



## **STUDY OF GREEN PRODUCT PURCHASE INTENTION AS INFLUENCED BY ENVIRONMENTAL CONCERN AND HEALTH AWARENESS**

**Reny Nuraini, Didit Darmawan, Suwito, Mujito, Wulandari,  
Siti Nur Halizah, Rahayu Mardikaningsih**

Universitas Sunan Giri Surabaya

correspondence: dr.diditdarmawan@gmail.com

### **Abstract**

The growth of the world's population has a negative impact on the environment. Humans exploit nature on a large scale to fulfil their needs. This behaviour makes the environment damaged. The area of environmental damage is getting higher and higher. In addition to disasters, this situation can also reduce the level of human health. Some people in the world have an awareness to improve the condition of nature by doing activities and consuming products that can protect the environment and their health. This study was conducted to determine the effect of environmental concern and health awareness on the intention to buy green products. The population of this study is consumers. This study used 100 respondents as a research sample with purposive sampling technique. The research data were obtained through distributing questionnaires which will then be analysed using multiple linear regression. The results showed that environmental concern has an influence on the formation of the intention to buy green products. The study also proved that health awareness has a significant influence on the formation of intention to buy green products. Both variables together.

**Keywords:** environmental concern, health awareness, green products, purchase intention.

## Introduction

Health is an important aspect of social life that can prosper. A healthy environment is not only needed to realize public health but more on how to realize and feel comfortable in living life (Handayani & Mardikaningsih, 2022). Every human being has the right to utilize safe and healthy products. Therefore, nowadays consumers are increasingly prioritizing the quality of their food because it is a basic need for their survival. This priority is not without reason but rather a form of consumer concern for the environment and their health (Haytko & Matulich, 2008; Djaelani, 2021). The changing environment shapes attitudes and actions in the minds of consumers in terms of making decisions about products to be consumed (Issalillah & Wisnujati, 2021). This shows that consumers with this behavior are more aware of protecting the environment and tend to prefer environmentally friendly products called green products (Darmawan et al., 2021). According to Charter & Tischner (2017) green products are a unity of quality, nutrition that can shape and produce sustainable development in the future because green products have an impact on healthier environmental conditions (Chan & Lau, 2002; Hariani & Hakim, 2022). This also agrees with research from Gaffney (2004) that a healthy environment can be realized because of green products and green products as one of the right solutions in developed countries to preserve the environment (Ramayah et al., 2010; Issalillah et al., 2022).

Green products also have a good image for food products and have a wide (international) target market (Eneizan et al., 2015). Based on research from Li (2009) consumer awareness of green products shows a percentage of 60%, this shows that consumer confidence also contributes to green products. In addition, consumers who have good information and understanding about green products certainly have an attitude to change their lifestyle and intention to buy green products in the future (Biswas & Roy, 2015; Mardikaningsih & Darmawan, 2021). The previous statement is also supported by Michaelidou & Hassan (2008) that attitudes and purchase intentions for green products contribute to each other. Buying intentions arise because what is thought and planned can motivate consumers to realize their actions (Agyapong et al., 2018). The planning is such as the type of product to be purchased, a healthy product because it will have an impact on environmental care and sustainable health

awareness in the future (Paul & Rana, 2012). In addition, market conditions that can change at any time also change consumer behavior (Surya & Hajamohideen, 2018). In response to this, it is important to study the aspects that determine the intention to buy green products such as environmental concern and health awareness.

One of the main factors that can shape decision making and realize green product purchasing behavior is environmental concern (Angelovska et al., 2012). Environmental concern is a caring attitude towards certain conditions that involves itself to behave in ways that can benefit the environment (Joshi, 2012). This kind of consumer involvement shows that there is a willingness in him to realize the common good (Kareklas et al., 2014). Consumer concern for the environment is also inseparable from the fulfillment of the knowledge factor and awareness of environmental problems. Knowledge is formed from a set of information stored in memory because it has known and realized something. For consumers, this is useful to support the evaluation process of a product. According to Chen (2013), there are two important things that can develop consumer knowledge of the environment such as consumers must really understand whether the product has an impact that can disturb the environment and the extent to which consumers understand that the product is produced in an environmentally friendly way. Therefore, the more knowledge and awareness of green products obtained, the more positive the attitude towards the environment (Noor et al., 2012; Mardikaningsih et al., 2022).

In addition, consumers who care about the environment certainly do not mind the price that must be met because consumers believe that green products provide more benefits (Laroche, 2001). The emergence of this belief is because consumers realize that product value, design, and benefits are in accordance with the price and perceived quality (Kong, 2014; Maniatis, 2015; Mittelman, 2012; Ritter et al., 2015). According to Sharma et al. (2013) perceived quality also has an influence on the intention to buy green products. This shows that every consumer must have different considerations as a form of consumer anticipation of the quality of green products. Thus, if consumers are more aware of the benefits and perceived quality of green products, then consumers have shown that there is an awareness to maintain their health.

Health problems can motivate consumers to behave positively towards green products because there is an awareness of healthy living that arises in them (Mai & Hoffmann, 2012). Health awareness is the attitude of consumers who are aware and care about the importance of health to improve their quality of life to avoid disease (Chen, 2013). The statement from Chen (2013) is also supported by several research results which state that green products can boost the immune system to avoid cancer and green products have a low carbohydrate content (Armin et al., 2013). Consumers tend to change their daily habits to utilize green products because green products have nutritious and natural content (Lockie, 2002). Consumers with a high level of awareness are definitely more oriented to engage in a healthier lifestyle (Kraft & Goodell, 1993; Issalillah et al., 2021). But on the contrary, according to Lee et al. (2014) consumers with a low level of awareness of health will behave indifferently. Health awareness is also a factor that plays a role in influencing purchase intentions (Gould 1988; Chryssochoidis, 2000). Consumers who are motivated to live healthier lives tend to instill in themselves to consistently use green products (Moorman & Matulich, 1993; Jayanti & Burns, 1998). According to Kareklas et al. (2014); Nathan et al. (2021) the higher the consumer's awareness of their health, the intention to buy green products also increases. Based on the description that has been explained, this study intends to determine the effect of environmental concern and health awareness on the intention to buy green products.

## Method

This research is a quantitative method with multiple linear regression analysis techniques. The population of this study is people who use green products. The research data was obtained by distributing questionnaires. Researchers distributed 150 questionnaires with 100 questionnaires returned. The sampling technique was carried out using purposive sampling technique.

This study uses the independent variables of environmental concern (X.1) and health awareness (X.2). Measurement of environmental concern can be done using three aspects, namely 1) paying attention to the environment; 2) paying attention to health; 3) paying attention to food safety (Scott & Vigar Ellis, 2014). To measure health awareness, researchers

used four aspects proposed by Gould (1988), namely 1) self-perception of health; 2) involvement in healthy activities; 3) ability to maintain health; 4) monitoring of one's own health. Monitoring of one's own health. For the dependent variable used, namely the intention to buy green products (Y). Measurement of purchase intention of green products uses three aspects, namely 1) buying because of maintaining health; 2) buying in the future because of concern for the environment; 3) happy to buy green products (Chen & Chang, 2012).

Each indicator will be translated into a statement. Each response given by respondents will be measured on a scale of one to four which has provisions 1 (one) for disagreeing and 4 (four) for agreeing. Furthermore, the research data will be tested using the reliability test and validity test.

## Result and Discussion

This study has 100 respondents with different characteristics. Therefore Table 1 shows the results of grouping based on their characteristics as can be seen below.

Table 1. Respondent Profile

Characteristics	Group	Frequency	Percentage
Gender	Man	34	34
	Woman	66	66
Age	18-22 years	9	9
	23-27 years	48	48
	28-32 years	22	22
	33-37 years	11	11
	48-42 years	6	6
	> 42 years old	4	4
Education	High School	28	28
	Undergraduate (Bachelor)	56	56
	Graduate (Magister)	16	16

Sources are obtained from the results of data tabulation

From Table 1, it can be explained that the research respondents were divided into 34 male respondents and 66 female respondents. Based on age level, the majority of respondents were aged 23-27 years, namely 48 respondents and the least respondents were respondents aged over 42 years,

namely 4 respondents. Based on the level of education, 28 respondents were high school graduates, 56 respondents were college undergraduate graduates, and 16 respondents were college master graduates. Furthermore, the research data was tested using validity testing with the standard used value must be above 0.3. If the statement gets a value according to the predetermined criteria, it is declared valid.

Table 2. Validity Test

Variables	Statement Items	Total Correlation
Environmental concern (X.1)	1	0,486
	2	0,466
	3	0,478
	4	0,465
	5	0,512
	6	0,510
Health awareness (X.2)	1	0,456
	2	0,443
	3	0,476
	4	0,455
	5	0,436
	6	0,478
	7	0,431
	8	0,442
Purchase intention (Y)	1	0,653
	2	0,643
	3	0,612
	4	0,607
	5	0,563
	6	0,571

Source: SPSS Output Results

The validity test results show that all statements get a value exceeding 0.3. Thus, all statements were declared valid and none were dropped. The next stage is the reliability test. The standard value used exceeds the limit of 0.6. The results of data processing for the reliability test are shown in Table 3. The results of data processing show that the environmental awareness variable obtained a value of 0.732. The value obtained on the health awareness variable is 0.759. For the value of the green product purchase intention variable, the result is 0.741. The reliability test results show that the research data is declared reliable.

Table3. Reliability Test

Variables	Cronbach's Alpha	Status
Environmental concern (X.1)	0.732	Reliable
Health awareness (X.2)	0.759	Reliable
Purchase intention (Y)	0.741	Reliable

Source: SPSS Output Results

The next stage is the normality test. The results of the normality test are shown in Figure 1. Based on the displayed image, it can be seen that the data points are around the diagonal axis. Therefore, it can be confirmed that the research data has been normally distributed.

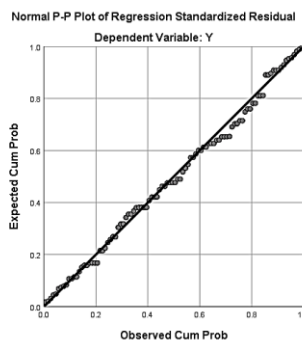


Figure 1. Normality Test  
Source: SPSS Output Results

Next, the heteroscedasticity test was conducted. Heteroscedasticity testing is done by observing the Scatterplot image displayed in Figure 2. The image shows an even distribution of data on the Y axis. In addition, the data distribution does not form a pattern. So, it can be concluded that this study does not experience heteroscedasticity.

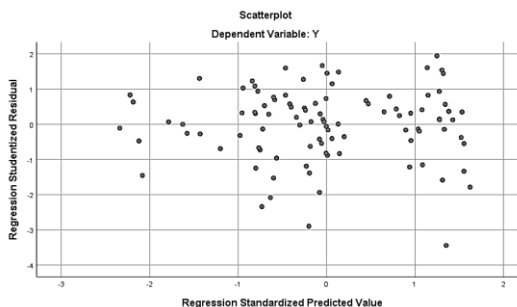


Figure 2. Heteroscedasticity Test  
Source: SPSS Output Results

The next stage to ensure the absence of multicollinearity problems. This study uses the limit of VIF provisions between the values of 1 and 10 while for the tolerance value the required value exceeds 0.1. Data processing shows that the resulting VIF value is 1.300 and the tolerance value is 0.769. Therefore, it can be stated that there is no multicollinearity problem. Autocorrelation testing in this study uses the Durbin Watson value. This study uses the standard DW value between -2 and 2. The processing results of the autocorrelation test in this study are known to be 1.294. Thus, this study is free from autocorrelation.

**Table 4. t-Test and Regression Model**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	22.965	2.977		7.715	.000
X.1	3.432	.476	.488	7.216	.000
X.2	2.853	.425	.455	6.719	.000

Source: SPSS Output Results

After conducting quality testing on the research data, data analysis was then carried out using multiple linear regression. The results of data processing for the t test are presented in table 4. In accordance with what is displayed in table 4, it is known that the regression model in this study is  $Y = 22.695 + 3.432 X.1 + 2.853 X.2$ . The regression model shows that the value of the intention to buy green products is 22.695 assuming the value of environmental awareness and health awareness is zero. The regression model also shows that the value of the intention to buy green products will change by 3.432 if the value of environmental concern changes by one unit provided that the value of health awareness remains. The value of intention to buy green products will change by 2.853 if the value of health awareness changes by one unit with the condition that the value of environmental awareness is zero.

The measurement is carried out on the significant value generated in the t test. The standard value used for the significant value is no more than the 0.05 limit. The significant value for the environmental concern variable is known to be 0.000. Thus, environmental concern has a significant effect on the incidence of intention to buy green products. The significant value for the health awareness variable is 0.000. Health awareness has been shown to have a significant effect on the formation of the intention to buy green products.

Table 5. ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3146.288	2	1573.144	93.461	.000 <sup>b</sup>
	Residual	1632.712	97	16.832		
	Total	4779.000	99			

Source: SPSS Output Results

The next stage is the F test. Testing is done by comparing the Significant value obtained from the F test processing. The standard value used for the significant value in the F test does not exceed the value of 0.05. The results of the F test showed that the F value was 93.461 with a significant value of 0.000. The significant value obtained has proven that environmental concern and health awareness have a significant influence on the intention to buy green products together.

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.811 <sup>a</sup>	.658	.651	4.103	1.294

Source: SPSS Output Results

The next stage is to test the coefficient of determination. The test results show an R value of 0.811. The value obtained has proven a strong relationship between the research variables used. Furthermore, the resulting R Square value is known to be 0.658. The results of data processing show that environmental awareness and health awareness have a contribution to the formation of the intention to buy green products by 65.8%. For other variables that influence the intention to buy green products but are not included in this research variable, it contributes 34.2%.

Environmental concerns have a significant influence on forming the intention to buy green products (Lee et al., 2015; Meixener & Katt, 2020; Nathan et al., 2021). This shows that unexpected environmental problems will change his behavior to care about the environment where this behavior is shown by his willingness to change his habits to be more positive by using green products (Handayani et al., 2021). Changes in consumer behavior also cannot be realized in reality if there are no other aspects that support it (Khayru, 2021; Sinambela et al., 2022). The implication is that it is increasingly important to consistently promote

green product marketing because green product marketing can help and influence changing consumer attitudes (Nurmalasari, 2022). One form of marketing communication that can be done is advertising. Advertising is an indirect communication in which it provides information on product advantages that are designed in such a way as to please and influence consumers to get involved with purchases (Infante & Mardikaningsih, 2022). From these advertisements, it is hoped that it can provide benefits in terms of increasing insight, consumer confidence in the importance of green products (Irfan & Putra, 2020). In addition, the support of the closest people (friends, community, family) can also shape consumers to be more responsible with the environment (Darmawan & Arifin, 2021). Therefore, establishing useful relationships can provide meaningful benefits.

Public awareness has also been shown to have a meaningful influence on shaping purchase intentions for green products (Pomsanam & Kim, 2014; Dewulf et al., 2015; Grewal et al., 2017). This shows that consumers who are increasingly aware of the importance of health are willing to engage with green product purchasing behavior because it can have an impact on a better life. The formation of health awareness shows how high the self-image attached to consumers is (Khayru et al., 2021). This means that the personality of each different consumer will have an impact on different assessments of green products (Trirahayu et al., 2014; Mardikaningsih & Sinambela, 2021). Consumers who realize that health is important will choose products that provide protection for their survival (Putra et al., 2022). The implication is that it is increasingly important to demonstrate product credibility because before consumers believe that green products are reliable, consumers certainly seek information, evaluate green products whether they provide real evidence to maintain their health. Therefore, it is important for businesses to utilize competent marketing personnel to implement the right strategy and continue to make innovations that can influence consumers to pay more attention to their health.

## Conclusion

This study provides results that environmental awareness has a significant effect on the intention to buy green products. Health awareness also has a significant effect on the intention to buy green products.

Based on this, there will be some suggestions given. Consumers with a better level of knowledge certainly better understand some of the factors that contribute to shaping and supporting the action to use green products. Therefore, the right strategy is needed to strengthen the relationship between the two (consumers and green products) by improving the actual performance and value perceived by consumers towards green products. The strategy must also be adjusted to demographic factors because each consumer must have different views, beliefs about green products. For research to be carried out in the future, it should pay more attention to aspects that have not been explained in this study and add variables that are still relevant to increasing the intention to buy green products.

## References

- Agyapong, A., J.D. Afi & K.O. Kwateng. 2018. Examining the Effect of Perceived Service Quality of Health Care Delivery in Ghana on Behavioural Intentions of Patients. *International Journal Healthcare Management*, 11(4), 276-288.
- Angelovska, J., B. S. Snezana & A. Nina. 2012. The Impact of Environmental Concern and Awareness on Consumer Behaviour, *Journal International Environmental Application & Science*, 7(2), 406-416.
- Armin, S., W. Chin & N. Neda. 2013. Factors Influencing on Purchasing Behavior of Green Food. *Journals of Human and Social Science Research*, 1(2), 93-10.
- Biswas, A. & M. Roy. 2015. Green Products: an exploratory study on the consumer behaviour in emerging economies of the East, *Journal of Cleaner Production*, 87, 463-68.
- Chan, R. Y. & L.B. Lau. 2002. Explaining Green Purchasing Behavior: A cross-cultural study on American and Chinese consumers, *Journal of International Consumer Marketing*, 14(2-3), 9-40.
- Charter, M. & U. Tischner. 2017. *Sustainable Solutions: Developing products and services for the future*, Routledge.
- Chen, Y. & H.C. Chang. 2012. Echange Green Purchase Intentions: Impact Green Perceived Value, Green Perceived Risk, and GreenTrust. *Management Decision*, 50(3), 502-520.
- Chen, M. F. 2013. Influences of Health Consciousness on Consumers' Modern Health Worries and Willingness to Use Functional Foods. *Journal of Applied Social Psychology*, 43(1), 1-12.
- Chen. 2013. A Study of Green Purchase Intention Comparing with Collectivistic (Chinese) and Individualistic (American) Consumers in Shanghai, China. *Information Management and Business Review*, 5 (7), 342-346.
- Chryssochoidis, G. 2000. Repercussions of Consumer Confusion for Late Introduced Differentiated Products. *European Journal of Marketing*, 34(5/6), 705-722.
- Darmawan, D. & S. Arifin. 2021. Studi Empiris tentang Kontribusi Harga, Varian Produk, dan Kemasan terhadap Pembentukan Minat Beli Produk Sabun Mandi Batang (Studi Kasus terhadap Pekerja Rantau di Kota Surabaya), *Bisman (Bisnis dan Manajemen): Jurnal Bisnis dan Manajemen*, 4(2), 99-116.

- Darmawan, D. et al. 2021. *Tanaman Perkebunan Prospektif Indonesia*, Penerbit Qiara Media, Pasuruan.
- Dewulf, J., L. Benini, L. Mancini, S. Sala, G.A. Blengini, F. Ardente, D. Pennington. 2015. Rethinking the Area of Protection Natural Resources in Life Cycle Assessment. *Environmental Science and Technology*, 49(9), 5310-17.
- Djaelani, M. 2021. Social Community Participation in Household Waste Management, *Journal of Social Science Studies*, 1(1), 37-39.
- Eneizan, K., A. Wahab & U. S. A, Bustaman. 2015c. Effects of Green Marketing Strategy 4ps on Firm Performance, *IJAR*, 1(12), 821-24.
- Gaffney, O. 2014. Sustainable Development Goals: improving human and planetary wellbeing, *Global Change*, 1(82), 20-23.
- Gould, S. J. 1988. Consumer Attitudes Toward Health and Health Care: A Differential Perspective. *The Journal of Consumer Affairs*, 22(1), 96-118.
- Grewal, A. S., A. Singla, P. Kamboj & J.S, Dua. 2017. Pesticide Residues in Food Grains, Vegetables and Fruits: A hazard to human health. *Journal of Medicinal Chemistry and Toxicology*, 2(1), 40-46.
- Handayani, B., N. S. Wisnujati, Budiono, D. Darmawan & Y. Kurniawan. 2021. Environmental Management and Law Enforcement, *Studi Ilmu Sosial Indonesia*, 1(1), 65-76.
- Handayani, B. & R. Mardikaningsih. 2022. Urban Forest: The Role of Improving The Quality of The Urban Environment, *Bulletin of Science, Technology and Society*, 1(1), 25-29.
- Hariani, M. & Y. R. Al Hakim. 2022. Analysis of Community Behavior Against the Use of Bio-Degradable Shopping Bags as a Substitute for Single-Use Plastic Bags, *International Journal of Service Science, Management, Engineering, and Technology*, 2(1), 1-4.
- Haytko, D. L & E. Matulich, E. 2008. Green Advertising and Environmentally Responsible Consumer Behaviors: Linkages examined, *Journal of Management and Marketing Research*, 1(2).
- Infante, A. & R. Mardikaningsih. 2022. The Potential of social media as a Means of Online Business Promotion, *Journal of Social Science Studies*, 2(2), 45-49.
- Irfan, M. & A. R. Putra. 2020. The Effect of Packaging and Brand Image on Purchase Intentions of Packed Rice Products, *Journal of Science, Technology and Society*, 1(1), 13-22.
- Issalillah, F. & N. S. Wisnujati. 2021. Sosialisasi Manfaat Pisang Sebagai Buah Pencegah Preeklamsia (Kontribusi Pengembangan Hortikultura di Kecamatan Dampit Kabupaten Malang), *Jurnal Pendidikan, Penelitian dan Pengabdian Masyarakat*, 1(1), 19 - 32.
- Issalillah, F., D. Darmawan & R. K. Khayru. 2021. Social Cultural, Demographic and Psychological Effects on Insurance Product Purchase Decisions, *Journal of Science, Technology and Society*, 2(1), 1-10.
- Issalillah, F., R. K. Khayru, & N. Aisyah. 2022. Parameters of Mineral Water that is Safe for Health, *Bulletin of Science, Technology and Society*, 1(1), 46.
- Jayanti, R. K., & A.C, Burns. 1998. The Antecedents of Preventive Health Care Behavior: An Empirical Study. *Journal of the Academy of Marketing Science*, 26(1), 6-15.
- Joshi, P. 2012. Effects of Environmental Concern & Social Norms on Environmental Friendly Behavioral Intentions, *Bussiness Intelligence Journal*, 5(1), 169-175.

- Kareklas, I., J.R. Carlso & D. Muehling. 2014. I Eat Organic for My Benefit and Yours: Egoistic and Altruistic Considerations for Purchasing Organic Food and Their Implications for Advertising Strategists, *Journal of Advertising*, 43(1), 18-32.
- Khayru, R.K. 2021. Opinions about Consumer Behavior during the Covid-19 Pandemic, *Journal of Social Science Studies*, 1(1), 31-36.
- Khayru, R.K., M. W. Amri, & M. A. Gani. 2021. Green Purchase Behavior Review of The Role of Price, Green Product, and Lifestyle, *Journal of Marketing and Business Research*, 1(2), 71-82.
- Kong, W., A. Harun, R.S. Sulong & J. Lily. 2014. The Influence of Consumers' Perception of Green Products on Green Purchase Intention. *International Journal Asian Social Science*, 4(8), 924-939.
- Kraft, F. B., & P.W. Goodell. 1993. Identifying the Health Conscious Consumer. *Journal of Health Care Marketing*, 13, 18-25.
- Laroche, M. 2001. Targeting Consumers Who Are Environmentally Friendly Behaviour. *Journal of Marketing Management*, 18(6), 503-20.
- Lee, K. H., M.A. Bonn & M. Cho. 2015. Consumer Motives for Purchasing Organic Coffee. *International Journal Contemporer Hospital Management*, 27,1157-1180.
- Lee, K., M. Conklin., D.A. Cranage & S. Lee. 2014. The Role of Perceived Corporate Social Responsibility on Providing Healthful Foods and Nutrition Information with Health-Consciousness as a Moderator. *International Journal of Hospitality Management*, 37, 29-37.
- Li, X. 2016. *Environmental Advertising in China and the USA: The desire to go green*. Routledge.
- Lockie, S. 2002. Eating Green. Motivations behind green food consumption in Malaysia. *Sociologia Ruralis*, 42(1), 23-40.
- Mai, R & S. Hoffmann. 2012. Taste Lovers Versus Nutrition Fact Seekers: how health consciousness and self-efficacy determine the way consumers choose food products. *Journal of Consumer Behaviour*, 11(4), 316-32.
- Maniatis, P. 2015. Investigating Factors Influencing Consumer Decision Making While Choosing Green Products, *J Clean Prod* 3, 1-14.
- Mardikaningsih, R. & E. A. Sinambela. 2021. Keragaman Produk, Lokasi dan Niat Kunjungan Ulang ke Pengecer. *Bisman (Bisnis dan Manajemen): The Journal of Business and Management*. 4(1), 40-52.
- Mardikaningsih, R. & D. Darmawan. 2021. Pengaruh Gaya Hidup, Lokasi, dan Kelompok Acuan terhadap Minat Kunjungi Kembali Tunjungan Plaza Surabaya. *Journal of Trends Economics and Accounting Research*, 2(2), 43-48.
- Mardikaningsih, R., E. A. Sinambela, E. Retnowati, D. Darmawan & A. R. Putra. 2022. Strategi Pengembangan Usahatani Buah Naga di Kecamatan Lawang Kabupaten Malang, *Jurnal Manajemen, Bisnis, dan Kewirausahaan*, 2(1), 21-32.
- Meixner, O & F.Katt. 2020. Assessing the Impact of COVID-19 on Consumer Food Safety Perceptions A Choice-Based Willingness to Pay Study. *Sustainability*, 12, 7270.
- Michaelidou, N., & LM, Hassan. 2008. The Role of Health Consciousness, Food Safety Concern and Ethical Identity on Attitudes and Intentions Towards organic food, *International Journal of Consumer Studies*, 32(2), 163-170.

- Mittelman, R. 2012. Green Consumer Behaviour in Emerging Markets: a review of research. *Proc Ann Market Div Conf*, 33(3), 392-441.
- Moorman, C., & E. Matulich. 1993. A Model of Consumers' Preventive Health Behaviors: The Role of Health Motivation and Health Ability. *Journal of Consumer Research*, 20(2), 208.
- Nathan, J. R., V. Victor & J. Popp. 2021. Food Innovation Adoption and Organic Food Consumerism A Cross National Study between Malaysia and Hungary. *Foods*, 10, 363.
- Noor, N. A. M., A. Muhammad, A. Kassim, C.Z.M, Jamil, N. Mat, & H.S, Salleh. 2012. Creating Green Consumers: how environmental knowledge and environmental attitude lead to green purchase behavior?. *International Journal of Arts & Sciences*, 5(1), 55-71.
- Nurmalasari, D. & R. Mardikaningsih. 2022. Utilization of Waste Paper Through Recycling and Entrepreneurial Spirit Development, *International Journal of Service Science, Management, Engineering, and Technology*, 1(2), 35 - 37.
- Ottman, J.A, E.R. Stafford & C.L. Hartman. 2006. Avoiding Green Marketing Myopia: ways to improve consumer appeal for environmentally preferable products. *Environ Sci Policy Sustain Dev*, 48(5), 22-36.
- Paul, J. & J. Rana. 2012. Consumer Behavior and Purchase Intention for Organic Food. *Journal Consumer Marketing*, 29(6), 412-422.
- Pomsanam, P. & N. Kim. 2014. Factors Driving Thai Consumers Intention to Purchase Green Food. *Asian Journal of Scientific Research*
- Putra, A.R., Ernawati, Jahroni, T.S. Anjanarko, & E. Retnowati. 2022. Creative Economy Development Efforts in Culinary Business, *Journal of Social Science Studies*, 2(1), 21 - 26.
- Ramayah, T., J.W.C. Lee & O. Mohamad. 2010. Green Product Purchase Intention: some insights from a developing country. *Resour Conserv Recycl*, 54(12), 1419-1427.
- Ritter, Á.M., M. Borchardt, G.L.R. Vaccaro, G.M. Pereira & F. Almeida F. 2015. Motivations for Promoting the Consumption of Green Products in an Emerging Country: exploring attitudes of Brazilian consumers, *J Clean Prod*, 106, 507-520.
- Scott, L. & D. Vigar Ellis. 2014. Consumer Understanding, Perceptions and Behaviours with Regard to Environmentally Friendly Packaging in a Developing Nation. *International Journal of Consumer Studies*, 38(6), 642-49.
- Sharma, V., J. Sonwalkar & M. Kapse. 2013. Consumer Purchase Behaviour for Green Products. *Interntional Journal Economic Business Administration*, 1(4), 50-65.
- Sinambela, E. A., R. N. Azizah, U. P. Lestari, Ernawati, & F. Issalillah. 2022. Pengaruh Atribut Produk, Kepercayaan Merek, Negara Asal terhadap Niat Beli Pada Konsumen Minuman Probiotik Yakult. *Journal of Trends Economics and Accounting Research*, 2(4), 107-113.
- Surya, R. & O.M. Hajamohideen. 2018. A Qualitative Study on Consumers' Attitude and Behaviour Towards Green. *Market Practice*, 20(3), 26-30.
- Trirahayu, D., L. Putriana, D. Darmawan, E. A. Sinambela & R. Mardikaningsih. 2014. Peran Bauran Pemasaran Jasa terhadap Minat Beli dan Minat Mereferensikan. *Jurnal Ekonomi, Bisnis dan Manajemen*, 4(1), 51-62.