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## Research Article

### The Effect of Health Consciousness, Environmental Attitudes and Environmental Knowledge on Green Purchase Intention (Case Study on Corkcicle)

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#### ABSTRACT

**Introduction:** Demand for sustainable goods and corporate methods has surged due to growing awareness of environmental and health concerns on a worldwide scale. Consumers are increasingly showing their interest in participating in lifestyles that support health and environmental sustainability. Research on green purchase intention is important for further research and analysis. This research aims to test and analyze the effect of health consciousness, environmental attitudes, and environmental knowledge on green purchase intention, using Corkcicle as a case study. **Method:** This research categorized as quantitative study and will examine the scope of the effect of health consciousness, environmental attitude, and environmental knowledge on green purchasing intention for Corkcicle tumbler products. The population that was the focus of the research was the people of Bandar Lampung and sampling was carried out on 50 respondents using the purposive sampling method. This research employs multiple methods for data analysis. **Result:** The results of this research indicate that the three independent variables—environmental knowledge, environmental attitudes, and health consciousness—have a positive effect on the desire to make green purchases. **Conclusion:** The more likely someone is to intend to buy green goods, the better their level of environmental knowledge, attitudes toward environmental issues, and health awareness.

**Keywords:** *Business, Environment, Health, Issues, Lifestyle*

#### Introduction

There is a growing demand for sustainable business methods and goods due to the increased awareness of environmental and health issues on a worldwide scale. Consumers are increasingly showing their interest in participating in lifestyles that support health and

environmental sustainability. Indonesian people, especially in big cities, are now showing concern for the environment and health. Preserving the sustainability of the environment is one of the actions done to guarantee a healthy existence. Human health is greatly influenced by environmental factors; a poor

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living environment can have a detrimental impact on a person's health. The emergence of the phenomenon of environmental damage and global climate change has aroused consumer interest in products that have positive value for the environment. This encourages the emergence of a generation that has a love for the environment.

Consumer interest in selecting items that not only offer benefits but also have a positive influence on the environment is being sparked by the environmental damage and global climate (Nordhaus, 2019). This paves the way for the emergence of a generation that has a high awareness of the value of protecting the environment. This increase in awareness indicates that people not only want a healthy life personally, but also understand the close connection between personal well-being and environmental sustainability.

According to the theory of planned behavior, consumer behavior is determined by the combination of a positive attitude and purchase intention. The notion of planned behavior has been applied in numerous studies to investigate the connection between customer behavior and purchase intention. In the context of environmental behavior, customized behavioral measures are necessary to assess green buying intention and consuming behavior (Lan, 2023). Consumers decisions to choose environmentally friendly products are greatly influenced by the customer's perceived environmental value. Therefore, innovative breakthroughs are needed in product development to create increased environmental value. This enhancement can be made in a variety of ways, including by using recyclable packaging, energy-efficient production techniques, and sustainable raw materials. This innovation not only provides benefits at the product level, but also helps create greater awareness of environmental responsibility among consumers.

The main choice for beverage containers today is tumblers or beverage bottles, especially those made of stainless steel. The eco-friendly water bottle market size is projected to reach US 11,068.71 million by 2028 from US 8,139.19 million in 2021, it is expected to grow at a CAGR of 4,4 % during 2021-2028. The use of this tum-

bler is a favorite because apart from being practical, it is also considered environmentally friendly because it can be used repeatedly for quite a long time. One of the tumbler brands that is currently popular is Corkcicle. The continued use of stainless steel tumblers or drink bottles is the main choice in responding to daily needs. In addition to its usefulness, it also has the advantage of lowering the usage of single-use plastic bottles, which add to the waste accumulation of plastic.

Corkcicle is claimed to be an environmentally friendly brand. Quoted from the official Corkcicle page, Corkcicle products are designed in Orlando, United States (US) and produced in factories throughout China. Corkcicle ensures that their designs are reusable and reduce their impact on the planet. Corkcicle products are also claimed to be free of Bisphenol A (BPA), an industrial chemical used to make polycarbonate plastic and epoxy resin. The innovation presented by Corkcicle can keep drinks cold for up to 25 hours and hot drinks for up to 12 hours. Corkcicle has the ability to control and adjust the temperature of the drink inside. Prices for Corkcicle drink bottles start from hundreds of thousands to millions of rupiah.

Many people are now starting to pay attention to environmental problems due to the impact of pollution arising from global manufacturing industrial activities. Therefore, it can be concluded that public awareness of the environment is increasing. Making environmentally friendly products is not only seen as an obligation to the environment, but also as an important business strategy to compete in the market (Lan, 2023).

According to the above background information on the issue, researchers are interested in learning more about the factors that influence consumers' intentions to purchase environmentally friendly products, such as Corkcicle. The goal of this research is to determine the effect of Health Consciousness, Environmental Attitudes, and Environmental Knowledge on Green Purchase Intention. The benefit that can be taken from the results of this research is that it is hoped that it will provide new knowledge regarding marketing management, especially regarding green product

consumer behavior so that they can love and keep the earth's environment green.

## Literature Review

### Green Purchase Intention

Green purchase intention refers to a person's propensity or intention to buy goods or services that are regarded as sustainable or environmentally friendly (Sreen et al., 2018). Green product design innovations are characterized by their ability to reduce resource consumption throughout the production process, substitute safer materials for products, and make things recyclable and reusable. Green product innovations, on the other hand, are characterized by non-product benefits (such as recovery products), emotional advantages (such as social and technological), and logical benefits (such as information, health, and money) (Yusiana, 2021).

This understanding includes a desire to support consumption ways that are beneficial to the environment and is often linked to environmental awareness, social responsibility, and a preference for products that support sustainability. Green purchase intention, evaluated by looking at the target indicators of the desired behavior (target), the action (activity), the context (situation in which the behavior is presented), and the timing of the behavior presentation (time) (Mulyono et al., 2018).

### Health Consciousness

Health consciousness is the level to which a person is conscious of and concerned about their own health (Hoque et al., 2018). This includes understanding the importance of maintaining and improving health through daily decisions and behavior. Health consciousness can also affect preferences regarding products and services. Picking products that are deemed healthy, organic, or offer extra health benefits may be more common among customers that prioritize their health. (Buhrau & Ozturk, 2018).

The importance of health consciousness increases along with increasing global awareness about the importance of a healthy lifestyle to prevent disease and improve quality of life (Ahadzadeh et al., 2018). Personal health awareness has grown in importance in today's

complex environment while making daily decisions, especially when making purchases of goods and services. According to Nutbeam & Lloyd, (2021) A type of health awareness is an endeavor to prevent sickness among people who are already aware of health issues.

### Environmental Attitudes

Environmental attitudes reflect an individual's views and assessments of environmental and sustainability issues (Liu et al., 2020). Environmental attitudes include how a person responds to and evaluates problems such as climate change, biodiversity conservation, pollution, and business practices that affect ecosystems (Whitburn et al., 2019). Environmental attitudes include positive/negative dimensions, concern, interest, and support for actions that support sustainability. Individuals with positive environmental attitudes tend to view environmental issues as important and feel responsible for contributing to environmental maintenance.

This attitude can shape consumer behavior, leading to preferences for products and services that are considered environmentally friendly as well as support for companies that adopt sustainable business practices. Environmental views are shaped and modified by a variety of factors, including information, experience, and education.

Environmental attitudes refer to psychological inclinations that manifest themselves in evaluations of views or convictions toward the natural world, particularly factors that affect the environment's quality (Trivedi et al., 2018). A caring attitude towards the environment shows an orientation in daily life to preserve, improve and prevent environmental damage and pollution. These attitudes can be observed through cognitive behavioral responses, which include actions and statements regarding environmentally related behavior. Cognitive behavioral responses, which involve actions and statements about behavior, can provide a description of these attitudes.

### Environmental Knowledge

Environmental knowledge relates to people's understanding of environmental issues, sustainability, and how humans interact with

the environment (Indriani et al., 2019a). This includes an understanding of various aspects of ecology, natural resources, climate change, pollution, and the effects of human activity on the natural world. The level of environmental knowledge can range from basic understanding to in-depth knowledge, including information about steps that can be taken to maintain sustainability and protect ecosystems (Moody-Marshall, 2023).

Environmental knowledge is an understanding stored in memory regarding the environment around consumers. Its significance for consumers and the company's efforts to provide clear information as part of its educational efforts to consumers are crucial aspects (Ahmed et al., 2021). Environmental knowledge plays a crucial role in influencing consumers' perceptions of ecologically friendly products. Environmental knowledge development involves two components: first, educating consumers about how products affect the environment, and second, educating consumers about the products themselves, which are made in ways that promote sustainability. Understanding these two aspects, consumers can make more informed and sustainable decisions in product selection, while companies can play an active role in providing education that supports environmental awareness among consumers.

According to Indriani et al (2019) knowledge about the environment can effect consumer attitudes. A consumer's ecological attitude is positively correlated with their level of environmental awareness and attentiveness, as compared to consumers who lack these attributes. This eventually influences the consumer's ecological behavior. Some believe

that consumers' motivation to purchase environmentally friendly products will rise as their awareness of environmental issues increases and that they will also become more aware of the quality of environmentally friendly products (Heo & Muralidharan, 2019).

**Related Theory Supporting Green Purchase Intention**

The 2011 Paternotte study incorporated the widely recognized Rational Choice Theory, which explains why buyers choose environmentally responsible items. It claims that actual behavior and the purchasing of environmentally friendly products are significantly influenced by customer attitudes toward environmental issues. The hypothesis of TPB, which Ajzen (1991) established, has been widely employed by researchers to explain why people buy organic food. The purpose to carry out the conduct is one of the most important elements in shaping human behavior, according to TPB. The study of consumer purchasing behavior simultaneously makes use of the link between behavioral intention and human behavior. It suggests that two primary factors—personal attitude, subjective norm, and perceived behavioral control—have an impact on an individual's behavioral intentions (Lan, 2023)

**Hypothesis**

The researcher presented a plan or chart that served as a guide for this research in order to encourage investigation and discussion based on the theoretical explanation. This research model is systematically represented in the conceptual framework shown in the following figure:

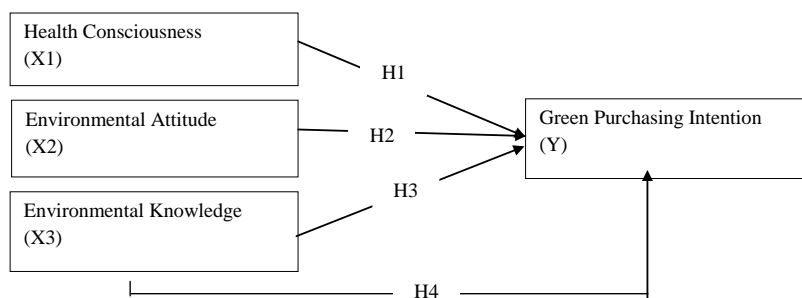


Figure 1. Framework Conceptual

The following is the hypothesis formulated in this research, which is based on theoretical analyses that have been presented from the findings of prior research and the problem formulation from the research:

- H1: Health consciousness effect on green purchase intention  
 H2: Environmental attitudes effect on green purchase intention  
 H3: Environmental knowledge effect on green purchase intention  
 H4: Health consciousness, environmental attitudes, and environmental knowledge simultaneously significantly effect on green purchase intention

### Research Methods

Based on the research objectives to be achieved, research of this kind is categorized as quantitative. This research will examine the scope of the effect of health consciousness, environmental attitude, and environmental knowledge on green purchasing intention for Corkcicle tumbler products. The population in this research is the people of Bandar Lampung who care about environmentally friendly products. This was done because it was

considered to have high involvement in issues related to the environment.

The sample was taken as many as 50 respondents using purposive sampling where the characteristics determined were at least 18 years old, an Indonesian citizen, and someone who cares about the environment. This research employs multiple methods for data analysis. The characteristics of the respondents were described using descriptive statistics, and the Statistical Product and Service Solutions (SPSS) method was employed for data analysis.

### Research Results and Discussion

Total 50 respondents, 40 people (80%) were between the ages of 20 and 30 years, suggesting that the bulk of Corkcicle's potential customers fall into this age range. There were also 8 respondents (16%) who were under 20 years old, and 2 people (4%) over 30 years old. Apart from that, in terms of gender, there were 11 male respondents (22%), while there were 39 female respondents (78%). Therefore, the conclusion is that women dominate as the majority of Corkcicle buyers based on this data.

Table 1. Validity and Reliability Test Results

Variable	Kode	Corrected Item-Total Correlation	Result
<b>Health Consciousness (X<sub>1</sub>)</b>	X <sub>1,1</sub>	0,614	Valid and Reliable
	X <sub>1,2</sub>	0,629	
	X <sub>1,3</sub>	0,619	
	X <sub>1,4</sub>	0,630	
<b>Environmental Attitudes (X<sub>2</sub>)</b>	X <sub>2,1</sub>	0,667	Valid and Reliable
	X <sub>2,2</sub>	0,731	
	X <sub>2,3</sub>	0,754	
	X <sub>2,4</sub>	0,769	
<b>Environmental Knowledge (X<sub>3</sub>)</b>	X <sub>3,1</sub>	0,688	Valid and Reliable
	X <sub>3,2</sub>	0,703	
	X <sub>3,3</sub>	0,693	
	X <sub>3,4</sub>	0,646	
<b>Green Purchase Intention (Y)</b>	Y <sub>1</sub>	0,761	Valid and Reliable
	Y <sub>2</sub>	0,773	
	Y <sub>3</sub>	0,683	
	Y <sub>4</sub>	0,647	
	Y <sub>5</sub>	0,699	

Source: Processed primary data, 2024.

Considering the above table, the validity test produces a calculated r value ranging from

0.614 to 0.773 for all research indicators. This indicates that the calculated of r value is

higher than the r table value that was initially set, namely obtained  $df = n - 2$ ,  $50 - 2 = 48$  at level = 0.05, resulting in an r table value of 0.278. As a result, it can be ensured that each statement item in the research questionnaire is valid or able to explain a concept that the questionnaire will measure and use for further analysis. According to reliability testing, the Cronbach's alpha value for each study indicator ranges from 0.614 to 0.773. For the reliability test results to be deemed reliable, Cronbach alpha needs to be higher than 0.60 and all values need to satisfy the specified requirements. (Algifari, 2015). Because the results are higher than 0.60, this shows that the

research statements are all trustworthy or reliable.

The third step is partial hypothesis testing (T Test). To ascertain the impact of each independent variable on the dependent variable, green purchase intention (Y), a partial test is performed by comparing the computed t value with the t table level  $\alpha = 0.05$ , which corresponds to a 95% confidence level. Environmental knowledge (X3), environmental attitudes (X2), and health consciousness (X1) are the independent variables.

The T test results are displayed in the table below:

Table 2. Partial Test Results (T Test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.374	2.889		.222	.979
	Health Consciousness (X1)	.423	.233	.369	2.437	.032
	Environmental Attitudes (X2)	.351	.214	.267	2.323	.021
	Environmental Knowledge (X3)	.489	.229	.332	2.598	.037
a. Dependent Variable: Green Purchase Intention (Y)						

Source: Data processed by SPSS 26, 2024

The table that has been provided demonstrates that the T test was performed using  $df = n - k = 50 - 4 = 46$ , at a significance level of  $\alpha = 0.05$ , using a sample of 50 individuals. Ttable was thus obtained at 2.01, and the requirements  $T_{count} > T_{table}$  were satisfied. In the context of the variable X1 (*Health consciousness*), the calculation results show that Tcount is 2.437 at a 0.032 significance level, this leads to the null hypothesis (Ho) being rejected and the alternative hypothesis (Ha) being accepted. For variable X2 (*Environmental attitudes*), Ha is accepted and Ho is denied because Tcount is 2.323 at a significance level of 0.21 and the criterion  $T_{count} > T_{table}$

is satisfied. Meanwhile, variable X3 (*Environmental Knowledge*) yielded a t test value of 2.598 with a significance level of 0.037, meeting the requirement that  $T_{count} > T_{table}$ . As a result, Ho is rejected and Ha is accepted.

Next, the F Test was used to test the simultaneous hypothesis to see if the dependent variable, green purchasing intention (Y), was influenced by the independent variables, health consciousness (X1), environmental attitudes (X2), and environmental knowledge (X3). In this case, a significance level of 0.05 is used as a comparison, with certain criteria that will be applied as follows:

Table 3. Simultaneous Test Results x (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.543	3	8.847	7.607	.003 <sup>b</sup>
	Residual	54.577	45	1.240		
	Total	101.120	48			

a. Dependent Variable: Green Purchase Intention (Y)

Source: Data processed by SPSS 26, 2024

Based on the data contained in the table, the computation yields an Fcount value of 7.607 at the significance level of 0.05. The F table value is 2.58 to be determined at a significance level of 0.05 with degrees of freedom  $df = n - k - 1 = 50 - 4 - 1 = 45$ .

Consequently, the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted since Fcount (7.607) is greater than Ftable (2.58). From these results, In conclusion, that the dependent variable, green purchase intention (Y), is significantly impacted either concurrently or jointly

by health consciousness (X1), environmental attitudes (X2), and environmental knowledge (X3).

The impact of the dependent variables—health consciousness (X1), environmental attitudes (X2), and environmental knowledge (X3)—on green purchasing intention (Y) was then evaluated using multiple linear regression analysis. The accompanying table allows for a more thorough examination of the multiple linear regression analysis's computation findings.

Table 4. Results of Multiple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.374	2.889		.222	.979
	Health Consciousness (X1)	.423	.233	.369	2.437	.032
	Environmental Attitudes (X2)	.351	.214	.267	2.323	.021
	Environmental Knowledge (X3)	.489	.229	.332	2.598	.037
	a. Dependent Variable: Green Purchase Intention (Y)					

Source: Data processed by SPSS 26, 2024

Based on the given table, the regression equation may be expressed in the following form:

$$Y = 0,374 + 0,423X1 + 0,351X2 + 0,489X3$$

The model formed from the regression equation provides an interpretation that the constant value (a) is 374. If the variables health consciousness (X1), environmental

attitudes (X2), and environmental knowledge (X3) have a value of 0 in the decision to purchase Corkcicle, then green purchase intention (Y) will have a value of 0.374. This means that the variables health consciousness (X1), environmental attitudes (X2), and environmental knowledge (X3) have an effect on green purchase intention (Y).

The regression coefficient for health consciousness (X1) of 0.423 indicates that a 1%

increase in health consciousness, assuming constant values and other variables fixed, will result in an increase in health consciousness of 0.423. Likewise, the regression coefficient for environmental attitudes (X2) is 0.351 and for environmental knowledge (X3) is 0.489, which means that a 1% increase in environmental attitudes, this will result in a rise in environmental knowledge of 0.351 and environmental knowledge of 0.489.

All independent variables (Health consciousness, environmental attitudes, and environmental knowledge) have a favorable effect on decisions to buy Corkcicles, as indicated by the regression equation that results. The equation demonstrates that the variable with the highest coefficient, 0.489, is the environmental knowledge variable.

## Discussion

According to the research's findings, green purchase intention is positively and simultaneously impacted by the three independent variables of health consciousness, environmental attitudes, and environmental knowledge.

### ***The Effect of Health Consciousness on Green Purchase Intention Corkcicle***

The first test's results demonstrate the positive impact of health consciousness on green purchase intention. These findings show that customer intention regarding green purchases increases with health consciousness.

Health consciousness has a significant role in affecting consumer behavior that promotes sustainability, as seen by the positive association between health consciousness and green purchase intention.

The results of this research are corroborated by research from Xu et al (2020) which obtained similar results. People who are highly concerned of their health typically to prioritize product that are considered healthy and have a positive impact on their well-being. Understanding that sustainable products are often also considered better for personal health can be an important driver

for consumers to make purchases that support sustainability.

### ***The Effect of Environmental Attitudes on Green Purchase Intention Corkcicle***

The second test's results demonstrate the positive impact of environmental attitudes on green purchase intention. These findings show that customer intentions regarding green purchases increase with environmental attitudes.

Customers' desire to purchase environmentally friendly products can be affected by their positive attitudes toward environmental issues, as seen by the positive association found between environmental attitudes and green purchasing intention. Individuals with positive environmental attitudes tend to be more sensitive to their contribution to environmental protection, and this is reflected in their purchasing decisions.

The results of this research are corroborated by research from (Trivedi et al., 2018) which shows that attitudes toward the environment and eco-friendly packaging are crucial in influencing the formation of eco-friendly purchase intentions. Other research from Indriani et al (2019) claims that the relationship between environmental knowledge and green purchasing is fully mediated by environmental attitudes

Purchasing products that are thought to be more ecologically friendly may be significantly impacted by a positive attitude toward sustainable business activities, such as the use of eco-friendly materials or low-carbon production techniques. A positive environmental attitude also reflects an awareness of social and ecological responsibility. This mindset among consumers views sustainable products as a means of getting involved in environmental preservation initiatives.

### ***The Effect of Environmental Knowledge on Green Purchase Intention Corkcicle***

The third test's results demonstrate the positive impact of environmental knowledge on green purchase intention. These findings show that customer intention regarding



green purchases increases because of growing environmental knowledge.

Consumer preferences for sustainable products are significantly shaped by environmental knowledge, as seen by the association between environmental knowledge and green purchasing intention. Customers are able to make more informed judgments about what to buy when they have a better understanding of the production process and environmental effects of products.

The results of this research are corroborated by research from (Hamzah & Tanwir, 2021) which showing the green purchase intention is positively correlated with environmental knowledge.

## Conclusion

The conclusion based on the research results that:

- 1) Health consciousness had a positive effect on green purchase intention as demonstrated by the first test results. Health consciousness has an important effect on consumer behavior that promotes sustainability, as seen by the positive correlation between health consciousness and green-purchasing intention.
- 2) Environmental attitudes had a positive effect on green purchase intention as demonstrated by the the second test. Good views toward environmental issues might motivate consumers to select sustainable items, as seen by the positive association found between environmental attitudes and green purchasing intention.
- 3) Environmental knowledge had a positive effect on green purchase intention as demonstrated by the the third test. The significant relationship shown between environmental knowledge and green purchase intention emphasizes how important environmental information is in influencing customer choices for sustainable goods. With a better awareness of product production processes and environmental effects, consumers may make more informed judgments about what to buy.

## Suggestion

These results provide important implications for Corkcicle and similar companies in directing and planning their marketing strategies.

One way to increase consumers' desire to make green purchases is to emphasize the value of health awareness, positive attitudes toward environmental issues, and environmental knowledge. Additional variables, like as economic factors, product quality, and brand preference, can be included in future research to provide a greater knowledge of the factors that influence green buying intention. A more complete picture may be obtained by integrating these factors.

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