122	.613	.243	
PN3	.04880	-.891	.122	.585	.243	
PA1	.05103	-.881	.122	.389	.243	0.728
PA2	.05079	-.949	.122	.629	.243	
PA3	.04827	-.623	.122	-.017	.243	
PA4	.08525	.279	.122	.385	.243	
GPB1	.03548	-.366	.122	.262	.243	0.790
GPB2	.03686	-.556	.122	.808	.243	
GPB3	.03386	-.495	.122	1.225	.243	
GPB4	.03768	-.652	.122	1.263	.243	
GPI1	.03956	-.623	.122	.965	.243	
GPI2	.04036	-.722	.122	.918	.243	
GPI3	.04296	-.659	.122	.737	.243	

Table 10: Mediation Analysis

Mediation Analysis							
Predictor Variables	Direct Effects of EFSN on GPB			Direct Effects of EFSN on GPB via GPI			
	Direct Effect	SE	LLCI ULCI	Indirect Effect	SE	LLCI ULCI	R ²
EFSN	0.124	0.033	0.0575 0.1905	0.0679	0.0183	0.0355 0.1076	0.1372

Table 11: Mediation Analysis

Mediation Analysis							
Predictor Variables	Direct Effects of PN on GPB			Direct Effects of PN on GPB via GPI			
	Direct Effect	SE	LLCI ULCI	Indirect Effect	SE	LLCI ULCI	R ²
PN	0.0695	0.034	0.0026 0.1364	0.0765	0.0191	0.0427 0.1169	0.1174

DISCUSSION AND IMPLICATION

This study was focused on examining the actual impact of social and personal norms on the green purchase behavior. Additionally, it also focused on the impact of pro-environmental behavior on the green purchase behavior. The mediating role of green purchase intention was added as the mediator. In the result direct relationships of social norms with green purchase behavior, personal norms with green purchase behavior and pro-environmental attitude with green purchase behavior were found significant, thus accepting H1, H2 and H3. The findings are in perfect harmony with the findings of (Esfandiar, Pearce, & Dowling, 2019) which state that environmental concern has a meaningful (significant) impact on environmental attitude. The results also suggested the relationships of social norms with green purchase intention, personal norms with green purchase intention and pro-environmental attitude with green purchase intention were found significant, thus accepting H4, H5 and H6. This finding of the research is parallel to former literature such as (Martino, Nanere, & DSuza, 2019). Businesses should have social awareness and responsibility in order to stand strong and remain competitive, and for satisfying the demands of consumers with increasing environmental concern and attitude. Finally, the results also suggested that green purchase intention was significantly related to green purchase behavior, thus accepting H7. The findings are in perfect harmony with the findings of (Onurlubas, 2018) which state that Environmental attitude has a direct impact on green product purchasing behavior. Also, environmental concern has a direct impact on environmental attitude, and it has a both direct and indirect impact on green product purchasing intention. Thus,

environmental attitude has a partial mediating impact on the green purchase intention (Onurlubas, 2018). The indirect regression result has suggested the mediation of green purchase intention in relationships between social norms, personal norms, pro-environmental attitude and green purchase behavior.

Limitations and Future Directions

This study is made on the respondents from twin cities only due to time and resource limitation therefore it would be appropriate expand this research to other large cities also to validate the results as the economy of different cities may or may not have any positive or negative impact. The responses were primarily gathered by means of an online questionnaire due to COVID-19 related lockdown restrictions so it shall be better to consider gathering data using paper based questionnaire as well given people most of the time do not prefer filling online form and may at times possibly do it casually while submitting their responses. The present research data was collected through questionnaire format wherein mono-method bias is a concern therefore the research may consider employing the qualitative research such a Delphi technique, focused groups, experimentation etc. for purpose of correlating the findings with the present research findings. The data was collected in a single shot due to time and resource constraints therefore the future research may consider using time lag data collection method to investigate the impact of time e.g. season, salary days etc. on purchase intention. The future research may also consider studying influence of other important variables such as level of education, income levels, and culture on purchase intention for purpose of expanding this research.

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