

When the Heart and Actions Diverge: The Mediating Role of Engagement in Bridging Cognitive Dissonance Between Environmental Attitudes and Green Behavior

Salsa Prety Febrianty¹, Waluyo Budi Atmoko², Ariefah Yulandari³

^{1,2,3} Business Management, Setia Budi University, Surakarta

Abstract

This study investigates the mediating role of cognitive dissonance in the relationship between environmental attitudes and green purchasing behavior. While individuals often express positive attitudes toward environmental sustainability, a consistent gap remains between these attitudes and actual eco-friendly consumption practices. Through quantitative analysis of survey data, the research explores how cognitive dissonance may influence or disrupt the translation of pro-environmental attitudes into green purchasing actions. The findings suggest that cognitive dissonance significantly mediates this relationship, indicating that internal psychological conflict plays a key role in consumer decision-making within the green marketplace. Implications for environmental marketing and behavioral interventions are also discussed.

Keywords: *Cognitive Dissonance, Environmental Concern, Environmental Attitudes, Purchasing Behavior, Sustainable Consumption*

Copyright (c) 2025 Winda Dwi Yanthi

□ Corresponding author :

Email Address : windadwiyanthi2208@gmail.com

INTRODUCTION

Awareness of environmental and sustainability issues is increasing today, driving the need for green products in response to widespread environmental damage. The use of green products has emerged as an important solution for creating and maintaining a clean and healthy environment (Sdrolia and Zarotiadis, 2019). Green products are known as environmentally friendly products designed to minimize negative impacts on ecosystems. According to Kotler *Et al.*, (2016), green products are manufactured with consideration for the impact of environmental damage through resource efficiency and waste reduction. Green products are made from non-toxic materials, environmentally friendly procedures, and are certified by recognized organizations such as Energy Star and the Forest Stewardship Council (Zuha, 2024).

Environmental challenges are becoming increasingly urgent, making the development of green products an important step towards creating a sustainable future. Efforts to preserve the environment in the business sector are realized through the implementation of go green in various fields, namely marketing, production, and finance. This concept is often associated with the 5R principle: (1) Reduce – reducing

the use of goods, for example, by bringing your own shopping bags; (2) Reuse – reusing items that are considered useless, such as plastic cups for plant pots; (3) Recycle – recycling waste into new products or compost; (4) Replant – replanting vegetables or medicinal plants; and (5) Replace – replacing potentially wasteful items with environmentally friendly alternatives (Arianti *Et al.*, 2015).

In the consumer context, they are also known as green consumers. Green consumers are defined as people who consider the environmental impact of the products they are going to buy before making a purchase (Irawan and Vianney, 2015). Green consumers will prefer greener products (Baker and Ozaki, 2008). Consumers who care about the environment will be motivated to consume green products (Andrew and Slamet, 2013).

Research Objectives

The objectives of this study are to examine the influence of environmental concern, political concern, and social concern on green consumer attitudes; to examine the influence of green consumer attitudes on green purchasing behavior and consumer involvement; to examine the influence of consumer involvement on green purchasing behavior; and to examine the mediating role of consumer involvement in the relationship between green consumer attitudes and green purchasing behavior

LITERATURE REVIEW

components (Ajzen, 1991): (1) Attitude toward behavior, referring to an individual's evaluation of how positive or negative a behavior is; (2) Subjective norms, reflecting social influence or an individual's perception of what is considered important by those around them; and (3) Perceived behavioral control, the extent to which an individual feels capable of or has control over performing a particular behavior. However, TPB also has limitations, including its inability to address emotional factors, impulsive behavior, and complex behavioral control. In addition, its reliance on intention as the main predictor does not always reflect more spontaneous behavior or habits (Fishbein and Ajzen, 2005).

Green Purchasing Behavior

The Theory of Planned Behavior (TPB) states that behavior is influenced by intention, which is formed from attitudes toward behavior, subjective norms, and perceived behavioral control (Zulfikar *Et al.*, 2023). Schill *Et al.*, (2019) define behavior as an individual action that arises from within through experience, which can then influence the environment.

Purchasing behavior is influenced by personal, psychological, social, and marketing factors, as well as purchase intentions and purchasing decisions (Sonwaney and Chincholkar, 2019). Green purchasing behavior is often conditioned by consumers' increasing ecological awareness and concerns about environmental issues, such as climate change, pollution, and ecosystem damage (Govender and Govender, 2016; Kaufmann *Et al.*, 2012). Consumers choose products that have minimal impact on the environment, both in terms of production, use, and disposal after the product has been used up.

The transition from purchase intention to purchase decision is influenced by two factors: the attitudes of others and unexpected situations. Green purchasing behavior stems from consumer behavior, which includes a series of activities such as searching, selecting, purchasing, using, evaluating, and disposing of products, and involves

mental aspects and material goals (Hiqmah, 2017; Kotler and Armstrong, 2010). Although the desire to buy is considered to have a direct relationship with purchasing behavior, research in this field shows variations and different results regarding the factors that influence this behavior.

Green behavior is often influenced by consumers' green attitudes, which reflect the extent to which they support environmentally friendly practices, as well as their level of involvement in environmental issues. The more positive consumers' green attitudes are and the more involved they are in decisions related to sustainability, the more likely they are to adopt green purchasing behavior in their daily lives (Khan *Et al.*, 2020).

Environmental Awareness

Environmental awareness is defined as actions that continuously strive to prevent damage to the environment and make efforts to mitigate damage that has already occurred (Medina, 2023). Environmental awareness can be manifested through concrete actions, such as reducing the use of fossil fuels and switching to new energy sources, replacing single-use plastics with environmentally friendly materials, supporting recycling and responsible waste management, and promoting a sustainable lifestyle (Kong and Zhang, 2013). Environmental awareness also includes awareness of the importance of educating oneself and others about environmental issues, as well as supporting policies and initiatives aimed at preserving the environment globally (Cherian and Jacob, 2012). The community can demonstrate environmental awareness by replacing disposable items with reusable products.

H1: Environmental awareness has a positive effect on green consumer attitudes.

Political Concern

Political concern refers to the attention, attitude, and involvement of an individual or group toward political issues in society (Heffron and Dodd, 2021). Political concern encompasses various dimensions, ranging from knowledge of political issues and views on the government to direct involvement in political activities (Galston, 2001).

Political concern is often related to social identity, consuming green products becomes a symbol of concern for the environment and social justice, and strengthens one's identity as a responsible citizen (Micheletti and Stolle, 2012). This also encourages people to form communities and influence others to do the same. Political concern plays an important role in shaping green consumer attitudes and behavior.

H2: Political concern has a positive effect on green consumer attitudes.

Social Concern

Social concern is the core value of caring attitudes. Caring attitudes condition individuals to take active action in situations or circumstances around them. Caring attitudes are attitudes possessed by individuals, groups, or organizations to pay attention to the welfare of others, the community, and their social environment (Kardinus *Et al.*, 2022; Mukhtar, 2021).

Social concern can encourage people to choose environmentally friendly products, which can improve their social image (Chi, 2022). Increased social concern has an impact on increasing green consumption attitudes and further strengthens consumers' purchasing intentions to change to green behavior (Conner~ and

Armitage, 1998).

H3: Social concern has a positive effect on green consumer attitudes.

Green Consumer Attitudes

Mostafa, (2007) defines attitudes toward green products as referring to concern for the environment, which encourages the purchase and use of environmentally safe products. Consumer concern for the environment can help support environmental sustainability. This concern is reflected in the wise use of natural resources and efforts to avoid actions that damage the environment.

Attitudes towards green products represent what consumers like and dislike, meaning that consumers with attitudes that favor green products are more involved in decisions to purchase green products (Alfarizi *Et al.*, 2021). Nhung and Uyen, (2022) suggest factors that influence the purchase of green products, including: (1) attitudes towards green behavior; (2) social influence; (3) environmental awareness; (4) consumer effectiveness perceptions; (5) eco-labels.

Researchers seek to understand the various factors that influence consumer attitudes and behavior in purchasing green products. Several studies show that consumer attitudes toward green products, especially organic products, tend to be positive, followed by an increased desire to purchase these products (Oroian *Et al.*, 2017).

H4: Green consumer attitudes have a positive effect on green purchasing behavior.

H5: Green consumer attitudes have a positive effect on consumer engagement.

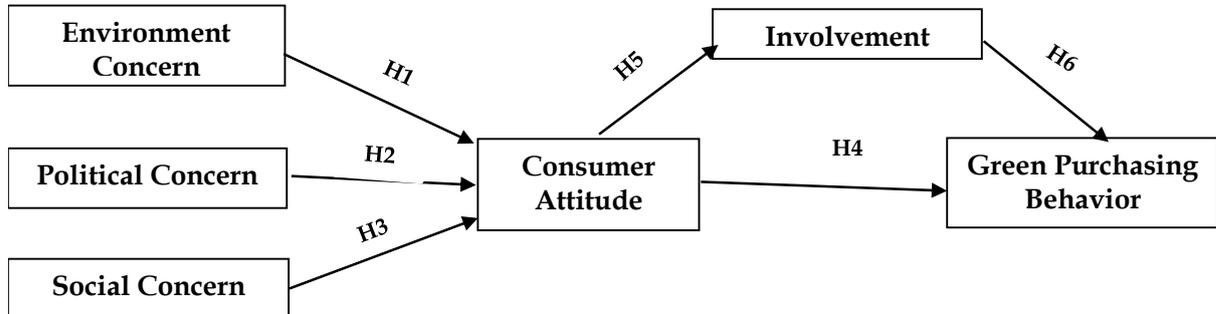
Consumer Involvement

Involvement is defined as the degree of relevance of a person to a particular object (Zaichkowsky, 2013). Involvement can be interpreted as a comprehensive affective-cognitive condition, not only focused on specific objects, events, individuals, or behaviors, but also playing a role in increasing the productivity of a company (Bowden, 2009). Consumer involvement is a form of positive cognitive, emotional, and behavioral activity of consumers when interacting with or in relation to a particular brand (Al-Meshal and Al-Zoman, 2019).

According to Mollen and Wilson, (2010), consumer engagement has a deeper meaning that requires a consumption entity, involves an active relationship between consumers and brands, and provides satisfaction through the experiential and instrumental values offered by products or services.

Consumer involvement plays an important role in shaping green attitudes and purchasing behavior (Nabivi, 2025). More involved consumers are typically more aware, motivated, and committed to making choices that support sustainability (White *Et al.*, 2019). High levels of involvement are often associated with greater awareness of environmental issues. Consumers who actively seek information about environmentally friendly products tend to have a positive attitude toward green purchasing (Noor *Et al.*, 2012). Consumers who feel involved are more likely to research and consider green products before buying, recommendations from friends, family, or groups can reinforce the decision to choose environmentally friendly products, and consumers who are emotionally and intellectually involved with green brands tend to be more loyal, which leads to repeat purchasing behavior (Maniatis, 2016).

H6: Consumer involvement has a positive effect on green purchasing behavior.
H7: Involvement mediates the relationship between green consumer attitudes and green purchasing behavior.



Picture 1. Research Model

RESEARCH METHOD

The research method used is quantitative research. Norjanah, (2014) states that quantitative research is an approach used in empirical studies to collect, analyze, and present data in numerical form, rather than in narrative form.

Conceptual Definition of Variables

Table 1. Conceptual Definiton of Variables

Variable	Concept	Scale Indicators
Green Purchasing Behavior (PB)	Green purchasing behavior, an act of purchasing products by considering green attributes (Joshi and Rahman, 2015; Schill <i>Et al.</i> , 2019; Atmoko, 2023).	(1) Buying (2) Not buying
Environment Concern (EC)	Concern for the environment is one of the factors that can influence a person's behavior, attitude, or actions in protecting the environment (Bamberg, 2003; Purwono and Jannah, 2020).	(1) environmental knowledge, (2) attitudes toward the environment, (3) participation in environmental activities
Political Concern (PC)	Political concern refers to the attention, attitude, and involvement of an individual or group in relation to their understanding of and participation in political issues within society	(1) political knowledge, (2) attitudes toward politics, (3) participation

	(Galston, 2001)	
Social Concern (SC)	Social awareness is a fundamental value and attitude that demonstrates concern and active action towards the conditions around us, namely the attitude possessed by individuals, groups, or organizations in paying attention to the welfare of others, the community, and their social environment (Kardinus et al., 2022; Mukhtar, 2021)	(1) social knowledge, (2) attitudes toward social issues, (3) participation
Consumer Attitude (A)	Green attitude can be defined as a person's evaluation of green objects or purchases (Assael, 2005 p. 216; Vazifehdoust et al., 2013; Alfarizi et al., 2021)	(1) trust, (2) consumer evaluation
Involvement (I)	Involvement is defined as the degree of relevance of a person to the purchase of green products (Zaichkowsky, 2013; Sukoco, 2019)	(1) Active information search; (2) Product preference; (3) Price; (4) Time spent searching for alternative brands

RESEARCH RESULTS

Processing of hypothesis test results using the SPSS program,

Table 2. Results of Regression Analysis of the Relationship between Environmental Concern, Political Concern, Social Concern, and Consumer Attitudes

Relationship	Coefficient of	Model		Significance test	
	Determination	significance test	(ANOVA)	Regression	coefficient
	Adjusted R ²	F	p	Beta	P
EA → A	0,550	82,188	0,000*	0,370	0,000*
PA → A				0,236	0,001*
SA → A				0,221	0,004*

Source: Primary data processed, 2025

Description:

EC: Environmental Concern

PC: Political Concern

SC: Social Concern

A: Consumer Attitudes

*Significant at a significance level of 0.05

Table 2 shows that concern influences consumer attitudes, as can be seen from the results of the multiple regression analysis significance test ($P < 0.05$). Therefore, hypotheses 1, 2, and 3 are supported.

Table 3. Results of Regression Analysis of the Relationship between Environmental Concern, Political Concern, Social Concern, and Consumer Attitudes

Relation ship	Coefficient of Determination		Model significance test (Hosmer & Lemeshow test)		Significance test Regression coefficient	
	Cox&Sne ll R ²	Nagelkerke R ²	Test statistics	p	B	P
A → PB	0,22	0,104	$\chi^2 = 3,872$	0,276	0,831	0,028*
A → I	R ² = 0,413	---	F = 139,130	0,000*	0,642	0,000*
I → PB	0,028	0,136	$\chi^2 = 12,364$	0,084	0,1,122	0,013*

Source: Primary data processed, 2025

Description:

A: Attitudes

PB: Purchasing Behavior

I: Involvement

*Significant at a significance level of 0.05

Table 3 above shows that the three relationships between (1) consumer attitudes and green purchasing behavior, (2) consumer attitudes and consumer involvement, and (3) consumer involvement and green purchasing behavior are all significant. This can be seen from the sig. value ($p < 0.05$). Therefore, hypotheses 4, 5, and 6 are supported.

Table 4. Results of Regression Analysis of the Role of Consumer Involvement in the Relationship Between Consumer Attitudes and Green Purchasing Behavior

Relationship	Coefficient of Determination		Model significance test (Hosmer & Lemeshow test)		Significance test Regression coefficient	
	Cox&Snell R ²	Nagelkerke R ²	Test statistics	P	B	P
A → PB	0,22	0,104	$\chi^2 = 0,872$	0,276	0,831	0,028*
A → I	R ² = 0,413	---	F = 139,130	0,000*	0,642	0,000*
A+I → PB	0,029	0,140	$\chi^2 = 3,451$	0,903		
A					0,270	0,654
I					0,867	0,227

Source: Primary data processed, 2025

Description:

A: Attitudes

PB: Purchasing Behavior

I: Involvement

*Significant at a significance level of 0.05

Table 4 above explains that after consumer attitudes and consumer involvement were included in the multiple regression analysis, the effect of consumer involvement, which was initially significant, became insignificant ($p= 0.227$; $p> 0.05$). Therefore, it can be concluded that consumer involvement fully mediates the relationship between consumer attitudes and green purchasing behavior. Thus, H7 is supported.

RESULT AND DISCUSSION

The Influence of Environmental Concern Variables on Green Consumer Attitudes

Based on the results of the research hypothesis test, it can be concluded that there is a significant influence between environmental concern (EC) and green consumer attitudes (A). The level of environmental awareness can influence consumers' positive attitudes in making decisions, whether in choosing products, using services, or in general consumptive behavior (Maniatis, 2016; Vasiljevic-Shikalleska *Et al.*, 2018). This indicates that environmental awareness is not just a trend or a momentary response to global issues, but has become a strong foundation for attitudes (Kokkinen, 2013).

The Effect of Political Awareness Variables on Green Consumer Attitudes

The results of the hypothesis test show that there is a significant influence between political concern (PC) and green consumer attitudes (A). Politically literate consumers tend to be more critical and selective in choosing products or brands (Baek, 2010), considering whether the company is in line with their principles, such as social justice, environmental sustainability, or business ethics.

Political awareness acts as a filter in the decision-making process, showing that consumption can be a political act that reflects a person's identity and commitment to certain values in society (Holzer, 2006).

The Influence of Social Concern Variables on Green Consumer Attitudes

The results of the hypothesis test show that there is a significant influence between social concern (SC) and green consumer attitudes (A). Consumers not only consider quality and price, but also how a company treats its employees, engages in social activities, or contributes to sustainability (Casey and Sieber, 2016). This attitude shows that social concern not only shapes opinions, but also directs real actions in consumers' daily lives.

The Influence of Consumer Attitude Variables on Purchasing Behavior

The results of the hypothesis test show that there is a significant influence between green consumer attitudes and purchasing behavior. Attitudes reflect a person's evaluation, feelings, and tendencies toward a product or brand, which ultimately influence purchasing decisions (Ajzen, 2020). When consumers have a positive attitude toward a product, for example, because of its quality, price, or brand

image that matches their personal values, consumers tend to be more interested and confident in purchasing that product (Amron, 2018).

The Effect of Consumer Attitude Variables on Consumer Engagement

The results of the hypothesis test show that there is a significant influence between green consumer attitudes and consumer engagement. Consumers who have positive attitudes tend to be more emotionally and cognitively involved, for example by seeking more in-depth information, providing reviews, following brand campaigns, and recommending products to others (Park *Et al.*, 2006). With strong and positive attitudes, consumers not only buy, but also become part of the brand ecosystem, contributing to the sustainability of the relationship between consumers and companies (Kuchinka *Et al.*, 2018).

The Effect of Consumer Involvement Variables on Green Purchasing Behavior

The results of the hypothesis test show that there is a significant influence between consumer involvement and green purchasing behavior. The level of involvement determines how much attention, time, and thought consumers devote to the decision-making process (Jain, 2019). Consumers who are highly involved, such as in the purchase of expensive or high-value personal products, tend to search for more in-depth information, compare alternatives, and consider risks before buying (Horváth and van Birgelen, 2015).

The Influence of Consumer Involvement as a Mediator of Green Consumer Attitudes on Green Purchasing Behavior

The hypothesis test results show that consumer involvement mediates the relationship between consumer attitudes and green purchasing behavior. Involvement determines the extent to which these attitudes are translated into actual actions (Ajzen *Et al.*, 2018). Even if consumers have positive attitudes toward a product, without sufficient involvement, these attitudes may not necessarily encourage purchases (Suh *Et al.*, 2006). Consumer involvement has a positive influence on green purchasing behavior because it can strengthen consumers' commitment to evaluating choices and making decisions that are in line with their attitudes. Involvement becomes an important bridge in changing perceptions into actions (Mittler *Et al.*, 2013).

CONCLUSION

This study aims to examine the mediation of involvement in cognitive dissonance between green attitudes and behavior. Based on the results of data processing, it can be concluded that all hypotheses in this study are supported. Based on the results of the analysis, the following conclusions can be drawn: (1) Environmental concern influences green consumer attitudes, (2) Political concern influences green consumer attitudes, (3) Social concern influences green consumer attitudes, (4) Green consumer attitudes influence green purchasing behavior, (5) Green consumer attitudes influence consumer involvement, (6) Consumer involvement influences green purchasing behavior, and (7) Involvement mediates the relationship between green consumer attitudes and green purchasing behavior.

LIMITATION

The implementation of this study is not without limitations. The limitations of this study are that it does not explain the characteristics of respondents who understand the concept of environmental friendliness, and the data was obtained through questionnaires filled out by the respondents themselves, which allows for social bias. Other factors that may influence green purchasing behavior, such as price, brand perception, or the influence of social media, were not included in the analysis model. The research was conducted within a specific time frame, so it cannot capture changes in behavior that may occur in the long term.

IMPLICATIONS

Companies or marketers need to design marketing strategies that emphasize not only the functional aspects of products, but also sustainability values that are in line with consumer concerns about the environment. Marketing managers must build an environmentally friendly brand image, convey transparent messages about the positive impact of products on the environment, and provide concrete evidence such as green certification or the use of recycled materials. In addition, educating consumers about the benefits of green products and integrating sustainability values into brand communication can reinforce positive attitudes and encourage loyalty and sustainable purchasing behavior.

References :

- Ajzen, I. (1991). *The Theory of Planned Behavior*.
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Ajzen, I., Lohmann, S., & Albarracin, D. (2018). *The Influence Of Attitudes On Behavior*. <https://www.researchgate.net/publication/325114583>
- Alfarizi, H. M., Atmoko, W. B., & Yulandari, A. (2021). *Geliat Investasi Dalam Pusaran Pandemi: Membaca Celah Pemulihan Ekonomi Nasional di Era New Normal*.
- Al-Meshal, A. P. S. A., & Al-Zoman, A. S. (2019). The Influence Of Consumer Brand Engagement In Social Media And Information Search Intention On Brand Usage Intention And Positive E-Wom: An Empirical Study On Saudi Context. In *British Journal of Marketing Studies (BJMS)* (Vol. 7). www.eajournals.org
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal, ESJ*, 14(13), 228. <https://doi.org/10.19044/esj.2018.v14n13p228>
- Andrew, & Slamet, F. (2013). *Pengaruh Environmental Behavior Terhadap Green Purchasing Behavior Pada Anak Muda Generasi C Di Jakarta*. www.trendwatching.
- Assael, H. (2005). A demographic and psychographic profile of heavy internet users and users by type of internet usage. *Journal of Advertising Research*, 45(1), 93–123. <https://doi.org/10.1017/S0021849905050014>
- Atmoko, W. B. (2023). Enhancing Green Consumption: Utilizing a Longitudinal Approach in Measuring Green Purchase Behavior. *Waliuyo Budi Atmoko/ Journal of Technology Management and Technopreneurship*, 11(2), 1–17.
- Baker, & Ozaki. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of Consumer Marketing*, 25(5), 281–293. <https://doi.org/10.1108/07363760810890516>
- Bamberg, S. (2003). How does environmental concern influence specific environmentally related behaviors? A new answer to an old question. In *Journal of Environmental Psychology* (Vol. 23). www.elsevier.com/locate/jep

- Bowden, J. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/MTP1069-6679170105>
- Casey, D., & Sieber, S. (2016). Employees, sustainability and motivation: Increasing employee engagement by addressing sustainability and corporate social responsibility. *Research in Hospitality Management*, 6(1), 69–76. <https://doi.org/10.2989/rhm.2016.6.1.9.1297>
- Cherian, J., & Jacob, J. (2012). Green marketing: A study of consumers' attitude towards environment friendly products. *Asian Social Science*, 8(12), 117–126. <https://doi.org/10.5539/ass.v8n12p117>
- Chi, N. T. K. (2022). Ethical consumption behavior towards eco-friendly plastic products: Implication for cleaner production. *Cleaner and Responsible Consumption*, 5. <https://doi.org/10.1016/j.clrc.2022.100055>
- Conner, M., & Armitage, C. J. (1998). Extending the Theory of Planned Behavior: A Review and Avenues for Further Research. In *Journal of Applied Social Psychology* (Vol. 28). Sutton.
- Fishbein, M., & Ajzen, I. (2005). Theory-based behavior change interventions: Comments on Hobbis and Sutton. In *Journal of Health Psychology* (Vol. 10, Issue 1, pp. 27–31). <https://doi.org/10.1177/1359105305048552>
- Galston, W. A. (2001). *Political Knowledge, Political Engagement, And Civic Education*. www.annualreviews.org
- Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics*, 7(2), 77–85.
- Heffron, E. R., & Dodd, M. D. (2021). The impact of corporate social advocacy on stakeholders' issue awareness, attitudes, and voting behaviors. *Public Relations Journal*, 12(4), 1–25.
- Hiqmah, F. (2017). Observasi Tren Perilaku Pembelian Hijau Konsumen Indonesia Di Berbagai Industri. *Journal of Business & Banking*, 6(1), 27. <https://doi.org/10.14414/jbb.v6i1.899>
- Holzer, B. (2006). Political consumerism between individual choice and collective action: Social movements, role mobilization and signalling. *International Journal of Consumer Studies*, 30(5), 405–415. <https://doi.org/10.1111/j.1470-6431.2006.00538.x>
- Horváth, C., & van Birgelen, M. (2015). The role of brands in the behavior and purchase decisions of compulsive versus noncompulsive buyers. *European Journal of Marketing*, 49, 2–21. <https://doi.org/10.1108/EJM-10-2012-0627>
- Irawan, A., & Vianney, A. (2015). *Pengaruh Green Practice Terhadap Green Consumer Behavior Di The Kemangi Restaurant, Hotel Santika Pandegiling Surabaya*.
- Jain Assistant Professor, M. (2019). A study on consumer behavior-decision making under high and low involvement situations. In *International Journal of Research and Analytical Reviews* (Vol. 6). <http://ijrar.com/>
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, 3(1–2), 128–143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Kardinus, W. N., Akbar, S., & Rusfandi. (2022). *Implementasi Program Pendidikan Karakter Untuk Membangun Sikap Kepedulian Sosial*.
- Kaufmann, H. R., Panni, M. F., & Orphanidou, Y. (2012). *Factors Affecting Consumers' Green Purchasing Behavior: An Integrated Conceptual Framework*. <http://creativecommons.org/licenses/by/4.0/>
- Khan, M. S., Saengon, P., Alganad, A. M. N., Chongcharoen, D., & Farrukh, M. (2020). Consumer green behaviour: An approach towards environmental sustainability. *Sustainable Development*, 28(5), 1168–1180.
- Kokkinen, E. (2013). *Measuring Environmental Awareness In The World*.
- Kong, Y., & Zhang, A. (2013). Consumer response to green advertising: the influence of product involvement. *Asian Journal of Communication*, 23(4), 428–447. <https://doi.org/10.1080/01292986.2013.774433>
- Kotler, Philip., & Armstrong, Gary. (2010). *Principles of marketing*. Pearson Education.

- Kotler, Philip., Keller, K. Lane., Tan, C. Tiong., Ang, S. Hoon., & Leong, S. Meng. (2016). *Marketing management : an Asian perspective*. Pearson Education Limited.
- Kuchinka, D. G. J., Balazs, S., Gavriletea, M. D., & Djokic, B. B. (2018). Consumer attitudes toward sustainable development and risk to brand loyalty. *Sustainability (Switzerland)*, 10(4). <https://doi.org/10.3390/su10040997>
- Maniatis, P. (2016). Investigating factors influencing consumer decision-making while choosing green products. *Journal of Cleaner Production*, 132, 215–228. <https://doi.org/10.1016/j.jclepro.2015.02.067>
- Medina, M. (2023). *Examining the Role of Place Attachment in Climate Justice Engagement and Jewish Relationships to the Environment*. https://digitalcommons.macalester.edu/envi_honors
- Micheletti, M., & Stolle, D. (2012). Sustainable Citizenship and the New Politics of Consumption. *Annals of the American Academy of Political and Social Science*, 644(1), 88–120. <https://doi.org/10.1177/0002716212454836>
- Mittler, J. N., Martsof, G. R., Telenko, S. J., & Scanlon, D. P. (2013). Making sense of “consumer engagement” initiatives to improve health and health care: A conceptual framework to guide policy and practice. In *Milbank Quarterly* (Vol. 91, Issue 1, pp. 37–77). <https://doi.org/10.1111/milq.12002>
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63(9–10), 919–925. <https://doi.org/10.1016/j.jbusres.2009.05.014>
- Mostafa, M. M. (2007). Gender differences in Egyptian consumers’ green purchase behaviour: The effects of environmental knowledge, concern and attitude. *International Journal of Consumer Studies*, 31(3), 220–229. <https://doi.org/10.1111/j.1470-6431.2006.00523.x>
- Mukhtar, M. (2021). *Mukhlis Mukhtar Kepedulian Sosial dalam Perspektif Hadis* (Vol. 23).
- Nabivi, E. (2025). The Role of Social Media in Green Marketing: How Eco-Friendly Content Influences Brand Attitude and Consumer Engagement. *Sustainability (Switzerland)*, 17(5). <https://doi.org/10.3390/su17051965>
- Nhung, D., & Uyen, N. (n.d.). *Duong dan Nguyen, 2022*.
- Noor, N. A. M., Muhammad, A., Kassim, A., Jamil, C. Z. M., Mat. Norsiah, Mat, N., & Salleh, H. S. (2012). *Creating Green Consumers: How Environmental Knowledge And Environmental Attitude Lead To Green Purchase Behavior?* <https://www.researchgate.net/publication/272748072>
- Norjanah. (2014). *Jenis-Jenis Penelitian*.
- Nyayu Neti Arianti, O., Yuliarti, E., Marlin, dan, Sosial Ekonomi Pertanian Fakultas Pertanian UNIB, J., & Agroekoteknologi Fakultas, J. (2015). Penerapan Prinsip 5R (Reduce, Reuse, Recycle, Replant, Dan Replace) Sebagai Upaya Efektif Menangani Masalah Sampah Rumahtangga. In *Dharma Raflesia Unib Tahun XIII*.
- Oroian, C. F., Safirescu, C. O., Harun, R., Chiciudean, G. O., Arion, F. H., Muresan, I. C., & Bordeanu, B. M. (2017). Consumers’ attitudes towards organic products and sustainable development: A case study of Romania. *Sustainability (Switzerland)*, 9(9). <https://doi.org/10.3390/su9091559>
- Park, C. W., Macinnis, D. J., & Priester, J. (2006). Beyond Attitudes: Attachment and Consumer Behavior. In *Seoul Journal of Business* (Vol. 12, Issue 2).
- Purwono, A., & Jannah, T. (2020). *Pengaruh Wiyata Lingkungan Dan Kecerdasan Naturalis Terhadap Sikap Kepedulian Lingkungan Bagi Siswa MI*.
- Schill, C., Anderies, J. M., Lindahl, T., Folke, C., Polasky, S., Cárdenas, J. C., Crépin, A. S., Janssen, M. A., Norberg, J., & Schlüter, M. (2019). A more dynamic understanding of human behaviour for the Anthropocene. In *Nature Sustainability* (Vol. 2, Issue 12, pp. 1075–1082). Nature Research. <https://doi.org/10.1038/s41893-019-0419-7>
- Sdrolia, E., & Zarotiadis, G. (2019). A Comprehensive Review For Green Product Term: From Definition To Evaluation. *Journal of Economic Surveys*, 33(1), 150–178. <https://doi.org/10.1111/joes.12268>

- Sonwaney, V., & Chincholkar, S. (2019). Identifying The Factors Impacting Online Consumer Buying Behaviour. *International Journal Of Scientific & Technology Research*, 8, 8. www.ijstr.org
- Suh, Y. I., Suh, J.-C., & Yi, Y. (2006). *When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement The Moderating Role Of Product Involvement*.
- Sukoco, A. A. (2019). Keterlibatan Konsumen Terhadap Produk (Product Involvement) dan Implikasinya Dalam Strategi Pemasaran. *Equilibrium Jurnal Bisnis & Akuntansi*, XIII(1), 36–43.
- Vasiljevic-Shikalleska, A., Trpovski, G., & Gjozinska, B. (2018). *Environmental Awareness And Of Pro-Environmental Consumer Behavior*.
- Vazifehdoust, H., Taleghani, M., Esmailpour, F., Nazari, K., & Khadang, M. (2013). Purchasing green to become greener: Factors influence consumers' green purchasing behavior. *Management Science Letters*, 2489–2500. <https://doi.org/10.5267/j.msl.2013.08.013>
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>
- Zaichkowsky, J. L. (2013). *Consumer involvement: Review, update and links to decision neuroscience*. Edward Elgar.
- Zuha, A. A. (2024). Penerapan Sertifikasi Forest Steward Council (FSC) Sebagai Upaya Peningkatan Daya Saing Eco-Product Di Kawasan Asia-Pasifik. *Indonesian Journal of International Relations*, 8(1), 243–263. <https://doi.org/10.32787/ijir.v8i1.479>
- Zulfikar, R., Suryadi, N., Prasarry, Y. V., Barqiah, S., & Dedy. (2023). The Use of Theory of Planned Behavior in The Study of Green Consumer Behavior. *JKBM (Jurnal Konsep Bisnis Dan Manajemen)*, 10(1), 56–70. <https://doi.org/10.31289/jkbn.V10i1.10456>