



ENVIRONMENTAL ATTITUDE AND ENVIRONMENTALLY FRIENDLY PRODUCTS TOWARDS PURCHASE INTENTION OF TANIMBAR IKAT WOVEN GREEN PRODUCTS

SIKAP LINGKUNGAN DAN PRODUK RAMAH LINGKUNGAN TERHADAP INTENSI PEMBELIAN PRODUK HIJAU TENUN IKAT TANIMBAR

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Abstract

This study examines consumer behavior towards sustainable products, specifically investigating the influence of environmental attitudes and green product attributes on green purchase intention among Tanimbar Ikat Weaving consumers in Tanimbar Islands Regency. Employing a quantitative approach with Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis through SmartPLS software, data were collected from 385 respondents selected via purposive sampling based on consumers who knew and had purchased Tanimbar woven products. The research tested direct relationships and moderating effects of premium price, education, and gender variables. Results revealed that environmental attitudes ($\beta = 0.349$; $t = 5.306$; $p = 0.000$) and green product attributes ($\beta = 0.207$; $t = 3.014$; $p = 0.003$) significantly and positively influence green purchase intention, with the model explaining 60.7% of the variance ($R^2 = 0.607$) and demonstrating strong predictive relevance ($Q^2 = 0.539$). However, the three moderating variables—premium price, education, and gender—did not significantly strengthen or weaken these relationships, indicating that environmental consciousness and product perception remain dominant factors regardless of demographic or economic considerations. These findings provide practical implications for traditional craft entrepreneurs in developing sustainability-based marketing strategies and empowering the local creative economy, while contributing to the sustainable development goals through cultural preservation and environmental conservation in Indonesia's eastern region.

Keywords : environmental attitude, green product, green purchase intention, premium price, education, gender, Tanimbar ikat weaving, sustainable consumption, cultural heritage, traditional crafts.

Abstrak

Penelitian ini mengkaji perilaku konsumen terhadap produk berkelanjutan, khususnya menginvestigasi pengaruh sikap lingkungan dan atribut produk hijau terhadap niat pembelian hijau pada konsumen Tenun Ikat Tanimbar di Kabupaten Kepulauan Tanimbar. Menggunakan pendekatan kuantitatif dengan



analisis Structural Equation Modeling-Partial Least Square (SEM-PLS) melalui software SmartPLS, data dikumpulkan dari 385 responden yang dipilih melalui purposive sampling berdasarkan konsumen yang mengetahui dan pernah membeli produk tenun Tanimbar. Penelitian menguji hubungan langsung dan efek moderasi dari variabel harga premium, pendidikan, dan jenis kelamin. Hasil penelitian menunjukkan bahwa sikap lingkungan ($\beta = 0,349$; $t = 5,306$; $p = 0,000$) dan atribut produk hijau ($\beta = 0,207$; $t = 3,014$; $p = 0,003$) berpengaruh positif dan signifikan terhadap niat pembelian hijau, dengan model menjelaskan 60,7% varians ($R^2 = 0,607$) dan menunjukkan relevansi prediktif yang kuat ($Q^2 = 0,539$). Namun, ketiga variabel moderator—harga premium, pendidikan, dan jenis kelamin—tidak secara signifikan memperkuat atau memperlemah hubungan tersebut, mengindikasikan bahwa kesadaran lingkungan dan persepsi produk tetap menjadi faktor dominan terlepas dari pertimbangan demografis atau ekonomis. Temuan ini memberikan implikasi praktis bagi pelaku usaha kerajinan tradisional dalam mengembangkan strategi pemasaran berbasis keberlanjutan dan pemberdayaan ekonomi kreatif lokal, sekaligus berkontribusi pada tujuan pembangunan berkelanjutan melalui pelestarian budaya dan konservasi lingkungan di wilayah timur Indonesia.

Kata Kunci : sikap lingkungan, produk hijau, niat pembelian hijau, harga premium, pendidikan, jenis kelamin, tenun ikat tanimbar, konsumsi berkelanjutan, warisan budaya, kerajinan tradisional.

1. INTRODUCTION

Global environmental issues, such as extreme climate change, the massive plastic waste crisis, and the decline in biodiversity, have driven fundamental changes in consumer values and behavior in various countries. According to Putra et al., 2024, this phenomenon has triggered a significant shift in consumer mindsets, who now demand environmentally friendly products and sustainable business practices from manufacturers. (Roring et al., 2024) Individuals are increasingly prioritizing sustainable consumption by seeking products and services that reduce negative impacts on the environment. (Wisnawa, 2025) Changes in consumer behavior towards more sustainable consumption patterns have a strong link to current global environmental degradation.

This is reflected in the surge in carbon emissions and the accumulation of greenhouse gases, particularly CO₂, which trap heat in the atmosphere and accelerate global warming to a threatening threshold (Parid Pakaya et al., 2024). As an illustration, the concentration of greenhouse gases, particularly CO₂, which causes global warming from the energy and industrial sectors due to their significant contribution to climate change and increasing global temperatures. This data is further emphasized in Figure 1.2, sourced from Katadata via the Databoks platform, a dedicated information source for environmental sustainability issues.





Tanimbar Ikat Weaving from the Tanimbar Islands, Maluku, stands out as an authentic exemplum of sustainable traditional products, featuring 47 fabric motifs patented by the Maluku Provincial Government. These motifs reflect local cosmology, such as the *Tunis* motif, which symbolizes preparedness, prudence, and spiritual strength (Malindir et al., 2025). This fabric is crafted from natural fibers such as local pesticide-free pandanus or wild cotton, combined with botanical dyes derived from endemic roots, leaves, and plants like indigo (*tarum*) and sappanwood (*secang*). This process produces long-lasting colors with a lower environmental impact compared to conventional ikat weaving from other regions like Sumbawa or Palembang (Seran et al., 2024). These unique characteristics position it as a premium Green Product, valued in Japanese and European export markets with a value-added increase of up to 30% due to organic certification, while contributing to the preservation of mangrove forests and local biodiversity through sustainable harvesting practices (Aspen & Amundsen, 2021). The production process of Tanimbar weaving is designed for sustainability, utilizing precise warp-weft ikat techniques involving intricate stages such as manual thread spinning, layered motif tying, and repeated dipping with natural bio-mordants from local plants to enhance color fastness against running and fading (Adu et al., 2024a; Rahman et al., 2024; Samanta, 2018). These natural dyes are not only eco-friendly but also produce distinctive, durable colors without using hazardous chemicals that pollute water and soil (Rahman et al., 2024; Dey et al., 2025).



(Source: Pariwisata Indonesia, 2023)

Beyond production aspects, the role of women's communities is a key element in preserving this tradition. Weaving is a vital skill and a significant part of life, especially for women in the Tanimbar Islands. The attached image illustrates the weaving process, showing Tanimbar women using traditional tools and naturally colored yarns, sitting with legs extended while arranging distinctive motifs that carry deep cultural meaning in every thread. The process shown in Figure 1.5, which can take months for a single cloth, minimizes waste and carbon emissions. This aligns with circular economy principles where natural resources are reused without synthetic chemicals, thereby reducing water and soil pollution in remote areas (Esteban-Cantillo et al., 2024). With approximately 500 active female artisan households in 2024, this production is not only environmentally friendly but also adaptive to climate threats such as rising temperatures and humidity, which can damage natural fibers, making it a model of community resilience (Harnadi et al., 2023).



Furthermore, the cultural and social values of this weaving reinforce its overall impact. The cultural value of Tanimbar weaving is integrated into every motif representing narratives of daily life, relationships with nature, and social values, such as symbols of human-environmental harmony passed down through generations (Soelistyowati & Rahadiyanti, 2025a). Weaving is not merely a craft but a primary social identity for women in the Tanimbar Islands, where mastering this skill is mandatory as part of customs, strengthening community solidarity through joint business groups that preserve tradition while adapting to modern markets (Ulfa et al., 2023). This is consistent with Pradana et al. (2025), who state that female entrepreneurship plays a significant role in driving social transformation through women's empowerment, strengthening community-based economic activities, and supporting sustainable practices. This cultural integration turns Tanimbar weaving into a symbolic artwork that supports social entrepreneurship, where geometric motifs and local narratives offer an aesthetic uniqueness that mass production cannot replicate, thereby increasing consumer appreciation for ecological and symbolic values (Siombo, 2019; Soelistyowati & Rahadiyanti, 2025).

From an economic perspective, this contribution also faces challenges. Tanimbar ikat weaving contributes significantly to Indonesia's national woven fabric exports, with the potential to improve welfare through digital marketing innovation, collaboration with global designers, and sustainability certification that opens access to premium markets (Samponu et al., 2024; Soelistyowati & Rahadiyanti, 2025c). However, the premium price resulting from the hand-crafted process and natural materials often becomes a major barrier for consumers, even though those with strong environmental attitudes are more willing to pay to support cultural and environmental preservation (Pires et al., 2024; Saepudin et al., 2023). Studies show that while consumers exhibit positive attitudes toward sustainable products, their willingness to pay a premium price is heavily influenced by perceived value, education level, and understanding of the long-term benefits of green products (García-Salirrosas et al., 2024; Liu & Li, 2022; Tan et al., 2026).

Gender further strengthens this dynamic, with Tanimbar women as the primary agents of production and promotion, while female consumers dominate purchases, driving Green Purchase Intention through social empathy and emotional engagement with local narratives (Dewi Larasati et al., 2020; Hudayah et al., 2023). These findings are consistent with literature confirming gender as an important moderator in the relationship between environmental attitude and green purchases, with women showing stronger responses to sustainability campaigns and a higher willingness to pay premium prices (Gundala et al., 2022; Swim et al., 2020). Existing literature comprehensively synthesizes that environmental attitude and green products have a significant positive influence on green purchase intention, with moderators like premium price potentially weakening or strengthening that relationship, while education and gender modulate consumer responses through increased environmental literacy and empathy (Chekima et al., 2016; Dong & Huang, 2025).



Despite its potential, research gaps persist. First, there is the green attitude-behavior gap, with a 30-50% discrepancy in developing countries (Margariti et al., 2024; Joshi & Rahman, 2020). Second, the high premium price compared to modern fabrics deters consumers (Pires et al., 2024). Third, low consumer literacy regarding authentic green products versus greenwashing weakens purchase intent (Kamraju, 2025; Zentoni et al., 2025). Fourth, the influence of demographic factors like gender and education has not been deeply mapped (Darwish et al., 2024; Olfat, 2025). Fifth, climate change threatens natural raw materials (Esteban-Cantillo et al., 2024). Most Green Purchase Intention studies focus on modern products like green cosmetics or organic food, while empirical studies on eco-friendly traditional products, especially Indonesian *wastra* (traditional textiles), remain limited and tend to be qualitative-descriptive (Al Mamun et al., 2020; Rahmawati et al., 2024).

The urgency of this research is reinforced by Indonesia's commitment to the Sustainable Development Goals (SDGs), particularly SDG 12 (Responsible Consumption and Production) and SDG 8 (Decent Work and Economic Growth). Indonesia's woven fabric exports exceed USD 200 million (as shown in Figure 1.4), proving global demand. However, Tanimbar's contribution remains minimal, indicating untapped growth potential. This research seeks to fill this void by analyzing the influence of environmental attitude and green products on the green purchase intention of Tanimbar weaving consumers, using premium price, education, and gender as primary moderators. By integrating cultural-economic perspectives, environmental literacy, and contextual data from Maluku, this study provides a contextual theoretical model for consumer behavior in the creative economy sector, alongside practical recommendations for SMEs, transparent marketing, and educational policies to overcome price barriers and strengthen global competitiveness (Adialita & Septiarini, 2023; Manuputty et al., 2025).

2. RESEARCH METHOD

This research employs a quantitative approach with an explanatory design to analyze the causal relationships between the variables under study. The primary theoretical foundation used is the Theory of Planned Behavior (TPB). According to Rubiyanti et al. (2024), TPB explains that an individual's behavior is influenced by their behavioral intention, which is formed by three main components: (1) attitude toward the action, reflecting an individual's positive or negative evaluation of an activity; (2) subjective norms, relating to social pressure or expectations from the environment to act according to certain patterns; and (3) perceived behavioral control, indicating an individual's belief regarding their ability or opportunity to perform the action. In the context of eco-friendly products, Widodo et al. (2025) found that environmental attitude has a significant effect on Green Purchase Intention through premium price.

This study was conducted through a series of systematic procedures, including problem identification, literature review, data collection via surveys of Tanimbar Ikat Weaving consumers, and data analysis using the Structural Equation Modeling (SEM) method based on



Partial Least Squares (PLS). The complete stages of this research are presented in the following figure:

The population in this study consists of consumers who are interested in or have previously purchased Tanimbar Ikat Weaving products. The sampling technique utilizes non-probability sampling with a purposive sampling method. Primary data were collected through a structured questionnaire measuring the variables of environmental attitude, green product, and green purchase intention, as well as moderating variables including premium price, education, and gender. All collected data were subsequently tested for validity and reliability prior to hypothesis testing and moderation analysis to address the research questions.

3. RESULT AND DISCUSSION

a. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Ave	Syarat Minimum	Kriteria
Envrionmental Attitude	0.893	0.897	0.918	0.652	0,5	Reliable
Green Product	0.937	0.938	0.948	0.693	0,5	Reliable
Green Purchase Intention	0.923	0.924	0.935	0.591	0,5	Reliable
Premium Price	0.928	0.930	0.940	0.664	0,5	Reliable
Education	0.913	0.915	0.929	0.622	0,5	Reliable
Gender	0.901	0.903	0.924	0.669	0,5	Reliable

Based on the reliability test results in Table 4.10, all variables in this study have met the minimum eligibility threshold, namely composite reliability and Cronbach's alpha values greater than 0.7, and the AVE value exceeds 0.5. By meeting these criteria, all variables are declared reliable and can be used for further analysis.

b. Coefficient of Determination R-square

	R-square	R-square adjusted
Green Purchase Intention	0.607	0.595

Based on the data analysis, the R-Square value for Green Purchase Intention is 0.607, indicating that the exogenous variables in the model explain 60.7% of the variation in the



dependent variable, while the remaining 39.3% is influenced by factors outside the model. This value reflects a moderate to substantial explanatory power. Additionally, the Adjusted R-Square of 0.595 demonstrates that the model's predictive capability remains stable and reliable even after accounting for the number and complexity of the predictor variables, providing a more realistic representation by correcting for potential bias.

c. Predictive Relevance (Q-Square)

	Q ² predict
Green Purchase Intention	0.539

Based on the Q²predict calculation results, it is known that the Green Purchase Intention variable has a Q²predict value of 0.539. This value is above 0 (zero), indicating that the structural model has good predictive relevance for the endogenous variables tested.

d. Effect Size F-square

Variable	Y
Enviromental Attitude	0.136
Green Product	0.042
Premium Price	0.022
Educatiom	0.027
Gender	0.011
Gender x Environmental Attitude	0.000
Premium price x Green Product	0.000
Education x Environmental Attitude	0.008
Gender x Green Product	0.005
Premium price x Environmental Attitude	0.001
Education x Green Product	0.001

Based on the F-Square (f²) analysis, the contribution of each construct to Green Purchase Intention generally falls into the small effect category. Referring to Cohen's (1988) criteria, Environmental Attitude (X1) emerges as the most dominant factor with an f² value of 0.136 (approaching the medium effect category), while Green Product (X2) shows a small effect with an f² of 0.042. Conversely, the moderating variables—Premium Price (Z1), Education (Z2), and Gender (Z3)—both directly and through interaction effects, yield f² values below 0.02, indicating a very small or insignificant impact. Consequently, this model confirms that Environmental Attitude is the primary driver of Green Purchase Intention.

e. Goodness of Fit model (GoF)

	Saturated model	Estimated model
SRMR	0.048	0.047
d_ ULS	2.461	2.436
d_ G	1.330	1.333
Chi-square	2859.875	2852.069
NFI	0.795	0.796

The results of the Model Fit test indicate that the research model has met the feasibility criteria. The SRMR values for the saturated model (0.048) and the estimated model (0.047) are below the 0.08 limit, indicating good model fit. Furthermore, the NFI values are close to 1,



namely 0.795 and 0.796, indicating a fairly adequate level of model fit. Thus, the developed structural model is deemed fit and suitable for use in testing the research hypothesis.

f. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Tstatistics (O/STDEV)	P values
Environmental Attitude -> Green Purchase Intention	0.349	0.347	0.066	5.306	0.000
Green Product -> Green Purchase Intention	0.207	0.223	0.069	3.014	0.003
Premium price x Environmental Attitude -> Green Purchase Intention	0.007	0.015	0.075	0.092	0.927
Premium price x Green Product -> Green Purchase Intention	0.026	0.014	0.072	0.366	0.715
Education x Environmental Attitude -> Green Purchase Intention	0.053	0.044	0.073	0.722	0.470
Education x Green Product -> Green Purchase Intention	-0.068	-0.064	0.076	0.904	0.366
Gender x Environmental Attitude -> Green Purchase Intention	0.007	0.003	0.073	0.091	0.927
Gender x Green Product -> Green Purchase Intention	-0.029	-0.017	0.071	0.408	0.684

g. Discussion

The study reveals that Environmental Attitude has a significant positive influence on Green Purchase Intention ($\beta = 0.349$, $p < 0.05$), confirming that internal psychological factors and environmental awareness are primary drivers for consumers when choosing eco-friendly products like Tanimbar Ikat. Similarly, Green Product attributes significantly enhance purchase intention ($\beta = 0.207$, $p < 0.05$), indicating that the use of natural materials and



sustainable production processes positively shapes consumer belief and trust. These findings align with the Theory of Planned Behavior (TPB), where attitude serves as a key determinant of behavioral intention.

Regarding moderation, the results indicate that Premium Price does not moderate the relationship between environmental attitude or green product attributes and purchase intention ($p > 0.05$). Consumers with high environmental commitment tend to view higher prices as a reasonable consequence of sustainable craftsmanship, making their intention stable regardless of price variations. Furthermore, Education and Gender were found to have no significant moderating effects ($p > 0.05$). This suggests that environmental concern and the appeal of green products have become universal values that transcend formal educational backgrounds and demographic differences, reinforcing the idea that product quality and ecological values are more dominant in shaping green purchase behavior in the traditional textile sector.

4. CONCLUSION

Based on the results of the data analysis and discussion regarding the influence of Environmental Attitude and Green Product on the Green Purchase Intention of Tanimbar Ikat Weaving products, moderated by Premium Price, Education, and Gender, several conclusions can be drawn as follows:

- a. Environmental Attitude has a positive and significant effect on Green Purchase Intention ($\beta = 0.349$; $t = 5.306$; $p = 0.000$). This finding confirms that environmental awareness is a primary psychological factor in forming the intention to purchase eco-friendly products. Consumers with high environmental consciousness tend to view purchasing Tanimbar Ikat as a tangible contribution to preserving the environment and local culture.
- b. Green Product has a positive and significant effect on Green Purchase Intention ($\beta = 0.207$; $t = 3.014$; $p = 0.003$). This result indicates that green product attributes—such as the use of natural materials, botanical dyes, and sustainable production processes—are important considerations in forming consumer purchase intentions toward Tanimbar Ikat.
- c. Premium Price does not moderate the influence of Environmental Attitude on Green Purchase Intention ($\beta = 0.007$; $t = 0.092$; $p = 0.927$) nor the influence of Green Product on Green Purchase Intention ($\beta = 0.026$; $t = 0.366$; $p = 0.715$). This finding implies that consumers with positive environmental attitudes and good perceptions of green product attributes maintain strong purchase intentions despite the premium price, as they view the higher cost as a fair consequence of a sustainable production process.
- d. Education does not moderate the influence of Environmental Attitude on Green Purchase Intention ($\beta = 0.053$; $t = 0.722$; $p = 0.470$) nor the influence of Green Product on Green Purchase Intention ($\beta = -0.068$; $t = 0.904$; $p = 0.366$). This result suggests that environmental awareness and appreciation for green products are not limited by formal education levels, as sustainability information is accessible through various channels such as social media, environmental campaigns, and personal experience.



- e. Gender does not moderate the influence of Environmental Attitude on Green Purchase Intention ($\beta = 0.007$; $t = 0.091$; $p = 0.927$) nor the influence of Green Product on Green Purchase Intention ($\beta = -0.029$; $t = 0.408$; $p = 0.684$). This finding confirms that both men and women have the same tendency to intend to purchase eco-friendly products when they possess a positive environmental attitude and a favorable perception of green product attributes.
- f. The research model demonstrates good predictive capability with an R-Square value of 0.607, meaning that the Environmental Attitude and Green Product variables are able to explain 60.7% of the variation in Green Purchase Intention among Tanimbar Ikat consumers. The Predictive Relevance (Q^2) value of 0.539 confirms that the model has strong predictive relevance.
- g. In terms of effect size, Environmental Attitude ($f^2 = 0.136$) has the most dominant influence on Green Purchase Intention compared to Green Product ($f^2 = 0.042$), indicating that internal psychological factors are stronger in shaping purchase intentions than external product attributes.
- h. This study strengthens the application of the Theory of Planned Behavior (TPB) in the context of sustainable consumption of traditional products, where attitude is the primary determinant of behavioral intention. It also confirms the Value-Belief-Norm Theory (VBN), which states that personal values and internalized norms drive pro-environmental behavior.
- i. This research provides a new empirical contribution to green marketing literature by identifying that in the context of eco-friendly traditional products like Tanimbar Ikat, demographic and economic factors (Premium Price, Education, Gender) do not alter the strength of the relationship between attitudes/product perceptions and purchase intention, which differs from findings on modern green products.

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