

THE IMPACT OF PERSONALITY TRAITS ON GEN Z'S INTENTIONS TO BUY ECO-FRIENDLY PRODUCTS IN SURAKARTA



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Abstract

This study explores the factors influencing the purchase intention of environmentally friendly products among Generation Z in Surakarta, Indonesia. Utilizing the Theory of Planned Behavior framework, the research examines the roles of environmental attitudes, environmental awareness, trust, and green self-identity in shaping purchase intentions. Data were collected from 384 respondents via an online survey and analyzed using SmartPLS. The findings reveal that positive attitudes, awareness, and trust in environmentally friendly products significantly affect purchase intentions. However, green self-identity does not exhibit a significant impact. These results underscore the importance of educational campaigns that foster positive attitudes and consumer trust in sustainability claims. The study contributes to consumer behavior literature and provides strategic insights for businesses to address the growing environmentally conscious market. Future research is recommended to incorporate additional variables, expand geographic coverage, and employ qualitative approaches to gain a deeper understanding of purchase behavior dynamics.

Keywords: Environmental Attitude, Environmental Awareness, Environmentally Friendly Products, Generation Z, Purchase Intention, Trust

INTRODUCTION

In recent years, the global demand for eco-friendly products has experienced a significant increase. This phenomenon is closely tied to the growing consumer awareness of the importance of environmental conservation. Consumers are increasingly cognizant of the risks associated with environmental degradation and its impacts on quality of life, such as climate change, pollution, and the depletion of natural resources. This awareness has spurred a shift in consumer behavior toward more sustainable practices, including the adoption of eco-friendly products. These products, typically characterized by the use of organic materials and sustainable production methods, have become the preferred choice for consumers aiming to contribute to environmental preservation. However, not all consumers are fully aware of the negative impacts of traditional products on both their health and the environment. For instance, the beauty industry generates approximately 120 billion unrecyclable packaging units annually, significantly contributing to the growing volume of global waste (Shalmont, 2020).

In Indonesia, this issue has also garnered substantial attention. According to data from the Ministry of Environment and Forestry of the Republic of Indonesia (KLHK) in 2020, the nation produces 67.8 million tons of waste annually, equivalent to approximately 185,753 tons per day. Among these, the beauty industry is one of the major contributors, primarily through non-recyclable packaging waste and excessive resource consumption (Wijaya & Iswanto, 2018). This situation underscores the urgency of developing more sustainable solutions in both production and consumption processes.

The global movement advocating for sustainable lifestyles continues to grow alongside increasing public awareness of environmental issues. This movement encourages individuals and organizations to adopt practices that minimize ecological footprints, such as reducing waste, supporting the use of recycled materials, and promoting eco-friendly products (Curvelo et al., 2019). In this context, eco-friendly products are not merely an alternative choice but also a symbol of commitment to sustainability. Attributes such as organic materials, environmentally friendly production processes, and sustainable supply chains have become critical factors influencing consumer trust and preferences for these products. Additionally, the dissemination of information and environmental education

through digital platforms has further empowered consumers to make more informed purchasing decisions. Organic labels, sustainability certifications, and producer transparency are some of the indicators that guide these decisions (Chin et al., 2018).

While extensive research has been conducted on eco-friendly products, most studies have primarily focused on the economic or technical aspects of sustainability, often neglecting an in-depth exploration of how individual personality traits—such as environmental awareness, trust, and green self-identity—affect purchase intentions for eco-friendly products. Furthermore, despite Generation Z being recognized as a demographic with high environmental concern, research focusing on their consumer behavior dynamics, particularly in developing countries like Indonesia, remains limited. Previous studies have predominantly been conducted in developed countries with distinct cultural and economic contexts, which may not necessarily apply to the local context.

This study aims to bridge this research gap by exploring the factors influencing purchase intentions for eco-friendly products among Generation Z in Surakarta, Indonesia. Specifically, it examines the roles of environmental awareness, trust, attitudes, and green self-identity in shaping purchase intentions. By doing so, this research aspires to provide strategic insights for businesses to design marketing strategies aligned with sustainability trends and the needs of younger generations, while also contributing to the scientific literature on consumer behavior and sustainability.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is one of the most widely used theories in human behavior research. First introduced by Icek Ajzen in 1985, TPB is an extension of the Theory of Reasoned Action (TRA), incorporating the dimension of perceived behavioral control to complement the two previous factors: attitude toward behavior and subjective norms (Manuntung, 2018). TPB posits that an individual's behavioral intention is influenced by beliefs about the outcomes of the action, social norms, and perceptions of their ability to act (Alimbudiono, 2020). This theory has been widely applied across various fields,

including environmental issues, to understand the factors influencing pro-environmental behavior.

Purchase Intention

Purchase intention is defined as a consumer's tendency or probability of purchasing a specific product in the future (Majid et al., 2023). The process of forming purchase intention involves several stages, beginning with the recognition of needs, information search, evaluation of information, and decision-making to purchase (Singhal, 2021). In the context of organic food, purchase intention is often influenced by perceptions of quality, health benefits, and commitment to environmental sustainability. Singhal's (2021) study identifies three key indicators of purchase intention: (a) the likelihood of consuming organic products in the future, (b) purchasing organic products for family needs, and (c) willingness to seek organic products even outside one's city. Additionally, external factors such as opinions of others, economic changes, and product prices also influence purchase decisions (Armstrong et al., 2014).

Attitude Towards the Environment

Attitude is an individual's evaluation of an object, idea, or behavior, encompassing cognitive, affective, and conative dimensions (Schiffman & Kanuk, 2004). In consumer behavior, attitudes toward a product or service play a critical role in shaping purchase intentions. Previous studies have shown that positive attitudes toward product attributes, such as taste, health benefits, and food safety, significantly contribute to consumers' intention to purchase the product (Teng & Yu-Mei, 2014). Indicators of attitudes toward organic food developed by Teng and Yu-Mei (2014) include perceptions that organic food has lower chemical residues, superior quality, and higher prices compared to conventional food. These findings suggest that the more positive consumers' attitudes are toward the attributes of organic products, the greater the likelihood of translating purchase intentions into actual behavior. A study by Taufique and Vaithianathan (2018) found that environmental attitudes significantly and positively influence the intention to purchase organic products. Similarly, Carrión Bósquez and Arias-Bolzmann (2022) emphasized that environmental attitudes can enhance purchase intentions through perceived eco-friendly product attributes.

H1: Attitudes toward the environment positively influence the intention to purchase eco-friendly products.

Environmental Awareness

Environmental awareness is a psychological factor that drives consumer behavior toward eco-friendly products. This concept encompasses an individual's recognition of environmental issues, evaluation of their impacts, and a tendency to take actions supporting sustainability (Zheng, 2010; Schaffrin, 2011). Studies have shown that awareness of the adverse effects of conventional farming on the environment is a primary driver for consumers to switch to organic food (Basha, 2015). Moreover, consumers' knowledge of organic food production processes, such as the use of natural compost and organic pest control, contributes to forming positive perceptions of these products. Indicators of environmental awareness include motivations to purchase due to environmental concerns, acknowledgment of environmental impacts on daily life, and a commitment to incorporating sustainability principles into purchase decisions (Irianto, 2015). Shelest et al. (2017) identified environmental awareness as a significant predictor of pro-environmental behavior. Furthermore, Aliman and Astina (2019) found that environmental awareness motivates individuals to adopt eco-friendly behaviors, thereby increasing their intention to purchase eco-friendly products.

H2: Perceived environmental awareness positively influences the intention to purchase eco-friendly products.

Trust in Eco-Friendly Products

Trust is a fundamental element in business relationships and a key determinant of consumer purchasing decisions. In marketing, trust refers to consumers' belief that a product or service possesses quality, benefits, and credibility that can be relied upon. Research indicates that consumer trust in producers' honesty, benevolence, and competence plays a significant role in building mutually beneficial long-term relationships (Bhat & Darzi, 2020). In the digital environment, trust in the credibility of websites and companies offering products is also a critical determinant of purchasing behavior (Aparicio et al., 2021). Harris and Goode (2010) revealed that consumer trust in products significantly influences purchase

intentions. Additionally, Grazioli and Jarvenpaa (2000) highlighted that trust enhances purchase intentions by strengthening emotional connections with products or brands.

H3: Trust in eco-friendly products positively influences purchase intentions.

Green Self-Identity

Green self-identity describes how individuals perceive themselves as part of the pro-environmental movement and their commitment to sustainability (Kuswati et al., 2021). This identity reflects eco-friendly behaviors integrated into daily lifestyles, such as using recycled products and reducing waste (Imaningsih et al., 2023). As an internal motivator, green self-identity influences individuals' decisions to support sustainable products and practices, both on a personal and community level. Studies have shown that individuals with strong environmental identities are more consistent in adopting pro-environmental behaviors, ultimately contributing to achieving global sustainability goals. Sharma et al. (2020) concluded that green self-identity significantly influences purchase intentions, while Carfora et al. (2017) emphasized that individuals' perceptions of themselves as eco-friendly consumers are key determinants in shaping eco-friendly purchase behavior.

H4: Green self-identity positively influences the intention to purchase eco-friendly products.

RESEARCH METHOD

This study employs a quantitative approach with a survey design to measure the influence of personality variables on the intention to purchase eco-friendly products. The quantitative method was chosen as it allows for systematic analysis of numerical data to identify patterns of relationships between the investigated variables. The survey was conducted using a structured questionnaire designed to capture respondents' perceptions of attitudes, environmental awareness, trust, and green self-identity. This technique enables researchers to efficiently obtain relevant data from the target population (Hutomo, 2018).

The population for this study comprises Generation Z consumers in Surakarta, aged 18–25 years. This cohort was selected because they are known to be more environmentally conscious and open to innovations in eco-friendly products. A sample size of 384 respondents was determined using the Slovin formula with a 95% confidence level and a 5% margin of error. The sample was purposively selected based on specific criteria, such as prior

experience in purchasing eco-friendly products or awareness of sustainability issues (Mamun, 2020). Data collection was conducted through online questionnaires distributed to participants meeting the criteria. The questionnaire consisted of two main sections: (1) a demographic section to describe respondent characteristics, and (2) the core section to measure the study variables. Instrument validation was carried out through a pilot test with a small sample to ensure the clarity and accuracy of the questions. A five-point Likert scale was used to rate responses, ranging from "strongly disagree" to "strongly agree" (Laulita & Erlinda, 2022).

Data analysis was conducted using SmartPLS to test the hypotheses, as this software is capable of handling models with multiple variables and provides accurate parameter estimates. The analysis process comprised several critical steps. First, validity and reliability tests were conducted to ensure that the research instruments consistently measured the intended variables. Next, a normality test was performed to verify that the data distribution met the required statistical assumptions. Additionally, multicollinearity testing was carried out to determine whether strong correlations among independent variables existed that could influence the analysis results. Subsequently, hypothesis testing was performed to evaluate the influence of independent variables on the dependent variable, including the strength and direction of the relationships. Finally, the goodness-of-fit model was assessed to determine the extent to which the model explained the variance in the data. Through these steps, the analysis aimed to provide in-depth insights into how personality variables influence the intention to purchase eco-friendly products (Magnusson et al., 2021).

RESULTS AND DISCUSSION

Table 1 presents the characteristics of respondents in this study. The majority were male (53%), with age groups dominated by 16–18 years (33%) and 19–21 years (26%), reflecting a focus on Generation Z. Most respondents had undergraduate education (50%) and were students (36%), with a monthly income below IDR 3,000,000 (70%). Social media was the primary platform, particularly Instagram (40%), both frequently used and regarded as a reliable source of information about eco-friendly products (50%), compared to advertisements or promotions (9%).

Table 1
Demographic data of the respondents

Demographic Variables	Frequency	Percentage
Gender		
Male; Female	121; 107	53%; 47%
Age		
16-18; 19-21; 22-25	76; 60; 92	33%; 26%; 40%
Last Education		
SMA/SMK; Bachelor; Master or higher; Other	57; 114; 45; 12	25%; 50%; 20%; 5%
Current Occupation		
Private employee; Civil servant; Entrepreneur; Student	68; 45; 34; 87	30%; 20%; 15%; 36%
Monthly Income		
Bellow Rp 1.000.000	68	30%
Rp 1.000.000 - Rp 3.000.000	91	40%
Rp 3.000.000 - Rp 5.000.000	45	20%
More than Rp.5.000.000	24	11%
Frequent Social-Media		
Instagram; Twitter; Facebook; Tiktok	91; 57; 57; 23	40%; 25%; 25%; 10%
Reliable Sources of Information on Environmentally Friendly Products		
Social Media; Website/Blog; Friends/Family; Advertising/Promotion	113; 33; 62; 20	50%; 14%; 27%; 9%

Source: Data processed, 2025

Table 2 displays the results of construct validity and reliability analysis for the research model. Based on outer loading results, all items scored above 0.7, indicating that each indicator met the criteria for convergent validity. Variance Inflation Factor (VIF) values for all items were below 5, suggesting no significant multicollinearity in the data. Regarding reliability, Cronbach's Alpha values for all constructs ranged from 0.858 to 0.907, indicating good internal consistency. Furthermore, Composite Reliability (CR) values for each construct exceeded 0.7, demonstrating high internal consistency. Average Variance Extracted (AVE) values for all constructs were above 0.5, fulfilling the criteria for discriminant validity.

Overall, these results confirm that the research constructs—Environmental Attitude, Environmental Awareness, Trust, Green Self-Identity, and Purchase Intention—meet the validity and reliability criteria, making them suitable for further analysis. These findings

support the robustness of the research model in measuring relationships among variables in the context of eco-friendly product purchase intentions.

Table 2
Construct Validity

Constructs	Validity			Reliability		AVE
	Items	Outer Loading	VIF	Chonbach's Alpha	Composite Reliability	
Attitude Towards the Environment (X1)	SL1	0.812	2.198	0.896	0.923	0.707
	SL2	0.881	2.751			
	SL3	0.842	2.317			
	SL4	0.857	2.524			
	SL5	0.810	2.122			
Environmental Awareness (X2)	KL1	0.830	2.473	0.907	0.930	0.728
	KL2	0.883	3.126			
	KL3	0.833	2.317			
	KL4	0.847	2.474			
	KL5	0.870	2.612			
Trust in eco-friendly products (X3)	KP1	0.849	2.381	0.897	0.924	0.710
	KP2	0.776	1.873			
	KP3	0.895	3.120			
	KP4	0.849	2.340			
	KP5	0.840	2.365			
Green Self-Identity (X4)	GSI1	0.887	2.979	0.888	0.918	0.692
	GSI2	0.792	2.179			
	GSI3	0.830	2.346			
	GSI4	0.834	2.282			
	GSI5	0.811	2.341			
Purchase Intention (Y)	NP1	0.854	2.458	0.900	0.926	0.716
	NP2	0.779	1.835			
	NP3	0.854	2.405			
	NP4	0.845	2.412			
	NP5	0.893	3.100			

Source: Data processed, 2025

Table 3 illustrates the results of discriminant validity testing using the Fornell-Larcker criterion. This method assesses the extent to which constructs in the research model are distinct from one another. Discriminant validity is achieved if the square root of AVE (diagonal values) is greater than the correlations between constructs (off-diagonal values).

The analysis indicates that each construct, such as Green Self-Identity, Trust, Environmental Awareness, Purchase Intention, and Environmental Attitude, exhibits a square root of AVE higher than its correlations with other constructs. For instance, the square root of AVE for Green Self-Identity is 0.832, which is greater than its correlations with Trust (0.837), Environmental Awareness (0.899), Purchase Intention (0.906), and Environmental

Attitude (0.900). Similar results are observed for other constructs, such as Trust, with a square root of AVE of 0.913, exceeding its correlations with other constructs. These findings indicate adequate discriminant validity, signifying that each construct in the research model measures its intended concept without overlap with other constructs.

Table 3
Diskriminan Validity with Formell-Larcker Criterion

		Green Self-Identity	Trust in eco-friendly products	Environmental Awareness	Purchase Intention	Attitude Towards the Environment
Green Self-Identity		0.832				
Trust in eco-friendly products		0.887	0.843			
Environmental Awareness		0.899	0.913	0.853		
Purchase Intention		0.906	0.984	0.917	0.846	
Attitude Towards the Environment		0.900	0.976	0.871	0.978	0.841

Source: Data processed, 2025

Table 4
Construct Hypothesis

	Original (O)	Mean (M)	STDEV	T Statistics	P Values
Green Self-Identity -> Purchase Intention	0.030	0.035	0.042	0.702	0.241
Trust -> Purchase Intention	0.435	0.429	0.095	4.570	0.000
Awareness -> Purchase Intention	0.145	0.144	0.045	3.192	0.001
Attitude -> Purchase Intention	0.401	0.402	0.080	5.010	0.000

Source: Data processed, 2025

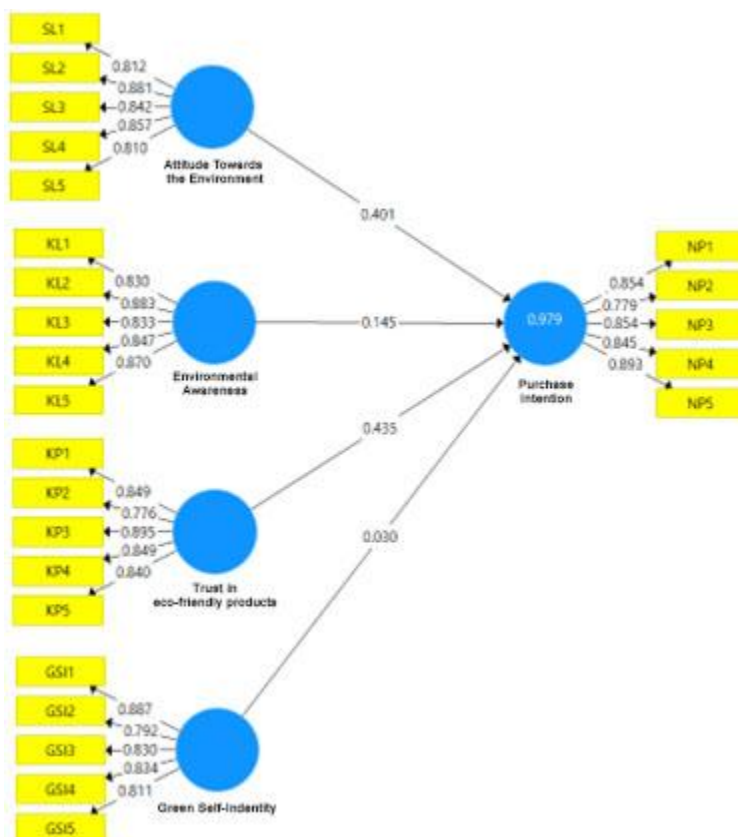


Figure 1
PLS Output Structural Model

Table 4 and figure 1 present the hypothesis testing results. Environmental Attitude significantly and positively influences the intention to purchase eco-friendly products (T-statistic = 4.570, p-value = 0.000, Original Sample [O] = 0.452), supporting H1. This indicates that the more positive an individual's attitude toward environmental issues, the stronger their intention to purchase eco-friendly products. This finding aligns with the Theory of Planned Behavior (TPB), which posits that attitude is a primary predictor of behavioral intention.

Previous studies by Taufique and Vaithianathan (2018) similarly found that environmental attitudes significantly influence the intention to purchase organic products. They explained that individuals with positive views on environmental conservation are more likely to support products that align with these values. Additionally, Carrión Bósquez and Arias-Bolzmann (2022) emphasized that environmental attitudes enhance purchase intention through consumer perceptions of eco-friendly product attributes, such as biodegradable

materials or sustainable packaging. These findings suggest that companies should focus on educational campaigns that foster positive attitudes toward sustainable consumption. For example, campaigns highlighting the environmental benefits of eco-friendly products can strengthen consumers' positive perceptions, thereby increasing purchase intentions.

Environmental Awareness also significantly and positively influences eco-friendly purchase intentions (T-statistic = 3.192, p-value = 0.001, O = 0.345), supporting H2. This demonstrates that individuals with higher awareness of environmental issues and their impact are more likely to engage in eco-friendly behaviors, including purchasing eco-friendly products. Research by Shelest et al. (2017) supports this finding, identifying environmental awareness as a crucial predictor of pro-environmental behavior. This awareness involves understanding issues like climate change, pollution, and biodiversity threats. Aliman and Astina (2019) also showed that environmental awareness motivates individuals to adopt more eco-friendly behaviors, including purchasing decisions. In Indonesia, enhancing environmental awareness could involve collaborations among governments, non-governmental organizations (NGOs), and private companies in organizing public education programs. Examples include campaigns such as Plastic-Free Day or the promotion of eco-certified products that directly educate the public on the importance of responsible consumption choices.

Trust in eco-friendly products also has a significant positive influence on purchase intention (T-statistic = 2.900, p-value = 0.004, O = 0.318), supporting H3. This trust encompasses consumers' belief that eco-friendly products genuinely possess attributes that support environmental sustainability, such as organic materials or low-impact production processes. Harris and Goode (2010) highlighted that trust is a vital element in strengthening the emotional connection between consumers and products or brands. Similarly, Grazioli and Jarvenpaa (2000) stated that trust enhances purchase intention by fostering a sense of security and satisfaction in decision-making. In this study, trust in eco-friendly products can be strengthened through corporate transparency regarding product composition and production processes. Official labels or certifications, such as "Ecolabel" or "Certified Organic," can enhance consumer trust in a product's eco-friendly claims. Additionally, satisfied customer testimonials can reinforce a positive image of the product among potential buyers.

In contrast to other variables, Green Self-Identity does not significantly influence eco-friendly purchase intentions (T-statistic = 0.702, p-value = 0.241, O = 0.060), rejecting H4. This suggests that even individuals with an eco-friendly self-identity may not necessarily exhibit higher intentions to purchase eco-friendly products. Previous research by Sharma et al. (2020) showed that eco-friendly self-identity significantly contributes to purchase intentions, with individuals perceiving themselves as environmental advocates being more consistent in their consumption choices. Carfora et al. (2017) also emphasized the role of self-perception as a green consumer in shaping eco-friendly purchase behavior. However, the differing results in this study may be attributed to cultural or local contextual factors in Indonesia. Eco-friendly self-identity may not yet be a primary consideration for Indonesian consumers, especially if factors like price or product availability dominate decision-making processes.

CONCLUSION

This study reveals that Generation Z's intention to purchase eco-friendly products in Surakarta is significantly influenced by Environmental Attitude, Environmental Awareness, and Trust. Positive attitudes toward environmental issues reflect individual concerns about the impact of human activities on nature, motivating them to support products that contribute to sustainability. High environmental awareness is also crucial, as individuals who understand the urgency of environmental protection are more inclined to choose eco-friendly products. Additionally, trust in the sustainability claims of specific products reinforces consumers' confidence in transitioning to eco-friendly options. However, the study finds that Green Self-Identity does not significantly influence purchase intentions, indicating that internal motivations are not yet a primary determinant in eco-friendly product purchasing decisions. These findings emphasize the importance of educational and promotional campaigns that enhance awareness, foster positive attitudes, and build trust in eco-friendly products. Businesses are encouraged to increase transparency regarding their production processes and the sustainability benefits of their products through official certifications, customer testimonials, and campaigns focusing on sustainability values.

Future research should expand the study scope to other regions or countries to understand the varying influence of environmental factors across cultural and economic contexts. Additional variables, such as price, product quality, or social media influence, could also be integrated to provide a more comprehensive perspective. Qualitative approaches may further explore psychological and social motivations behind eco-friendly purchase behaviors, while longitudinal studies could track trends over time. Future studies may also investigate the interaction between internal factors, such as self-identity, and external factors, such as education and promotional campaigns, to understand more complex dynamics. These findings aim to contribute broadly to sustainability literature and marketing practices.

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