

REFERENCES

- Ab Hamid, M. R., Sami, W., & Mohmad Sidek, M. H. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conference Series*, 890. doi:10.1088/1742-6596/890/1/012163
- Abdullah, S. I. N. W., Samdin, Z., Teng, P. K., & Heng, B. L. J. (2019). The impact of knowledge, attitude, consumption values and destination image on tourists' responsible environmental behaviour intention. *Management Science Letters*, 1461-1476. doi:10.5267/j.msl.2019.5.005
- Aibinu, A. A., & Al-Lawati, A. M. (2010). Using PLS-SEM technique to model construction organizations' willingness to participate in e-bidding. *Automation in Construction*, 19(6), 714-724. doi:10.1016/j.autcon.2010.02.016
- Akadiri, P. O., Chinyio, E. A., & Olomolaiye, P. O. (2012). Design of A Sustainable Building: A Conceptual Framework for Implementing Sustainability in the Building Sector. *Buildings*, 2(2), 126-152. doi:10.3390/buildings2020126
- Albino, V., Balice, A., & Dangelico, R. M. (2009). Environmental strategies and green product development: An overview on sustainability-driven companies. *Business Strategy and the Environment*, 18(12), 83-96.
- Alvi, M. H. (2016). A Manual for Selecting Sampling Techniques in Research. *MPRA Paper No. 70218, posted 25 Mar 2016 17:01 UTC*.
- Amatruda. (2010). Evaluating and Selecting Green Products. Whole Building Design Guide Website. *National Institute of Building Sciences*.
- Aria Auliandri, T., Thoyib, A., Rohman, F., & Rofiq, A. (2018). Does green packaging matter as a business strategy? Exploring young consumers' consumption in an emerging market. *Problems and Perspectives in Management*, 16(2), 376-384. doi:10.21511/ppm.16(2).2018.34
- Bei, L., & Simpson, E. (1995). The determinants of consumers' purchase decisions for recycled products: an application of acquisition-transaction utility theory. *Advances in Consumer Research*, 22 (21) (1995), pp. 1257-1261.
- Biswas, A., & Roy, M. (2014). Green products: an exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87, 463-468. doi:10.1016/j.jclepro.2014.09.075
- Biswas, A., & Roy, M. (2015). Leveraging factors for sustained green consumption behavior based on consumption value perceptions: testing the structural model. *Journal of Cleaner Production*, 95, 332-340. doi:10.1016/j.jclepro.2015.02.042
- Bocken, N., Boons, F., & Baldassarre, B. (2018). Sustainable business model experimentation by understanding ecologies of business models. *Journal of Cleaner Production*, 208C, 1498-1512. doi:10.1016/j.jclepro.2018.10.159

- Boztepe, A. (2016). Green Marketing and Its Impact on Consumer Buying Behavior. *European Journal of Economic and Political Studies*, 5, 5-21.
- Calvo-Mora, A., Picón, A., Ruiz-Moreno, C., & Bottala, L. (2013). The relationships between soft-hard TQM factors and key business results. *International Journal of Operations & Production Management*, 34. doi:10.1108/IJOPM-09-2012-0355
- Carrión-Flores, C., & Innes, R. (2010). Environmental Innovation and Environmental Performance. *Journal of Environmental Economics and Management*, Vol. 59 No. 1, pp. 27-42.
- Cheah, J.-H., Memon, M. A., Chuah, F., Ting, H., & Ramayah, T. (2018). Assessing Reflective Models in Marketing Research: A Comparison Between PLS And PLSc Estimates. *International Journal of Business and Society*, Vol. 19 No.1, 2018, 139-160.
- Chen, Y.-S., Lai, S.-B., & Wen, C.-T. (2006). The influence of green innovation performance on corporate advantage in Taiwan. *Journal of Business Ethics*, Vol. 67 No. 4, pp. 331-339.
- Cherry, K. (2019). How Does the Cross-Sectional Research Method Work?: Advantages and Challenges. *Indian Journal of Dermatology*, 2016;2061(2013):2261-2264. . doi:10.4103/0019-5154.182410.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.). *Modern methods for business research*, (pp. 295–358).
- Chiou, T. Y., Chan, H. K., Lettice, F., & Chung, S. H. (2011). The influence of greening the suppliers and green innovation on environmental performance and competitive Advantage in Taiwan. *Transportation Research*, 47(Part E), 822-836.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16(3), 297-334. doi:10.1007/BF02310555
- Cruz, M. U. M., & Prabawani, B. (2017). Konsumen Ramah Lingkungan: Perilaku Konsumsi Hijau Civitas Academica Universitas Diponegoro. *Administrasi Bisnis, Universitas Diponegoro, Indonesia*.
- D'Souza, C., Taghian, M., & Khosla, R. (2007). Examination of environmental beliefs and its impact on the influence of price, quality and demographic characteristics with respect to green purchase intention. *Journal of Targeting, Measurement and Analysis for Marketing*, 15(12): 69–78.
- Dagher, G. K., Itani, O., & Kassar, A. N. (2015). The Impact of Environment Concern and Attitude on Green Purchasing Behavior: Gender as The Moderator. *Contemporary Management Research*, 11(2), 179-206. doi:10.7903/cmr.13625
- Dangelico, R., & Pontrandolfo, P. (2010). From Green Product Definitions and Classifications to the Green Option Matrix. *Journal of Cleaner Production*, 18, 1608-1628. doi:10.1016/j.jclepro.2010.07.007

- Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R., & Bohlen, G. M. (2003). Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation. *Journal of Business Research*, 56(6), 465-480. doi:10.1016/s0148-2963(01)00241-7
- Fincham, J. E. (2008). Response Rates and Responsiveness for Surveys, Standards, and the Journal. *American Journal of Pharmaceutical Education*, 72(2), 43. doi:10.5688/aj720243
- Fisher, C., Bashyal, S., & Bachman, B. (2012). Demographic impacts on environmentally friendly purchase behaviors. *Journal of Targeting, Measurement and Analysis for Marketing*, 20(3), 172-184. doi:10.1057/jt.2012.13
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39-50. doi:10.2307/3151312
- Freeze, R., & Raschke, R. (2007). *An Assessment of Formative and Reflective Constructs in IS Research*.
- Ghiselli, E. E., Campbell, J. P., & Zedeck, S. (1981). Measurement theory for the behavioral sciences.
- Gonçalves, H. M., Lourenço, T. F., & Silva, G. M. (2016). Green buying behavior and the theory of consumption values: A fuzzy-set approach. *Journal of Business Research*, 69(4), 1484-1491. doi:10.1016/j.jbusres.2015.10.129
- Gordon, R., Carrigan, M., & Hastings, G. (2011). A framework for sustainable marketing. *Marketing Theory*, 11 (12): 143-163. .
- Hair, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.).
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152. doi:10.2753/MTP1069-6679190202
- Handfield, R., Walton, S. V., Sroufe, R., & Melnyk, S. A. (2001). Applying environmental criteria to supplier assessment: A study in the application of the Analytical Hierarchy Process. *European Journal of Operational Research*, 141 (2002) 2070-2087. doi:PII: S0 3 77 -2 2 17 (0 1)00 2 61 -2
- Hanss, D., & Böhm, G. (2012). Sustainability seen from the perspective of consumers. *International IJC*, 36, 678-687. doi:10.1111/j.1470-6431.2011.01045.x
- Hasan, Z., & Ali, N. A. (2015). The Impact of Green Marketing Strategy on the Firm's Performance in Malaysia. *Procedia - Social and Behavioral Sciences.*, 172: 463-470.
- Henseler, J. (2009). The use of partial least squares path modeling in international marketing. In M. Ringle Christian, R. S. Rudolf, & N. G. Pervez (Eds.), *New Challenges to International Marketing* (Vol. 20, pp. 277-319): Emerald Group Publishing Limited.

- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135. doi:10.1007/s11747-014-0403-8
- Hinton, P. R., Brownlow, C., McMurray, I., & Cozens, B. (2004). *SPSS explained*, East Sussex, England, Routledge Inc.
- Hojnik, J., Ruzzier, M., & Konečnik Ruzzier, M. (2019). Transition towards Sustainability: Adoption of Eco-Products among Consumers. *Sustainability*, 11(16). doi:10.3390/su11164308
- Homburg, A., & Matthies, E. (2010). Nachhaltiger Konsum – Einführung zum Themenschwerpunkt. *Umweltpsychologie*, 14, 14–19.
- Hosseinihah Choshaly, S. (2018). Consumer Perception of Green Issues and Intention to Purchase Green Products.
- Hox, J. J. (2017). An Introduction to Structural Equation Modeling. *Family Science Review*, 11, 354-373.
- Huang, Y.-C., & Wu, Y.-C. J. (2010). The effects of organizational factors on green new product success *Management Decision*, Vol. 48 No. 10, pp. 1539-1547.
- Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: a review of four recent studies. *Strategic Management Journal*, 20(2), 195–204.
- Jasti, N. V. K., Sharma, A., & Karinka, S. (2015). Development of a framework for green product development. *Benchmarking: An International Journal*, 22(3), 426-445. doi:10.1108/bij-06-2014-0060
- Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4), 396-403. doi:10.9734/bjast/2015/14975
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *Technology Analysis and Strategic Management*, 3. doi:10.1016/j.ism.2015.04.001
- Kotchena, M. J., & Reilingb, S. D. (1999). Environmental attitudes, motivations, and contingent valuation of nonuse values: a case study involving endangered species. *Ecological Economics*.
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87-96. doi:10.1108/07363760910940456
- Lin, P.-C., & Huang, Y.-H. (2012). The Influence Factors on Choice Behavior Regarding Green Products Based on the Theory of Consumption Values. *Journal of Cleaner Production*, 22, 11-18. doi:10.1016/j.jclepro.2011.10.002
- Mazar, N., & Zhong, C.-B. (2010). Do Green Products Make Us Better People? *Psychological Science*, 21, 494-498. doi:10.1177/0956797610363538

- Mecklin, C. J., & Mundfrom, D. J. (2005). A Monte Carlo comparison of the Type I and Type II error rates of tests of multivariate normality. *Journal of Statistical Computation and Simulation*, 75, 93 - 107.
- Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive statistics and normality tests for statistical data. *Annals of cardiac anaesthesia*, 22(1), 67-72. doi:10.4103/aca.ACA_157_18
- Modi, A. G., & Patel, J. D. (2013). Classifying Consumers Based Upon Their Pro-environmental Behavior: An Empirical Investigation. *Asian Academy of Management Journal*, Vol. 18, No. 2, 85–104, 2013.
- Mohajan, H. (2018). Qualitative Research Methodology in Social Sciences and Related Subjects. *Journal of Economic Development, Environment and People*, Vol-7, Issue 01, 2018, pp. 23-48.
- Najdah, & Ezzati, N. (2017). The Determinant Factors of Green Consumption Behavior. *South East Asia Journal of Contemporary Business Economics and Law*, Vol. 12, Issue 2 (April)
- Nawanir, G., Lim, K. T., & Othman, S. N. (2015). Validation of Lean Manufacturing Measurement Instrument. *Journal of Technology and Operations Management*, 10 (2), 25-36 (2015).
- Norazah, & Norbayah. (2015). Consumption values and consumer environmental concern regarding green products. *International Journal of Sustainable Development & World Ecology*, 22(3), 269-278. doi:10.1080/13504509.2015.1013074
- Norazah, M. (2013). Green Awareness Effects on Consumers' Purchasing Decision: Some Insights from Malaysia. *IJAPS*, Vol. 9, No. 2 (July 2013).
- Pallant, J. (2011). A step by step guide to data analysis using SPSS (4th ed.).
- Parlan, A. V., Kusumawati, A., & Mawardi, M. K. (2016). The Effect of Green Marketing Mix on Purchase Decision and Customer Satisfaction (Study on Independent Consultant of Jafra Cosmetics Indonesia in Malang). *Jurnal Administrasi Bisnis (JAB)*, Vol. 39 No.1 Oktober 2016. Retrieved from administrasibisnis.studentjournal.ub.ac.id
- Paul, J., Modi, A., & Patel, J. (2015). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123-134. doi:10.1016/j.jretconser.2015.11.006
- Pavan, M. P. S. (2010). Green Marketing in India: Emerging Opportunities and Challenges. *Journal of Engineering. Science and Management Education*, 3: 9–14.
- Qader, I. K. A., & Zainuddin, Y. (2017). The Influence of Media Exposure, Safety and Health Concerns, And Self-Efficacy on Environmental Attitudes Towards Electronic Green Products. *Asian Academy of Management Journal*, Vol. 16, No. 2, 167–186, July 2011.

- Qasim, H., Yan, L., Guo, R., Saeed, A., & Ashraf, B. N. (2019). The Defining Role of Environmental Self-Identity among Consumption Values and Behavioral Intention to Consume Organic Food. *Int J Environ Res Public Health*, 16(7). doi:10.3390/ijerph16071106
- Rahman, H. A. (2013). Green Consumerism. *Asian Journal of Environment, History and Heritage*, Vol. 2, Issue. 2, p. 43-54
- Ramzan, S., & Khan, I. M. (2010). Dimension reduction and remedy of multicollinearity using latent variable regression methods. *World Applied Science Journal* 8(4), 404-410. *334 ComTech, Vol. 7 No. 4 December 2016: 325-334.*
- Rashid, N. A. (2009). Awareness of eco-label in Malaysia's green marketing initiative. *International Journal of Business and Management*, 4(8), 10.
- Robinson, J. (2009). Triandis theory of interpersonal behaviour in understanding software privacy behaviour in the South African context. *Masters degree, University of the Witwatersrand.*
- Sandu, R.-M. (2014). Green: Marketing, Products and Consumers. *SEA - Practical Application of Science, Volume II, Issue 3 (5) /2014.*
- Sarstedt, M., Ringle, C., & Hair, J. (2017). Partial Least Squares Structural Equation Modeling. In.
- Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, 5(1), 105-115. doi:10.1016/j.jfbs.2014.01.002
- Saxena, S., & Shah, H. (2008). Effect of organizational culture on creating learned helplessness attributions in R&D professionals: a canonical correlation analysis *Vikalpa: The Journal for Decision Makers*, 33 (32), pp. 25-45.
- Shamsi, M. S., & Siddiqui, Z. S. (2017). Green Product and Consumer Behavior: An Analytical Study. *Social Sciences and Humanities, Pertanika J. Soc. Sci. & Hum.* 25 (4): 1545 - 1554 (2017).
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*, 22, 21.59-170 (1991).
- Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of Cleaner Production*, 167, 473-483. doi:10.1016/j.jclepro.2017.08.106
- Soo Wee, Y. (2005). Development and validation of critical factors of environmental management. *Industrial Management & Data Systems*, 105(1), 96-114. doi:10.1108/02635570510575216
- Straub, D., Boudreau, M.-C., & Gefen, D. (2004). Validation guidelines for IS positivist research. *Communications of the Association for Information Systems*, 13, 380-427.

- Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *SSRN Electronic Journal*. doi:10.2139/ssrn.3205040
- Tan, B. C., & Lau, T.-C. (2010). Attitude towards the Environment and Green Products: Consumers' Perspective. *Management Science and Engineering*, 4.
- Tanner, C., & Kast, S. W. (2003). Promoting sustainable consumption: determinants of green purchases by Swiss consumers. *Psychol. Mark.*, 20 (10), pp. 883-902.
- Ting, C.-T., Hsieh, C.-M., Chang, H.-P., & Chen, H.-S. (2019). Environmental Consciousness and Green Customer Behavior: The Moderating Roles of Incentive Mechanisms. *Sustainability* 2019, 11, 819. doi:10.3390
- Tiwari, S. Tripathi, D.M. Srivastava, U. and Yudav, & P.K. (2011). Green marketing – emerging dimensions. *Journal of Business Excellence*, 2(1): 18-23.
- Trudel, R., & Argo, J. J. (2013). The effect of product size and form distortion on consumer recycling behavior. *Journal of Consumer Research*, 40(4), 632– 643. Retrieved from <https://doi.org/10.1086/671475>
- Wang, D. (2017). Anticipated embarrassment due to social presence withholds consumers from purchasing products that feature a lucky charm. *European Journal of Marketing*, 51(9/10), 1612-1630. doi:10.1108/EJM-02-2015-0087
- Weng, H.-H., Chen, J.-S., & Chen, P.-C. (2015). Effects of Green Innovation on Environmental and Corporate Performance: A Stakeholder Perspective. *Sustainability*, 7(5), 4997-5026. doi:10.3390/su7054997
- West, S. G., Finch, J. F., & Curran, P. J. (1995). Structural equation models with nonnormal variables: problems and remedies. . pp. 56–75.
- Wilson, J. (2010). Essentials of business research: a guide to doing your research project.
- Wong, K. K.-K. (2013). Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin*, 2013, 24, Technical Note 1.
- Yaacob, M. R., & Zakaria, A. (2003). Customers' Awareness, Perception and Future Prospects of Green Products in Pahang, Malaysia. *The Journal of Commerce*, Vol. 3, No. 2.
- Yan, Y., & Yazdanifard, A. P. D. R. (2014). The Concept of Green Marketing and Green Product Development on Consumer Buying ApproachHua. *Global Journal of Commerce & Management Perspective*, Vol. 3, 33-38.
- Yiridoe, E. K., Bonti-Ankomah, S., & Martin, R. C. (2007). Comparison of consumer perceptions and preference toward organic versus conventionally produced foods: A review and update of the literature. *Renewable Agriculture and Food Systems*, 20(4), 193-205. doi:10.1079/raf2005113
- Zhao, H.-h., Gao, Q., Wu, Y.-p., Wang, Y., & Zhu, X.-d. (2014). What affects green consumer behavior in China? A case study from Qingdao. *Journal of Cleaner Production*, 63, 143–151. doi:10.1016/j.jclepro.2013.05.021

Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Journal of Consumer Research*, 37(2), 197-206. doi:10.1086/651257

