



The Indonesian Millennials Consumer Behaviour on Buying Eco-Friendly Products: The Relationship Between Environmental Knowledge and Perceived Consumer Effectiveness

Susilowati Natakoesoemah; Gracia Rachmi Adiarsi

LSPR Communication and Business Institute, Indonesia

<http://dx.doi.org/10.18415/ijmmu.v7i9.2047>

Abstract

The topics of sustainable development and climate change correlation, pollution, toxic-containing products, and unhealthy lifestyles in urban societies has become a phenomenal issue these days. These issues have evolved around the exploitation of natural resources. It is imperative that all stakeholders stop exploiting natural resources to create better and more sustainable living for today's and the next generations. To address the needs for a more sustainable living that have been endorsed by the millennial consumers, business doers claim that their products are eco-friendly and green products. This research is done to analyse the correlation between environmental knowledge and perceived consumer effectiveness in eco-friendly product buying by the millennial consumers. The online survey involving 102 millennial consumer respondents who lives in Jakarta, Bogor, Depok, Tangerang and Bekasi areas reveals that environmental knowledge does not significantly correlate with the millennial consumers' eco-friendly product buying behaviour. The research also shows that perceived consumer effectiveness has a greater influence than environmental knowledge on the millennial consumers' buying behaviour for eco-friendly products.

Keywords: *Eco-friendly; Environmental Knowledge; Perceived Consumer Effectiveness; Sustainable Development*

Introduction

The topics of sustainable development and climate change correlation, pollution, toxic-containing products, and unhealthy lifestyles in urban societies has become a phenomenal issue these days. These issues have evolved around the exploitation of natural resources. It is imperative that all stakeholders stop exploiting natural resources to create a better, more sustainable living for today's and the next generations (Hopwood et al, 2005). These issues have increased the awareness of business to come up with green initiatives to provide green products and services (Kanchanapibul, et al. 2014).

Furthermore, there has been an increase in consumer awareness towards environmental issues such as excessive wastes, global warming, air and water pollutions (Van Dam, 1996). Consumers who are aware of environmental issues are called environmental concern consumers (Roberts, 1996).

The increase in consumers' awareness towards the environment is paired with the consumers' behaviour in buying eco-friendly products because those consumers know that their buying behaviour has a direct impact on minimizing or maximizing ecological problems (Kotler, 2011).

The increasing demand for eco-friendly products has become an opportunity for business companies and industries to produce cleaner and greener products. It has also become an opportunity for the companies and industries to contribute to the environment by decreasing pollution and improving their profit at the same time (Stuart, 2014).

Based on research on sustainable packaged goods, the consumption of green products in America is predicted to reach \$150 billion in 2021, with an increase in sales of almost 20% since 2014 and an annual growth rate 4 times higher than that of conventional products (Nielsen, 2018). Nielsen (2015). It is also reported that the green market is even bigger in Asia than in western countries.

Taking the increasing green market into consideration, business doers who wish to strengthen their business and commitment to the green revolution have to improve their knowledge of the demography and behaviour of their target consumers.

Green marketers need an effective marketing communication strategy to be able to reach their target consumers, especially those who target the millennial generation. This generation is known to be very productive, and will have a strong buying capability and a greater influence in the economy in the future (Hamel et al, 2017). Collectively, the millennials are cohorts who have sensitive tendencies towards the environment and who will be willing to take sustainability issues into consideration when shopping. This has not been done by previous generations (Nielsen, 2018). Moreover, the millennial generation has a different attitude compared to previous generations. The millennials are consumptive, and they view money as a representation of someone's success (Kanchanapibu et al, 2014).

In an Indonesian context, based on the research by Nielsen (2014), 64% of Indonesian consumers are interested in buying green products, which is greater than the global average of 55%. This number is projected to increase with the involvement of the millennials in the economy. It is predicted that one third of the millennial total population will become the main force in the green trends in Indonesia (IDN, 2019). With its fast growing economy and a high population millennials, Indonesia has significantly high green business potentials.

Studies on this generation will improve our understanding of the millennial generation and its perception of the environmental sustainability issues. Previous studies have shown that the millennial generation is more open to innovative ideas than other generations and that it is more aware of the social, environmental, and cultural issues.

This research tries to see the role of environmental knowledge in relation to environmental concerns, and perceived consumer effectiveness in the context of the Indonesian millennial generation.

By analysing the eco-friendly product buying behaviour of the millennial generation and the factors that influence the millennial buyers, companies will be able to enhance their marketing strategy to become more sustainable to cater to the increasing millennial cohort targets.

Literature and Methodology

Millennials and Environmental Awareness

Today's "new leader" of the green movement is generation Y, known as the millennials (Ottman, 2011). Authors of *Millennials Rising: The Next Great Generation* (2000), William Strauss and Neil Howe, state that generation Y or the millennial generation is a generation born within 1982-2005 (Adiarsi et al, 2015). Meanwhile, the Indonesia Millennial Report 2020 by the IDN Research Institute states that the millennial generation consists of men and women aged 21 to 36 years old.

Statistical data shows that in 2020 the millennial generation will reach 63.5 million out of 179 million people in Indonesia (IDN Research, 2020), which means that 35% of the Indonesian population will comprise of millennials. With its significance in population number, the millennial generation is considered to have a greater influence on business, political and social contexts (Kurniawan, 2020, p. 63).

Characteristically, the millennials are very much influenced by digital technology in their social interaction, leisure activities, and buying behaviour. Furthermore, this generation is known to be people who are born "green" because they grew up in a society where sustainability has become the norm and where environmental concepts are taught in schools (Johansson and Persson, 2019). Therefore, the millennials highly expect a product to be eco-friendly (Rogers, 2013), and they believe that the global climate change is the result of human activities (Ottman, 2011).

The millennials' awareness of eco-friendly products is also revealed by Rogers (2013). His research shows that 36% of millennials want to buy eco-friendly products and request their workplace to be more eco-friendly. Furthermore, the millennials will likely promote green products to their friends if those products are affordable and made with recycled materials (Smith, 2010).

However, although the millennials have shown environmental literacy, they struggle to alter their view and intention towards a more pro-environmental behaviour (Gaudelli, 2009). Studies also reveal that many college students do not show responsible behaviour towards the environment, compared to the older millennium generations (25-35 years old) (Debevec et al, 2013).

Steg and Vlek (2009) state that pro-environmental behaviour is a behaviour that maximally decreases impacts on the environment or maximally contributes benefits to the environment. Pro-environmental behaviour is not only controlled by social norms, but it is also influenced by intrinsic individual values (Varela et al, 2018).

The findings of the above-mentioned studies show that there is a discrepancy in behaviour between pro-environmental views and actions. This issue is extremely important to be analysed in this research, especially in the context of Indonesia where environmental issues have become one of the most important topics of discussion. One of the examples of environmental issues in Indonesia is the air quality of Jakarta, the capital city of Indonesia. According to AirVisual.com, Jakarta air quality index is 154, which means that Jakarta belongs to the most polluted cities in the world (katadata.co.id., 2019). Another example is waste management. According to the Indonesian Ministry of Environment and Forestry, Indonesia produces up to 67.8 ton of waste yearly and some of the waste ends up polluting the oceans (IDN Times, 2020).

Environmental Knowledge (EK)

Kaiser and Wilson (2004) define environmental knowledge as general knowledge of facts, concepts and correlations that involve the natural environment and its main ecosystem. Environmental

knowledge is divided into three forms: system knowledge which means knowledge of environmental issues, action-related knowledge which is based on behaviour and actions to solve environmental problems, and effectiveness knowledge which refers to the understanding of beneficial environmental responsibilities.

Referring to the concept of environmental knowledge and the findings of previous studies, there is a significant correlation between environmental knowledge of a particular issue and environmental responsibilities (Hines et al, 1987). Chan and Lau (2000) also explain that consumers who have eco literacy show a stronger intention in buying green products.

Perceived Consumer Effectiveness (PCE)

Perceived Consumer Effectiveness or PCE is defined as a consumer's estimation on his/her ability to contribute to sustainable development through a certain behavior (Hanss, D., & Doran, R, 2019:1).

Other researchers conceptualize PCE as a particular construction domain that reflects a consumer's confidence in achieving results in a particular activity. The general domain that is often discussed in this concept is environmental conservation. One researcher, Kinnear et all (1974), defines PCE as the level of an individual's confidence that he/she can effectively reduce pollution.

Furthermore, PCE is perceived as one of the factors that influences a consumer in taking an action to be involved in the environment or not. The consumer's knowledge is determined by his/her individual direct or indirect experience because each consumer has different knowledge and experience (Hanss and Doran, 2019).

The role of PCE has also been proven by empirical studies showing that an individual with a strong PCE will show a positive attitude towards organic food and will have a stronger intention in buying the product (Vermeir and Verbeke, 2008). Another study shows that an individual who shows a positive attitude, but a weaker buying intention has a lower level of PCE than those who show a positive attitude and a stronger buying intention.

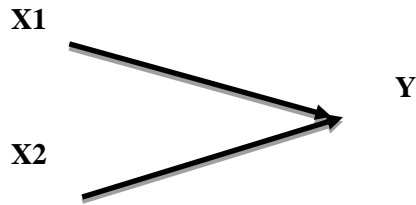
This point of view shows that PCE is one of the individual characteristics that has an impact on the positive attitude on sustainable consumption.

Methodology

The type of research used in this study is a survey through distributing questionnaires using google form, while data analysis uses analysis with a Likert scale. The population defined in this study are adolescent eco-friendly product users with a criteria of age 18-29 years who use eco-friendly products and are domiciled in Jabodetabek.

The population in this study is categorized as an unknown population due to the absence of data on users of environmentally friendly products in Jabodetabek. The sampling method is carried out in a non-probability manner using a purposive sampling technique by taking a sample of 100 respondents.

Based on the theory previously described, it tests whether there is an effect of environmental knowledge and perceived consumer effectiveness on purchasing environmentally friendly products. This is the research model:



X1 = Environmental Knowledge

X2 = Perceived consumer effectiveness

Y = Environmentally friendly products purchase

Research Result

Respondent Profile

Based on 100 respondents, 54 % of most respondents are domiciled in Jakarta, the rest are from Bodetabek. Characteristics of the age of respondents in the age range 18-20 years are 39%. Sixty-nine respondents are female, while most of the respondents have a high school education at 52%. Forty one percent (41%) of respondents are not working, 27% are private employees, 7% are self-employed and 25% had other professions.

In terms of expenditure per month, most respondents had expenditure that is less than Rp. 1,500,000, - as many as 35 people (35%). The respondent's monthly expenditure is between Rp. 1,500,000- Rp. 3,000,000, - as many as 31 people (31%), while the rest is between IDR 3,000,000 - IDR 5,000,000 and above IDR. 5,000,000 at 17% each.

Testing the Research Hypothesis

The Effect of Environment Knowledge (EK) And Perceived Consumer Effectiveness (PCE) on Purchasing Eco-Friendly Products

In this study, multiple regression models are used to test the independent variables, namely EK and PCE, while the dependent variable is the purchase of eco-friendly products. This is the following table:

Table 1
Partial Regression Test Results (t test)
Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	-3.105	2.978		-1.043	.300
	Environmental knowledge (X1)	.158	.111	.121	1.426	.157
	Perceived consumer effectiveness (X2)	.457	.063	.611	7.204	.000

a. Dependent Variable: Purchase of eco-friendly product

Variable Hypothesis Test X1

In table 1, it is known that the independent variable EK has a significance level of 0.157. From the results of the t test on the EK variable, it is stated that the significance of the t test on the EK variable is greater than 0.05 ($0.157 > 0.05$), besides that, t count $<$ t table ($1.426 < 1.9845$). So, based on these results H_0 is accepted, so it can be concluded that knowledge of the environment (X1) has no partial effect on purchasing environmentally friendly products (Y).

Variable Hypothesis Test X2

In the PCE variable hypothesis test, the t test results show that the PCE variable has a significance level of 0.000 ($0.000 > 0.05$). The results of the t test state that the significance of the t test is less than 0.05. Besides that, the value of t is greater than the value of t-table, or t count $>$ t table ($7,204 > 1.9845$) and has a positive coefficient value, therefore, it can be concluded that perceptions of environmentally friendly products (X2) have a partial effect on purchasing environmentally friendly products (Y).

Meanwhile, to see the magnitude of the contribution of the EC variable and the PCE variable to eco-friendly products, is presented in the table below:

Table 2
Correlations

		Total Variable X1	Total Variable X2	Total Variable Y
<i>Environment Knowledge</i>	Pearson Correlation	1	.473**	.410**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
<i>Perceive Consumer Effectiveness</i>	Pearson Correlation	.473**	1	.668**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
<i>Pembelian produk eco friendly</i>	Pearson Correlation	.410**	.668**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3. Stage of Effective Contribution (SE)

VARIABLE	REGRESSION COEFFICIENT (BETA)	CORRELATION COEFFICIENT	R SQUARE
EK	0.121	0.41	45.8
PCE	0.611	0.668	

Table 4. Effective Contribution (SE)

SE	VALUE
EK	4.96
PCE	40.81
R Square	45.8

The above tables 2 and 3 show that the effective contribution value from EK (X1) is 4.961. This means that the EK variable contributes 4.96% partially to the environmentally friendly product purchasing variable (Y). Meanwhile, the SE value of the PCE (X) is 40.81. This means that the PCE variable for eco-friendly products contributes 40.81% partially to the purchasing variable for eco-friendly products (Y). Thus, it can be concluded that PCE (X2) has a more dominant influence on variable Y than EK (X1).

The Influence of Environment Knowledge (EK) and Perceived Consumer Effectiveness (PCE) on Purchasing Eco-Friendly Products Simultaneously

In table 1, it shows that the constant value is -3.105, the regression coefficient value for the EK variable is 0.158, and the PCE variable is 0.457, so based on these values, the regression equation is:

$$Y = -3,105 + 0,158X1 + 0,457X2$$

Looking at the regression equation above, it can be concluded that the regression coefficients X1 and X2 are positive. This means that EK and PCE have a positive effect on purchasing eco-friendly products and that the higher the EK and PCE, the higher the purchase of eco-friendly products and vice versa.

In addition, this can also be seen in the F ANOVA test results in the table below:

Table 5
Statistical Test F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	625.924	2	312.962	40.978	.000 ^b
	Residual	740.826	97	7.637		
	Total	1366.750	99			

a. Dependent Variable: Total Variable Y
b. Predictors: (Constant), Total Variable X2, Total Variable X1

From the ANOVA test or the F test, the calculated F value is 40.978 with a probability of 0.000. Because the probability is smaller than 0.05, it can be concluded that EK and PCE together influence purchasing eco-friendly products.

Table 6
Result of Correlation Coefficient and Simultaneous Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 ^a	.458	.447	2.764

a. Predictors: (Constant), Total Variable X2, Total Variable X1

Table 6 shows that the percentage of influence of variable X on variable Y or called the coefficient of determination (Adjusted R Square) is simultaneously equal to 0.458. This means that

45.80% of the environmentally friendly purchasing behaviour variable is influenced by the variation of the two independent variables EK and PCE. Meanwhile, 54.2% is influenced by other factors not examined in this study and from the value of the Adjusted R square the result is 0.447, meaning that the regression results of EK and PCE variables can explain the purchasing behaviour of eco-friendly products by 44.7%.

Discussion

Based on the partial test results, it is found that Environmental Knowledge (EK) does not have a significant effect on the purchase of millennial eco-friendly products, and this could be proven from the t test results on the EK variable which has a significance level greater than 0.05 ($0.157 > 0.05$). The results of this study confirm the research conducted by Zsoka (2013) which explains that EK cannot be fully reflected in daily activities.

In line with the research conducted by Djaelani et al (2020), knowledge of the environment does not significantly influence the purchase of environmentally friendly products. Likewise, a study conducted by Muhammad and Ratnasari (2014) explained that knowledge about the environment did not really influence the purchase of eco-friendly products. Even though consumers are aware of environmental issues, it does not influence them to take environmentally friendly actions.

In addition, the results of this study related to the Perceived Consumer Effectiveness (PCE) factor indicate that it has a high enough influence on the purchase of eco-friendly products from millennials compared to the EK factor. From previous literature studies, it was explained that PCE has a strong influence when consumers purchase eco-friendly products, such as the choice of detergent types and the level of eco-friendly products (Kinear et al. 1974).

Thus, PCE is the main driver for millennial generation consumers to purchase eco-friendly products. Consumers have this behaviour because they feel they can help solve problems related to the environment when they buy eco-friendly products compared to ordinary products (Widodo and Kurniawati, 2015).

Conclusion and Implication

Based on the results of the research conducted, it is concluded that the role of environmental knowledge does not significantly influence the buying behaviour of eco-friendly products by the millennial generation. Perceived consumer effectiveness has a high enough effect on the purchase of eco-friendly products from millennials compared to environmental knowledge factors.

The implication of this research for companies developing eco-friendly products is that companies are more aware that consumers will only act if they believe that buying eco-friendly products makes a difference in saving the environment. So, what companies need to consider in promoting their products is to convince consumers who care about the environment and change the mindset of people who are not aware of the benefits of environmentally friendly products.

References

- Adiarsi GR, Stellarosa Y, Silaban, MW. (2015). Literasi Media Internet di Kalangan Mahasiswa. *Journal Humaniora* Vol.6 (4) 470-481.
- Carmi N, Sara A, & Nir O. (2015). Transforming Environmental Knowledge into Behaviour: The Mediating Role of Environmental Emotions. *The Journal of Environment Education*. Vol. 46 (2015), 183-201. doi.org/10.1080/00958964.2015.1028517.
- Chan Kara K.W. (1996). Environmental Attitudes and Behaviours of Secondary School Students in Hongkong. *The environmentalist*, Vol. 16 (1996), 297-306.
https://www.researchgate.net/publication/227319825_Environmental_attitudes_and_behaviour_of_secondary_school_students_in_Hong_Kong
- Creswell J.W (2014). *Research Design Qualitative, Quantitative and Mixed Methods Approaches*. New Delhi, Sage Publication.
- Debevac KC, Schewe T Madden, & W Diamond. (2013). Are today's millennials splintering into a new generational cohort? Maybe. *Journal of consumer behaviour*. Vol. 12, (20-31).
- Djaelani D.D, Negari V.P, Cuaca D. (2020). Green Purchase Intention and Behaviour among Millennial coffee shop customers. *Dinasti Publisher*. Vol. 1 (3), 409-422.
- Franson N & Garling T. 1999. Environmental Concern: Conceptual Definitions, Measurement Methods and Research Finding. *Journal Environmental Psychology*. (1999) Vol.19, 369-382.<https://sci-hub.tw/10.1006/jevp.1999.0141>.
- Hanss, D., & Doran, R. (2019). Perceived Consumer Effectiveness. *Responsible Consumption and Production*. Springer Nature Switzerland AG (2019).
https://www.researchgate.net/publication/330994390_Perceived_Consumer_Effectiveness.
- Hamel, K., Katharina, F., & Martin, H. (2018). How to Harness the Spending Power of Millennials: Move beyond the US? *Brookings*. <https://www.brookings.edu/blog/futuredevelopment/2018/04/30/how-to-harness-the-spending-power-of-millennials-move-beyondthe-us/>
- Harrison CM, Jacquelin B & Petra, F. (1996) Rationalizing Environmental Responsibilities: A Comparison of Lay Publics in the UK and Netherlands. *Global Environmental Change*. Vol. 6, (1996) 215-234. doi.org/10.1016/0959-3780(96)00016-7.
- Hines JM, Hungerford, & Tomera. (1987). Analysis and Synthesis of Research on Responsible Environmental Behaviour: Meta-analysis. *The journal of environment education*. Vol. 18 (1987),1-8.
- Hopwood B, Mery M, & Geof O. (2005). Sustainable Development: Mapping different approaches. *Sustainable Development*. Vol. 1, 1 (2005), 38-52. doi.org/10.1002/sd.244.
- IDN Times. (2020). KLHK: Jumlah Sampah Nasional 2020 Mencapai 67,8 juta ton.
- Johansson M & Persson E. (2019). Your order has been shipped. A quantitative study of Impulsive Buying Behaviour among Generation X and Generation Y. Master thesis. John Kopping University. John Kopping International Business School. Swedia.

- Kanchanapib M., Lacka E., Wang X & Chan H.K (2014). An empirical investigation of Green Purchase Behaviour among the Young Generation. *Journal of Cleaner Production* 66, vol. 66, (2014) 528 – 536. doi: 10.1016/j.jclepro.2013.10.062.
- Katadata.co.id. (2019). Kualitas udara buruk, Jakarta Peringkat ketiga kota terpolusi di dunia.
- Kinnear TC, James R.T & Sadrudin, A.A (1974). Ecological Concerned Consumers: Who Are They? Ecological Concerned Consumers Can Be Identified. *Journal of Marketing*. Vol. 38, 2 (1974), 20-24. <https://scihub.tw/10.2307/1250192>
- Kinnear TC, Taylor JR, Ahmed SA. (1974). Ecologically Concerned Consumers: Who Are They? *J Mark*, Vol. 38:20–24. <https://scihub.tw/https://doi.org/10.2307/1250192>
- Kotler P. (2014). *Principles of Marketing*. England. Global edition. Pearson Education Limited.
- Kurniawan S.Firman. (2020). *Digital Dilemma: Problem Kontemporer Adopsi Media Digital di Indonesia*. Rajawali Pers. PT. RajaGrafindo Persada. Depok.
- Maruf Surya, S Apriliani P.D. (2016). Knowledge, attitude, behaviour of university students towards environmental issues in Indonesia. *Sain humanika*, 8, 1-2. Doi:10.11113/sh. v8n1- 2.836
- Milenda W.D. (2016). Millennial Asia Makin Gencar Pikirkan Isu lingkungan. *Bisnis.com*.
- Mufidah I, Bernard C.J, Shu-Ching L. (2018). Understanding the Consumers Behaviour Intention Using Green Ecolabel Product Through Pro-Environmental Planned Behaviour Model in Developing and Developed Regions: Lessons Learned from Taiwan and Indonesia. *Sustainability* (2018) 10 (5) 1423. Researchgate. <https://www.mdpi.com/2071-1050/10/5/1423>.
- Muhammad J.I dan Ratnasari, N.G. (2014). Analisis Pengaruh Environmental Knowledge, Enviromental Attitude, Government Initiative, Peer Pressure dan Eco Label pada Green purchase intention konsumen Indonesia: Study kasus The Body Shop Indonesia. *Fakultas Ekonomi UI*. <http://www.digilib.ui.ac.id/naskahringkas/2017-01/S58608-Jihan%20Izdihar%20Muhammad>.
- Nielsen News Wire. (2018). Was 2018 The Year of the Influence Sustainable Consumer. United Stated.
- Ottman J.A. (2011). *The New Rules of Green Marketing: Strategies, tools, and inspiration for sustainable branding*. Greenleaf Publishing limited. UK.
- Patton, MC. Third edition. (2002). *Qualitative Research & Evaluation Methods*. Sage Publications.
- Ralston A et al. (1999). Doing Business in the 21st Century with the New Generation of Chinese Managers: A Study of Generational Shifts in Work Values in China. *Journal of International Business Studies*, Vol. 30, (2): 415.
- Roberts, J.A. (1996). Green Consumers in 1990s: Profile and Implications for Advertising. *Journal of business research*, Vol. 36 (1996), 217-231.
- Rogers, G. (2013). The rise of generation Y in the Sustainable Marketplace. <https://www.theguardian.com/sustainable-business/blog/rise-generation-y-sustainablemarketplace>.

- Solomon Michael R. 12th ed. (2018). *Consumer Behaviour: Buying, Having and Being*. England. Pearson.
- Shiffman LG & Wisenblit, Joseph L. 11th ed, (2015). *Consumer Behaviour*. England. Pearson Education Limited.
- Stuart hart. (2014). *Beyond Greening: Strategies for Sustainable world*. Routledge & Taylor. New York. Routledge.<http://www.fusbp.com/wpcontent/uploads/2010/07/Beyond-GreeningStrategies-for-a-Sustaina.pdf>.
- Smith KT. (2010). An Examination of Marketing Techniques that Influence Millennials Perceptions of Whether a Product is Environmentally friendly. *Journal of Strategic Marketing* 18 (2010), 437-450.
- Steg L & Vlek, C. (2009). Encouraging Pro-environmental Behaviour: An Integrative Review and Research Agenda. *Journal of Environmental Psychology*, 29 (3), 309-317. doi: 10.1016/j.jenvp.2008.10.004.
- Van Dam Y & Apeldoorn. (1996). Sustainable marketing. *Journal of Marketing* 16. Sage Social Sciences Collection.
- Vermeir I & Verbeke W. (2008). Sustainable food consumption among young adults in Belgium: theory of planned behaviour and the role of confidence and values. *Ecol Econ*, 64:542–553. <https://scihub.tw/https://doi.org/10.1016/j.ecolecon>
- Varela-Candamio L, Novo-Corti I & Garcia-Alvarez M.T. (2018). The Importance of Environmental Education in the Determinants of Green Behaviour: A Meta-analysis approach. *Journal of cleaner production*, 170, 1565-1578. Doi: 10.1016/j.jclepro.2017.09.214.
- Widodo T dan Qurniawati, R.S. (2015). Kolektivisme, Perceived Consumer Effectiveness dan Kepedulian Lingkungan terhadap perilaku pembelian ramah lingkungan. *Among Makarti*, Vol.8 (16), 65-82.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).