



Understanding the psychological drivers of sustainable purchasing behavior: a study of The Body Shop customers in Padang city

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ABSTRACT

Objective study this is for study influence factors psychological behavior purchase to behavior sustainable purchases to consumers of The Body Shop in Padang City. Population study this is a consumer ever buy product from The Body Shop. A total of 200 respondents chosen as sample research and data collected through charging questionnaire online. Data processing is done use device SmartPLS software. Research results show that (1) encouragement For responsible answer to environment own influence positive and significant to behavior sustainable purchase (2) perception effectiveness consumer influential positive and significant to behavior sustainable purchase (3) attitude to sustainable purchase _ own influence positive and significant to behavior sustainable purchase _ (4) Consumers Knowledge Regarding Sustainability Related no own influence towards Sustainable Purchase Behavior (5) Spirituality own influence towards Sustainable Purchase Behavior

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INTRODUCTION

Human activity has become the main reason behind environmental damage (Grunert and Juhl, 1995). Therefore, it is expected that by using products containing organic, safe, non-toxic ingredients that can be recycled, consumers will be encouraged to adopt a healthy lifestyle. One of the significant contributors to ecological damage is the purchase of cosmetics, accounting for 40 percent of environmental issues. As a result, the public demands their own sustainable purchasing behavior patterns to ensure that their consumption does not harm the environment.

One of the driving factors behind sustainable purchasing behavior is the Drive for Environmental Responsibility by consumers. This drive is an essential aspect of the decision-making process for sustainability. It represents the commitment and efforts of consumers to protect the environment (Kumar and Godeswar, 2015). As public environmental awareness increases, producers will develop various eco-friendly products and services. By using these products and services, consumers indirectly contribute to preserving the natural environment. Their concern for the environment will enhance sustainable purchasing behavior.

Perceived Consumer Effectiveness also plays a role in influencing sustainable purchasing behavior. It is crucial in evaluating a customer's ability to impact environmental issues (Antile and Bennett, 1979). An individual's environmental effectiveness can increase their interest in eco-friendly

shopping and disrupt psychological barriers rooted in emotions and shopping intentions. The increasing amount of non-recyclable waste poses a significant challenge. Therefore, attitudes toward sustainable purchasing, which encompass cognitive evaluations of fair and eco-friendly shopping, are essential (Josh and Rahman, 2019).

Factors such as environmental concern, environmental knowledge, environmental beliefs, perceived behavioral control, environmental consciousness, and subjective norms influence attitudes toward green purchasing. Consumer knowledge regarding sustainability-related issues has demonstrated that a higher level of environmental knowledge is crucial for making informed ecological choices (Mostafa, 2006; Smith and Paladino, 2010). Additionally, spirituality can motivate consumers to protect and preserve the environment through sustainable purchases. Spirituality is understood as the search for meaning and purpose in life, encompassing physical, emotional, and intellectual aspects (Mercado, 2006).

The Body Shop, a cosmetics company, is a pioneer in green purchasing and is well-known in the cosmetics industry. The company offers products made from natural ingredients that are environmentally friendly and do not contain materials derived from animals. Furthermore, The Body Shop responds to consumer desires for safe and ethically produced beauty products. All of its products are certified as Eco Conscious. The Body Shop, particularly its body mist products, has positioned itself as a top choice among consumers for environmentally friendly products. As of 2019, The Body Shop has opened 147 stores in Indonesia, including Basko Grand Mall Padang and Transmart Padang. Based on the brief explanation above, this research aims to examine the influence of Drive for Environmental Responsibility, Perceived Consumer Effectiveness, Attitude Towards Sustainable Purchasing, Consumer Knowledge Regarding Sustainability-Related Issues, and spirituality on sustainable purchasing behavior among customers of The Body Shop in Padang City."

LITERATURE REVIEW

Sustainable Purchasing Behaviour

In this study, we will focus on consumers' purchasing behaviour and attitudes, and the theory used to explain such behaviour, which is the Theory of Planned Behaviour (TPB) or Theory of Planned Action. Previous studies conducted by Ajzen and Fishbein (1980) stated that intention or desire to behave is one of the factors that influence the occurrence of behaviour, and this relationship between intention and behaviour is known as the Theory of Reasoned Action. Indicators of Sustainable Purchasing Behaviour according to Lee (2010) include: Checking for environmentally harmful ingredients, selecting products with environmentally friendly packaging, selecting sustainable products even if they are more expensive than others, and paying attention to environmental and fair-trade labels before purchasing products.

Drive for Environmental Responsibility

Drive for Environmental Responsibility is an important element in the sustainable decision-making process (Joshi and Rahman: 2019). According to Kumar and Ghodeswar (2015), Drive for Environmental Responsibility is defined as "consumers' commitment and efforts to protect the environment and the level of individual activity intended to improve environmental quality." In other words, environmental responsibility describes personal concern and awareness of environmental protection and social resources (Lee, 2009). Indicators of measuring Drive for Environmental Responsibility according to Kumars and Godeswar (2015) are:

- a. Support environmental protection.
- b. Responsible for protecting the environment.
- c. Emotionally involved in environmental protection.
- d. Proud to be involved in environmental protection.

Perceived Consumer Effectiveness

Perceived Consumer Effectiveness refers to a situation where consumers feel that their actions can contribute to solving environmental problems. The higher the level of effectiveness perceived by consumers, the greater the influence on purchasing environmentally friendly products. In addition, these personal beliefs can also be influenced by more general and abstract value orientations, and may form in response to certain issues. Indicators of measurement of Perceived Consumer Effectiveness according to Robert (1996), namely:

- a. Considering the use of products on the environment.
- b. Consumer behaviour has a positive impact on society when buying environmentally friendly products.

Attitude Towards Sustainable Purchasing

Attitude Towards Sustainable Purchasing, which is explained as customers' cognitive judgements about sustainable purchasing. This consists of their attitude towards fair and environmentally friendly purchases (Joshi and Rahman, 2019). According to Tanimoto (2013), sustainable consumption can be explained as the use of goods and services that meet primary needs and improve quality of life, by minimising the use of natural resources and toxic materials, and reducing the emission of waste and pollutants during the life cycle of the product or service, so as not to endanger the needs of future generations. Indicators of measuring Towards Sustainable Purchasing attitudes according to Zhao (2014) are as follows:

- a. Cognition, which is a component of a person's belief load about the truth or reality associated with the attitude object.
- b. Affection, which is a component related to a person's subjective feelings towards something that is the object of his attitude.

Consumers Knowledge Regarding Sustainability Related Issues

Consumers' Perceived Knowledge Regarding Sustainability Related Issues refers to situations where consumers feel that their actions can contribute to addressing environmental problems. The higher the level of effectiveness perceived by consumers, the greater the influence on the purchase behaviour of environmentally friendly products. In addition, these personal beliefs can also be influenced by more general and abstract value orientations, and may be formed in response to specific issues. Indicators of measuring Consumer Knowledge Related to Sustainability Issues according to Robert (1996) are as follows:

- a. Consider the use of products on the environment.
- b. Consumer behaviour has a positive impact on society when buying environmentally friendly products.

Spirituality

Spirituality is usually explained and understood as a philosophy or belief that controls a person's relationship with God, nature, others, and themselves (Fisher et al., 2000). (King and Crowther, 2004). Reich (2000) defines spirituality as the method in which a person confronts their connections with chance, with nature, oneself, with others, and with the significant or sacred; meanwhile, religiosity, on the other hand, has been characterised as the association with certain principles (doctrines) about supernatural forces.

Drives for Environmental Responsibility and Sustainable Purchasing Behavior

Kumar and Ghodeswar (2015) define Drive for Environmental Responsibility as the "commitment and effort of consumers to protect the environment and their intention to improve the quality of the environment." Understanding the impact of environmental degradation on human, animal, and plant life, individuals can realize that it is not enough to protect the environment (Lee, 2008).

H1: Drive for Environmental Responsibility has a positive effect on Sustainable Purchasing Behavior among consumers of The Body Shop in Padang City.

Perceived Consumer Effectiveness on Sustainable Purchasing Behavior

Perceived Consumer Effectiveness is used to measure a customer's ability to influence environmental issues (Antil and Bennett, 1979). Studies have shown that individuals who believe their actions contribute to societal progress are more cooperative and less profit-oriented (Ellen et al., 1991; Pieters, 1991). To translate a positive attitude into actual purchases, consumers need to be motivated by a perception of high effectiveness (Mostafa, 2006; Roberts, 1996).

H2: Perceived Consumer Effectiveness has a positive and significant effect on Sustainable Purchasing Behavior among consumers of The Body Shop in Padang City.

Attitude Towards Sustainable Purchasing and Sustainable Purchasing Behavior

Lee (2014) defines Attitude Towards Sustainable Purchasing as the "cognitive evaluation by consumers of sustainable purchasing behavior, including consumer attitudes toward Sustainable Purchasing Behavior." Attitudes influence intentions and, consequently, behaviors (Ajzen, 1985; Zhao et al., 2014). However, contrasting results have been found when evaluating the relationship between consumers' ecological attitudes and environmental behaviors. Meta-analysis conducted in studies of environmental behavior has shown that people with favorable ecological attitudes are more likely to engage in responsible behavior related to the environment (Hines et al., 1987) and purchase sustainable products (Bamberg and Moser, 2007).

H3: Attitude Towards Sustainable Purchasing has a positive and significant effect on Sustainable Purchasing Behavior among consumers of The Body Shop in Padang City.

Consumers' Knowledge Regarding Sustainability-Related Issues and Sustainable Purchasing Behavior

This refers to the perceived knowledge that consumers possess regarding ecological and social problems and their approaches to addressing these issues (Wang et al., 2014). Perceived knowledge significantly influences a consumer's decision to purchase sustainable products (Chan, 2001; Smith and Paladino, 2010). Numerous studies have shown that a higher level of environmental knowledge is crucial for making informed decisions regarding ecological protection (Mostafa, 2006; Smith and Paladino, 2010). Some studies have also reported that consumer awareness of social issues positively influences responsible purchasing behavior (De Pelsmacker and Janssens, 2007; Kozar and Hiller Connell, 2013).

H4: Consumers' Knowledge Regarding Sustainability-Related Issues has a positive and significant effect on Sustainable Purchasing Behavior among consumers of The Body Shop in Padang City.

Influence of Spirituality on Sustainable Purchasing Behavior

Reich (2000) defines spirituality as a method by which individuals find connectedness with chance, self, others, nature, and the sacred or significant; religiosity, on the other hand, is characterized by association with certain principles and doctrines about otherworldly powers through institutional connections and engagements. Spirituality requires coexistence in society through explanations, intentions, and logic that underlie moral thought and behavior (Nelson-Becker and Canda, 2008).

H5: Spirituality has a positive and significant influence on Sustainable Purchasing Behavior among consumers of The Body Shop in Padang City.

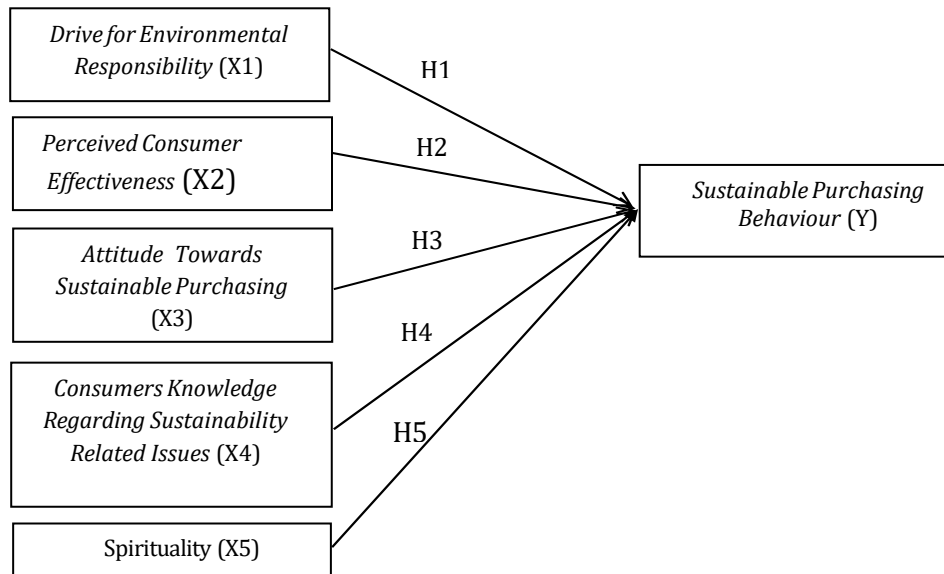


Figure 1. Conceptual Framework

METHODS

This study employs a causative approach, and the sampling technique used is non-probability sampling with the purposive sampling method. The study involves 200 samples, and the data collected is quantitative in nature. The primary data sources are utilized for data collection, and the data collection technique involves the use of a questionnaire. The objective of employing this data collection technique is to obtain the desired data. To conduct this study, a Google Form containing specific questions was used and administered to consumers of The Body Shop in Padang City.

RESULTS AND DISCUSSION

In this study, data analysis was performed using the Partial Least Squares (PLS) approach with the SmartPLS 4.0 application. PLS is a type of approach in Structural Equation Modeling (SEM). Data analysis using PLS consists of two sub-models: The Measurement Model Test (Outer Model) and the Structural Model Test (Inner Model), as explained by Ghozali (2016). Convergent validity in this testing is assessed through two criteria: the outer loading value (loading factor) and the Average Variance Extracted (AVE) value. Convergent validity is considered good if the outer loading value > 0.7 and the AVE value > 0.5 (Sugiyono, 2013). To assess discriminant validity, cross-loading values should be > 0.7 , and the cross-loading value of an indicator with its corresponding variable should be greater than the cross-loading value with other variables (Ghozali & Latan, 2015).

There are two methods that can be used to measure reliability in PLS analysis: Cronbach's alpha and composite reliability. As a benchmark, alpha values and composite reliability values of 0.7 and 0.6, respectively, are generally accepted (Hair et al., 2017). The analysis of the inner model in PLS aims to evaluate the relationships between research variables. The results of the inner model analysis can be observed through the R-Square value (R²), path coefficient values, and t-statistic values.

Table 1. Output Outer Loading

Indicator	Outer Loadings
DER 1	0.709
DER 2	0.802
DER 3	0.762
DER 4	0.789
DER 5	0.733
PCE 1	0.733
PCE 2	0.873
ATSP 1	0.814
ATSP 2	0.759
ATSP 3	0.894
ATSP4	0.813
CKRSRI 1	0.708
CKRSRI 2	0.821
CKRSRI 3	0.766
CKRSRI 4	0.814
CKRSRI 5	0.713
spirituality 1	0.872
spirituality 2	0.83
spirituality 3	0.806
SBP 1	0.8
SBP 2	0.862
SBP 3	0.82
SBP 4	0.709

Source: Primary Data 2023

If the obtained outer loadings for all indicator variables are greater than 0.7, then it can be concluded that the convergent validity of all indicators is valid.

Table 2. Output Average Variance Extracted (AVE)

Variable	AVE
DER (X1)	0.577
PCE (X2)	0.712
ATSP (X3)	0.679
CKRSRI (X4)	0.587
Spirituality (X5)	0.699
SPB (Y)	0.639

Source: Primary Data 2023

If the obtained results show that all AVE values for the variables are above 0.5, then the convergent validity is considered valid.

Table 3. Cross Loading Value

Indicator	DER (X1)	PCE (X2)	ATSP(X3)	CKRSRI(X4)	S(X5)	SPB(Y)
DER 1	0.709					
DER 2	0.802					
DER 3	0.762					
DER 4	0.789					
DER 5	0.733					
PCE 1		0.733				
PCE 2		0.873				
ATSP 1			0.814			
ATSP 2			0.759			
ATSP 3			0.894			
ATSP4			0.813			
CKRSRI 1				0.708		
CKRSRI 2				0.821		
CKRSRI 3				0.766		
CKRSRI 4				0.814		
CKRSRI 5				0.713		
spirituality 1					0.872	
spirituality 2					0.83	
spirituality 3					0.806	
SBP 1						0.8
SBP 2						0.862
SBP 3						0.82
SBP 4						0.709

Source: Primary Data 2023

Table 3 shows that the correlation of each variable with its respective indicators is higher compared to the correlation of each variable with other indicators. Therefore, it can be concluded that all tested indicators in this study have good discriminant validity.

Table 4. Composite Reliability

Variable	Composite Reliability	Rule of Thumb	Conclusion
DER (X1)	0.872	0.600	Reliable
PCE (X2)	0.832	0.600	Reliable
ATSP (X3)	0.863	0.600	Reliable
CKRSRI (X4)	0.876	0.600	Reliable
Spirituality (X5)	0.875	0.600	Reliable
SPB (Y)	0.876	0.600	Reliable

Source: Primary Data 2023

Based on Table 4, if a variable has a composite reliability value of more than 0.7, then the variable is considered to have good reliability and can effectively measure the construct (Wetrs et al., 1974).

Table 5. R Square value

Variable	R Square
Sustainable purchase behavior	0.208

Source: Primary Data 2023

Table 8 shows that variable *Sustainable purchase behavior* has r square value of 0.208. this _ show that variable Independent can explaining 20.8% of variation in *Sustainable purchase behavior*, while the remaining 79.2%. influenced by other variables that are not researched in study this.

Table 6. Q Square value

Variable	Q Square
Sustainable purchase behavior	0.380

Source: Primary Data 2023

Table 6 shows that the indigo q square for the variable "Sustainable Purchase Behavior" is greater than 0, specifically 0.380, which indicates that the model has good predictive relevance.

Table 7. Value of Goodness of Fit (GoF)

	Saturated Model	Estimated Model
NFIs	0.613	0.613

Source: Primary Data 2023

According to Table 7, NFI values are obtained by comparing the hypothesized models with independent models, specifically where NFI values range from 0 to 1. The closer the value is to 1, the better the model fits. Based on the table, the NFI value obtained is 0.613, which indicates that the model's fit can be considered acceptable. In other words, while it does not reach a perfect score of 1, the model still exhibits a good level of fit, as indicated by the obtained NFI value (Ghozali, 2014).

Table 8. Path Coefficient

	Original Sample	T statistics	P Values
DER (X1) SPB(Y)	0.151	1,984	0.050
PCE (X2) => SPB(Y)	0.151	2,226	0.027
ATSP (X3) => SPB(Y)	0.178	2,344	0.020
CKRSRI (X4) => SPB(Y)	0.138	1,744	0.083
Spirituality (X5) => SPB(Y)	0.204	2,466	0.015

(Source: Primary Data 2023)

1. The Drive for Environmental Responsibility has a positive and significant influence on Sustainable Purchasing Behavior, as evidenced by a P-Value of $0.050 < 0.05$ and a t-statistic of $1.984 > 1.96$. Therefore, this hypothesis is accepted.
2. Perceived Consumer Effectiveness positively and significantly influences Sustainable Purchasing Behavior, with a P-Value of $0.027 < 0.05$ and a t-statistic of $2.226 > 1.96$. Since the t-statistic value is greater than the t-table value, this hypothesis is also accepted.
3. Attitude Towards Sustainable Purchasing has a positive and significant influence on Sustainable Purchasing Behavior, supported by a P-Value of $0.020 < 0.05$ and a t-statistic of $2.344 > 1.96$. Given that the t-statistic value exceeds the t-table value, this hypothesis is accepted.
4. Consumers' Knowledge Regarding Sustainability Related does not have a significant influence on Sustainable Purchase Behavior (Y) due to a P-Value of $0.083 < 0.05$ and a t-statistic result of $1.744 < 1.96$. Since the t-statistic value is less than the t-table value, this hypothesis is rejected.
5. Spirituality has a positive and significant influence on Sustainable Purchasing Behavior, as indicated by a P-Value of $0.015 < 0.05$ and a t-statistic of $2.466 > 1.96$. Therefore, this hypothesis is accepted.

Drives for Environmental Responsibility and Sustainable Purchase Behavior.

This study is supported by the results of a study previously conducted by Joshi et al. (2019). According to their study, individuals who have a spirit of responsibility towards the environment dedicate themselves to protecting nature and view high carbon emission consumption behavior as irresponsible

and selfish. Therefore, they are more inclined to choose sustainable products. Furthermore, this research is also supported by a study conducted by Kumar and Ghodeswar in 2015, who stated that the spirit of responsibility towards the environment is a commitment and effort by consumers to protect the environment, as well as a purposeful activity by individuals to enhance environmental quality. In other words, responsibility towards the environment reflects personal concern for environmental conservation and the social responsibility for resources. The various results of these studies indicate that the drive for environmental responsibility can change attitudes towards the environment and encourage consumers to purchase sustainable products

Perceived Consumer Effectiveness and Sustainable Purchase Behavior.

The research results are also supported by a study previously conducted by Antil and Bonnett in 1979, where individuals believed that their actions contributed to public progress, making them more cooperative and less profit-oriented. To transform a positive attitude into actual purchasing behavior, consumers need to be motivated by a perception of high effectiveness. Furthermore, based on the results of research conducted by Gupta and Ogen in 2009, their research showed that a high perceived effectiveness among consumers would lead to responsible attitudes and behaviors in a social context. The results of this study are reinforced by Thompson's research in 1981, which stated that Perceived Consumer Effectiveness (PCE) is influenced by both direct and indirect knowledge and experiences, and it varies among individuals based on their distinct knowledge, personalities, and experiences. Some individuals believe that their actions can create change and produce certain results, thereby increasing PCE, which refers to a situation in which a consumer's actions can make a difference in addressing environmental issues. The higher a person's PCE, the greater the influence on environmentally friendly purchasing behavior."

Attitude's Influence on Sustainable Purchasing and Sustainable Purchase Behavior.

These results are consistent with the findings of Taminoto in 2013, which stated that the use of goods and services based on fulfilling basic needs can improve quality of life while reducing the use of natural resources, toxic materials, and emissions of waste and pollutants throughout the product or service lifecycle, thus not jeopardizing the needs of future generations. According to Cerri et al. (2018), the importance of environmental information and environmentally friendly labels is highlighted in promoting sustainable attitudes and purchases. Additionally, a study by Guyader et al. in 2017 suggests that attitudes remain a focal point in environmental literature due to their extraordinary cognitive influence on normal behavior. This suggests that, apart from having a positive attitude toward environmentally friendly products, individual behavior varies based on their intentions. According to Yadav and Pathak in 2016, attitudes towards green purchasing can be influenced by environmental concern, knowledge of the environment, and beliefs about the environment.

Consumers' Influence of Knowledge Regarding Sustainability on Sustainable Purchase Behavior.

The research results are supported by a study previously conducted by Cone and Young et al. in 2010, which stated that not all consumers possess knowledge of ecological or environmental issues. The level of knowledge and awareness among consumers regarding social and environmental issues varies, and having insufficient knowledge can influence purchase decisions. However, due to limitations and deficiencies in understanding the consequences of purchase decisions, consumers may become uncertain about which products to select.

The Influence of Spirituality on Sustainable Purchase Behavior.

This study aligns with King and Crowther's (2004) assertion that spirituality serves as a method through which individuals establish a connection with chance, themselves, others, nature, and significant or sacred elements. In contrast, religiosity is characterized by an association with certain principles (doctrines) related to otherworldly powers through institutional connections and engagement.

CONCLUSION

The results of the Hypothesis Testing Analysis on the Effect of Drive for Environmental Responsibility, Perceived Consumer Effectiveness, Attitude Towards Sustainable Purchasing, Consumers Knowledge Regarding Sustainability Related Issues, and Spirituality on Sustainable Purchasing Behaviour of The Body Shop Consumers in Padang City are as follows:

1. Drive for Environmental Responsibility has a positive and significant influence on Sustainable Purchasing Behaviour of The Body Shop consumers in Padang City. This shows that awareness of the environment is not only sufficient to make individuals have responsible attitudes and behaviour towards the environment and society. Drive for Environmental Responsibility can change attitudes towards a friendly environment and encourage consumers to shop for sustainable products.
2. Perceived Consumer Effectiveness has a positive and significant influence on Sustainable Purchasing Behaviour among consumers of The Body Shop in Padang City. This shows that the higher the perceived effectiveness of a consumer, the greater the influence on environmentally friendly purchasing behaviour.
3. Attitudes towards sustainable purchasing have a positive and significant influence on sustainable purchasing behaviour among consumers of The Body Shop in Padang City. This shows that attitudes remain the focus of attention in the environmental literature because they go beyond the usual cognitive level of action. This explains that in addition to having a positive attitude towards green products, individual behaviour varies based on their intentions.
4. Consumer Knowledge of Sustainability Issues has no influence on Sustainable Purchasing Behaviour of The Body Shop consumers in Padang City. With the limitations and lack of understanding of the consequences of purchasing decisions, it ultimately makes consumers less sure about which products they will choose.
5. Spirituality has a positive and significant influence on Sustainable Purchasing Behaviour of The Body Shop consumers in Padang City. Spirituality is the belief inherent in every individual that the natural environment, including humans in it, is God's creation.

SUGGESTION

1. Product marketing parties need to convey to consumers the message to use environmentally friendly products, so that consumers can fulfil their obligations and responsibilities towards environmental protection by increasing consumers' knowledge and understanding of the consequences of purchasing decisions. Consumers will be more confident about which products can affect nature and society. One effective way that can be used is marketing through the media (print, TV, radio, and social media).
2. The author hopes that sustainable purchasing behaviour will not just be a plan, but should become the mindset of society. The hope is that people must voluntarily engage in environmental protection activities and have a sense of responsibility for the environment when producing and consuming.
3. It is hoped that future research can develop this study by examining other factors such as human-nature orientation, price, self-identity, and other variables that influence Sustainable Purchasing Behaviour.

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