THE EFFECTS OF CONSUMPTION VALUE, ENVIRONMENTAL CONCERNS, AND CONSUMER ATTITUDES TOWARDS CONSUMER PURCHASE INTENTIONS OF ELECTRIC CARS

Sulis Riptiono[*][1]

[*]Universitas Putra Bangsa
Jl. Ronggowarsito No. 18, Kebumen 54361, Indonesia

Abstract: This study aimed to investigate the effects of consumption values, environmental concerns, and consumer attitudes towards consumer purchase intentions of electric cars. This research was conducted in Central Java, using 220 samples taken using purposive sampling technique. The analysis used with SEM-AMOS version 24. Based on the results of the study, the consumption value represented by social value variables, functional value quality and epistemic value revealed that social value and epistemic value can have an influence on environmental concern, while functional value quality is not able to provide influence on environmental concern. In addition, this study also revealed that the environmental concern variable is a major predictor of increasing consumer attitudes towards green products, but it does not have an effect on consumer purchase intentions. Furthermore, consumer attitudes towards green products are key in increasing consumer purchase intentions for electric cars.

Keywords: consumption value, attitude, purchase intention, green products, electric car

Abstrak: *Penelitian ini bertujuan melakukan investigasi nilai konsumsi, perhatian lingkungan, dan sikap konsumen niat beli konsumen pada mobil listrik. Penelitian ini dilakukan di Jawa Tengah, dengan menggunakan 220 sample yang diambil dengan menggunakan tehnik pusposive sampling. Analisis yang digunakan dengan SEM-AMOS versi 24. Berdasarkan hasil penelitian, consumption value yang diwakili oleh variabel social value, functional value quality dan epistemic value terungkap bahwa social value dan epistemic value dapat memberikan pengaruh terhadap environmental concern, sedangkan functional value quality tidak mampu memberikan pengaruh terhadap environmental concern. Selain itu, penelitian ini juga membuktikan bahwa variabel environmental concern merupakan prediktor utama dalam meningkatkan sikap konsumen pada produk hijau, akan tetapi tidak mampu memberikan pengaruh terhadap niat beli konsumen. Labih jauh lagi, sikap konsumen pada produk hijau merupakan kunci dalam meningkatkan niat beli konsumen pada mobil electrik.*

Kata kunci: *nilai konsumsi, sikap, niat beli, produk hijau, mobil listrik*

[1] Alamat Korespondensi:
  Email:sulis.riptiono@gmail.com

INTRODUCTION

Environmental issues are currently of special concern to researchers and communities around the world (Nguyen et al. 2020). The higher level of public consumption globally has an impact on the emergence of environmental problems such as environmental pollution and global warming. This makes consumers more concerned about environmental problems as shown by green buying behavior (Wang et al. 2020). This decade, green consumer behavior has developed into a new paradigm that is more specific in the realm of eco-friendly contemporary consumer studies (Lai and Cheng, 2016; Osburg, 2016; Jaiswal and Kant, 2018).

Environmental concern emphasizes the level of consumer awareness of environmental problems and seeks to contribute to participating in mitigating these problems (Hu et al. 2010). Additionally, the problem of damage to the natural environment makes individuals more caring and more responsive to reforestation initiatives. Therefore, consumers' environmental concerns can be used as a controller of their green consumption patterns. Consumer environmental concern is related to changes in consumption behavior that become more sensitive to environmentally friendly product choices (Kilbourne and Pickett, 2008). Green products are defined as products that are environmentally friendly, non-polluting, and capable of being recycled or conserved (Nguyen et al. 2020). Typically, green products do not damage the natural environment or human health to the same extent as traditional products (Al-Adamat et al. 2020). Green products can be products made from paper, glass (recycled or reusable packaging), ozone friendly, organic, pesticide free. Green products can help consumers in the decision-making process to choose products that can improve their overall health (Mohd Suki et al. 2019).

Consumers who have a high level of concern for the environment will have a positive attitude towards environmentally friendly products which ultimately fosters consumer purchase intention for environmentally friendly products (Paul, Modi, and Patel, 2016; Verma, Chandra, and Kumar, 2019; Nguyen et al. 2020). This green consumer behavior has received a positive response for business people to develop environmentally friendly products in various sectors, such as: food, hospitality, tourism, automotive, construction, agriculture and so on (Goh and Balaji,

2016). Environmental concern, consumer attitudes towards environmentally friendly products should be able to have a positive influence on consumer purchase intentions of environmentally friendly products, but in fact there are only a few environmentally friendly products that are successful in the market (Khaola et al. 2014).

Purchase intention defined as the desire of consumers to buy products which can be used to predict future purchases by consumers (Ajzen, 2015). Consumers with high intentions will be higher in showing their actual behavior (Riptiono, 2020). Green purchase intention can be defined as the probability that someone will choose an environmentally friendly product over a similar traditional products (Rahim, 2016). Green purchase intention is a fundamental part of consumer purchase intentions and behavior to buy green products if they find it attractive (Al-Adamat et al. 2020).

Attitude is part of consumer behavior which is based on the response to a certain object that is considered beneficial or unfavorable by consumers (Ajzen, 2015). Consumer attitudes towards purchase intentions and behavior on green products are different from consumer attitudes to the environment in general in the context of purchasing decisions (Jaiswal and Kant, 2018). Previous studies on green marketing have shown that consumers' positive attitudes to the environment have a significant effect on buying intentions for environmentally friendly products (Mohd Suki, 2016). More specifically, in the context of green products, a positive relationship between attitude and behavioral intention has been built in many cultures that consumers prefer environmentally friendly products if they hold a positive attitude towards environmental preservation (Paul et al. 2016). Previous literature revealed that consumer attitudes that are more supportive of green products in general are able to increase consumer purchase intentions for green products (Jaiswal and Kant, 2018) (Panda et al. 2019; Prakash et al. 2019; Nguyen et al. 2020).

Although the previous literature proves that environmental concern is a precursor to consumer attitudes towards environmentally friendly products (Khan and Kirmani, 2018). Furthermore, positive consumer attitudes towards environmentally friendly products will be able to increase their purchase intention (Wong et al. 2018) which states that environmental concern is an important variable when it is associated

with consumer purchase intentions. However, different results are shown in previous research conducted by (Khaola et al. 2014), in which their research shows that the relationship between environmental concerns is still weak to increase consumer purchase intentions of environmentally friendly products. Thus, antecedents are needed that can increase environmental concern so that they can contribute positively to consumer attitudes and consumer purchase intentions of green products.

Underpinned by the consumption value theory introduced by Sheth, et al. (1991) consists of five dimensions, namely: functional value, conditional value, social value, epistemic value, and emotional value, which are used to explain consumer choices. Literature on consumption value is still very rarely used to test consumer behavior associated with the environment (Intan et al. 2019). Earlier study shows that consumption value has an important role in directing consumers to green products (Biswas and Roy, 2015). However, Intan et al. (2019) in their study proved that consumption value cannot directly influence consumers' intention to buy green products. However, consumption value can increase environmental concern (Biswas and Roy, 2015; Mohd Suki et al. 2019; Intan et al. 2019). Furthermore, Mohd Suki, et al. (2019) which states that of the five dimensions of consumption value, there are three dimensions that have been successfully proven as environmental concern predictors, namely social value, functional value quality, and epistemic value. Social value is the main key in decision making (Sheth et al. 1991). Social value is defined as the utility received by consumers from their social environment when buying a product (Rahayu et al. 2020). Social value for environmentally friendly products is defined as the feelings consumers receive from consuming green products based on perceptions of social pressure (Biswas and Roy, 2015). Therefore, consumers who buy green products will motivate others and put pressure on their social environment (Mohd Suki et al. 2019). Hence, social value has a positive influence on environmental concerns (Biswas and Roy, 2015; Mohd Suki et al. 2019; Intan et al. 2019).

Functional value is allied to "*the perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian, or physical attributes*" (Sheth et al. 1991). The functional value of environmentally friendly products is influenced by the utilitarian or physical performance of the product which results in functional benefits for consumers. The functional benefits of products can be determined by factors such as Price, quality, reliable, safe, valuable (Xin and Seo, 2019). Previous studies have stated that functional value is able to predict consumers in increasing environmental concern (Mohd Suki et al. 2019) (Intan et al. 2019). Epistemic value refers to the "perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, or satisfy a desire for knowledge" (Sheth et al. 1991). The epistemic value of green products is an overall assessment of consumer utility that comes from the degree of fulfillment of the needs of green product consumption based on the perception of information on environmentally friendly products that consumers get (Biswas and Roy, 2015). In regard to green products, epistemic value is able to have an influence on consumer environmental concerns (Biswas and Roy, 2015; Mohd Suki et al. 2019; Intan et al. 2019). Therefore, this paper aims to create a new framework to test consumption value as an antecedent of environmental concern to improve consumer attitudes and purchase intentions of green products (in this study the product is electric car).

METHODS

Data collection in this study was conducted using a survey method using questionnaire. Sampling frame and characteristic of respondents used non-probability and purposive sampling technique. The survey was conducted by distributing questionnaires to consumers who had bought a car during a period of research is one month in Central Java. Screening questions are conducted to ask respondents whether they have heard of an electric car, this question is to ensure they meet the requirements to provide answers to the questionnaire.

According to Hair et al. (2010) for SEM, the number of samples should be 5-10 times of the number of items. resulting into ideal sample size of 220 (22 x 10) respondents. Our study has six constructs and totaling 22 items questionnaire (4 items for functional food quality, 4 items for social value, 3 items for epistemic, 4 items for environmental concern, 4 items for attitude and 3 items for purchase intention) (Table 1). The scale in the questionnaire used 5-point Likert, a score of 1 for the answer to strongly disagree and a score of 5 for the answer to strongly agree. The hypothesis testing proposed based on testing the research conceptual

framework captured in Figure 1 is as follows:

H_1: Social value positively and significant influences on environmental concern

H_2: Functional value quality positively and significant influences on environmental concern

H_3: Epistemic value positively and significant influences on environmental concern

H_4: Environmental concern positively and significant influences on consumer attitude toward green products

H_5: Environmental concern positively and significant influences on green products purchase intention

H_6: Attitude toward green products positively and significant influences on green products purchase intention

Table 1. Measurement of variables

| Variables	Measurement	Source
Social value	Buying the electric car would help me to feel acceptable.	(Mohd Suki et al. 2019)
	Buying the electric car would improve the way that I am perceived.	
	Buying the electric car would make a good impression on other people.	
	Buying the electric car would give its owner social approval.	
Functional Value	The electric car has good quality.	(Mohd Suki et al. 2019)
	The electric car is well made.	
	The electric car has an acceptable standard of quality.	
	The electric car would perform consistently.	
Epistemic Value	Buying the electric car instead of conventional products would feel like making a good personal contribution to something better.	(Mohd Suki et al. 2019)
	Buying the electric car instead of conventional products would feel like the morally right thing.	
	Buying the electric car instead of conventional products would make me feel like a better person.	
Environmental Concern	The balance of nature is very delicate and can be easily upset.	(Wong et al. 2018; Verma et al. 2019)
	Human beings are severely abusing the environment.	
	Humans must maintain the balance with nature in order to survive.	
	Human interferences with nature often produce disastrous consequences.	
Attitude Toward Green Product	You are interested in buying electric car	(Jaiswal & Kant, 2018; Panda et al. 2019; Nguyen et al. 2020)
	You find buying electric car a smart choice	
	You find electric car a good idea	
	You find electric car an interesting idea	
Green Purchase Intention	You will buy electric car in the near future	(Prakash et al. 2019; Policarpo & Aguiar, 2020)
	You plan to buy electric car in the future	
	You are willing to pay for electric car	
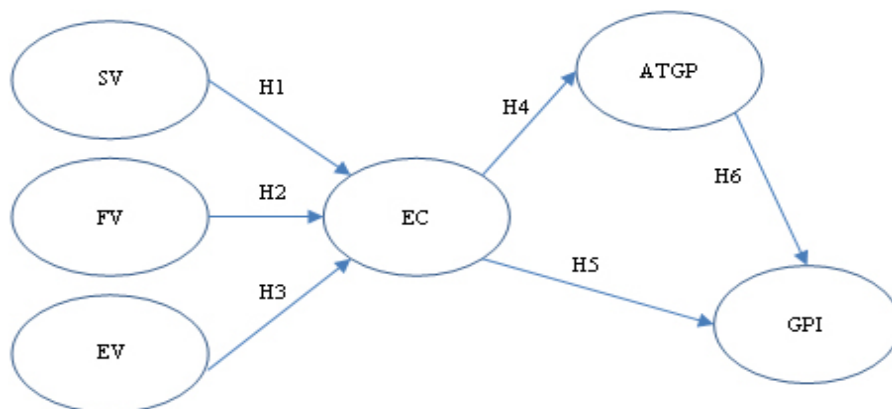
Figure 1.   The research framework (Notes: SV=Social Value, FV=Functional Value, EV=Epistemic Value, EC=Environmental Concern, ATGP=Attitude Toward Green Product, GPI=Green Purchase Intention)

RESULTS

Description of Sample

A Total of 220 respondents, represented by male 55.91% and female 44.09%. The majority of the age participants was 35–44 years (32.73%). The most frequently educational level of respondent reported bachelor degree (35%). While, the monthly income of most of respondents (38.18%) was between 4.000.000–5.449.000 rupiahs (IDR). Moreover, more than half of the sample (62.73%) had driving license letter but most of sample (65.45%) never had experience to buy car. Complete of the descriptive statistic characteristic of sample shown on Table 2.

Reliability and Validity Test

The reliability test used in this study was measured using the Cronbach Alpha coefficient provided that the Cronbach Alpha value was more than 0.70 (Hair et al. 2014). Testing the reliability of indicators in this study using SPSS software. The validity test was carried out by testing convergent validity with Average Variance Extracted (AVE) and discriminant validity.

Reliability and validity test results using a loading factor value> 0.5 (Hair et al. 2010), the average variance extracted (AVE) value> 0.5, Cronbach's alpha> 0.7, and composite reliability> 0.7 (Hair et al. 2014)(Table 3). In addition, this study has also tested discriminant validity using the Fornell-Larcker criterion (Hair et al. 2014; Abror et al. 2019). In this test, we use the value from the square root of the AVE as the intercept. Table 4 appears that the data has good discriminant validity where the square root of AVE is greater than the cross-loading value.

Model Analysis and Testing the Hypothesis

The results of the structural model testing were declared to meet the goodness of fit (GoF) criteria. The value of CMIN/DF is 1.509 (<5), the values of GFI, NFI, and CFI are 0.912, 0.931 and 0.969 respectively (<0.90), the value of AGFI is 0.817 (<0.80), and the value of RMSEA is 0.055 (<0.08). The measurement model of this study shows on Table 5. Hypothesis testing is processed using SEM (Structural Equation Modeling) with the AMOS 24 program. The following is a summary of the results of hypothesis testing based on the results of data processing.

Table 2. Sample Characteristics (N=220)

Characteristic	Categories	Frequency	Percentage (%)
Gender	Male	123	55.91%
	Female	97	44.09%
Age	18 – 24	34	15.45%
	25 – 34	35	15.91%
	35 – 44	72	32.73%
	45 – 54	49	22.27%
	> 55	30	13.64%
Education Level	Less than high school	16	7.27%
	High School	54	24.55%
	Diploma	31	14.09%
	Bachelor	77	35.00%
	Master and above	42	19.09%
Monthly Income	< 2.449.000	39	17.73%
	2.500.000 – 3.999.000	61	27.73%
	4.000.000 – 5.449.000	84	38.18%
	> 7.000.000	36	16.36%
Driving License Ownership	Yes	82	37.27%
	No	138	62.73%
Car Buying Experience	Yes	76	34.55%
	No	144	65.45%

Table 3. Measurement reliability and validity

Construct	Loading	α	Composite Reliability	AVE
Social Value (SV)		0.822	0.867	0.621
SV1	0.841			
SV2	0.762			
SV3	0.775			
SV4	0.871			
Functional Value Quality (FVQ)		0.804	0.880	0.647
FV1	0.755			
FV2	0.869			
FV3	0.828			
FV4	0.761			
Epistemic Value (EV)		0.839	0.840	0.637
EV1	0.796			
EV2	0.846			
EV3	0.750			
Environmental Concern (EC)		0.834	0.859	0.604
EC1	0.835			
EC2	0.745			
EC3	0.741			
EC4	0.783			
Attitude Toward Green Product (ATGP)		0.811	0.837	0.562
ATGP1	0.726			
ATGP2	0.754			
ATGP3	0.789			
ATGP4	0.728			
Green Purchase Intention		0.905	0.907	0.764
GPI1	0.858			
GPI2	0.891			
GPI3	0.873			

Table 4. The square root of AVE and correlation coefficients

Constructs	FVQ	SQ	EV	EC	ATGP	GPI
FVQ	0.788					
SV	0.750	0.804				
EV	0.743	0.605	0.798			
EC	0.566	0.586	0.722	0.777		
ATGP	0.527	0.544	0.690	0.740	0.750	
GPI	0.519	0.431	0.492	0.599	0.664	0.874

Note: Diagonal values are square root of Average variance extracted. SV=Social Value; FVQ=Functional Value Quality; EV=Epistemic Value; EC=Environmental Concern; ATGP=Attitude toward Green Product; GPI=Green Purchase

Table 5. Fit Indices of Structural Model GPI

Fit Indices	Measurement Model	Cut-off
Prob	2.788	≥ 0.05
CMIN/DF	1.509	< 2
GFI (Goodness of Fit Index)	0.912	> 0.90
AGFI (Adjusted Goodness of Fit Index)	0.817	> 0.80
NFI (Normed Fit Index)	0.931	> 0.90
CFI (Comparative Fit Index)	0.969	> 0.90
RMSEA (Root Mean Square Error of Approximation)	0.055	< 0.08

Hypothesis Testing

The results of hypothesis testing are reported and presented in Table 6. In this study, six hypotheses were tested, four hypotheses were accepted and two hypotheses were rejected. Testing the hypothesis H1 states that the social value (SV) variable has a positive effect on environmental concern (EC). As seen in Table 6, the influence of social value on environmental concern is significant with Sig. Level of 0,000 and with a critical ratio (CR) value of 5,479 while the value of the estimate is 0.460. Thus, the hypothesis H1 is accepted. This means that the higher the social value of consumers will increase their environmental concern. The results of this study are in line with previous research by (Biswas and Roy, 2015; Mohd Suki et al. 2019; Intan et al. 2019) states that social value is an important variable to influence consumer environmental concerns.

The second hypothesis (H2) was conducted to examine the effect of the functional value quality (FVQ) variable on environmental concerns (EC). As shown in Table 6, the functional value quality variable is not able to have an influence on environmental concern. This is indicated by the acquisition of a critical ratio value of only 1.606 and a significance value of 0.108, and an estimate value of 0.194. Therefore, testing the second hypothesis is rejected. This means that the functional value quality of an electric car cannot have an influence on environmental concern. The results of this study are different from previous research conducted by (Mohd Suki et al. 2019; Intan et al. 2019), meaning that there are other factors that are more considered such as price, quality, reliable, safe, valuable (Xin and Seo, 2019).

Testing the third hypothesis (H3) is carried out to predict the effect of the epistemic value (EV) variable on environmental concern (EC). Based on Table 6, it can be seen that the critical ratio value is 4,619 and the significance is 0,000 with the estimate value of 0.420. Therefore, the test results on the third hypothesis are accepted. This means that the epistemic value is considered to have an important value for consumers in increasing environmental concern. The results of this study are in line with previous research conducted by (Biswas and Roy, 2015; Mohd Suki et al. 2019; Intan et al. 2019), they state that epistemic value is a predictor of environmental concern.

The fourth hypothesis (H4) is tested to predict the effect of the environmental concern (EC) variable on attitude toward green product (ATGP). Based on Table 6, it can be seen that the critical ratio value was obtained at 9,338 and a significance of 0,000 with an estimate value of 0.727. Thus, the test results on the fourth hypothesis are accepted. This means that the environmental concern consumer for environmentally friendly products will form a positive consumer attitude towards green products. The results of this study are in line with previous research conducted by (Khan and Kirmani, 2018; Jaiswal and Kant, 2018; Verma et al. 2019).

The fifth hypothesis testing (H5) is carried out to predict the effect of the environmental concern (EC) variable on green purchase intention (GPI). Based on Table 6, it can be seen that the value of the critical ratio is -0.873 and the significance is 0.383 with the value of the estimate is -0.185. Thus, the test results on the fifth hypothesis are rejected. This means that consumer attitudes are not able to be influenced by environmental concerns. The results of this study are different from previous research by ((Paul et al. 2016; Wong et al. 2018; Verma et al. 2019; Jaiswal and Kant, 2018), which states that environmental consumers can improve consumer attitudes towards green products.

Table 6. Results of hypotheses testing of the structural model

Path	Estimate	S.E.	C.R.	P	Result
Environmental Concern ← Social Value	0.460	0.084	5.479	***	Accepted
Environmental Concern ← Functional Value Quality	0.194	0.121	1.606	0.108	Rejected
Environmental Concern ← Epistemic Value	0.420	0.091	4.619	***	Accepted
Attitude toward Green Products ← Environmental Concern	0.727	0.078	9.338	***	Accepted
Green Purchase Intention ←Environmental Concern	-0.185	0.212	-0.873	0.383	Rejected
Green Purchase Intention ← Attitude toward Green Products	1.324	0.278	4.768	***	Accepted

The sixth hypothesis (H6) is tested to predict the effect of the attitude toward green product (ATGP) variable on green purchase intention (GPI). Based on Table 6, it can be seen that the critical ratio value was obtained at 4,768 and a significance of 0,000 with an estimate value of 1.324. Thus, the test results on the fifth hypothesis are accepted. This means that the better the consumer's attitude towards green products will be able to increase the consumer's purchase intention of the electric car. This result is linear with previous research by (Jaiswal and Kant, 2018; Panda et al. 2019; Prakash et al. 2019; Nguyen et al. 2020) which states that consumer attitudes are a key factor in increasing purchase intention in green products.

Manajerial Implication

The implication of this study underscores the need for marketers to develop appropriate strategies by emphasizing on increasing knowledge about consumption value, especially on social value and epistemic value. This is very important to note because it will increase the environmental concern of consumers, because EC has a significant influence on ATGP although it does not directly affect purchase intention. This makes ATGP a key factor that is able to encourage consumer purchase intentions for electric car products.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This research succeeds in showing that environmental concern is able to have a positive influence on the formation of consumer attitudes, but it does not affect consumer purchase intentions on electric cars. In addition, consumer attitudes play a key role in increasing the intention to buy an electric car. Other results of this study indicate that the environmental concern variable has a dependence on two dimensions of consumption value, namely social value and epistemic value, while functional value quality is not significant.

Recommendations

The findings of this study are able to contribute practically to the fact that electric cars will be able to increase consumer environmental concern when they have high social and epistemic values. To increase consumer intention to buy an electric car, it must be formed with a positive attitude towards these products. Suggestions for future research are expected to use all dimensions of consumption value to directly test consumer purchase intentions. In addition, the research area can be expanded as well as enlarging the sample size.

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