International Journal of Indonesian Business Review

Vol.4 No.2 (2025)
e-ISSN: 2827-9840
pp.216-226

Unveiling Motivations Behind Eco-Conscious Choices for Sustainable Cookware

Farkhan Najisurya Jamal[1], Arief Bowo Prayoga Kasmo[2*]
[1] Master of Management Study Program, Universitas Mercu Buana, Indonesia
[2,] Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana, Indonesia
Email: [1]farkhannaji@gmail.com,
**Correspondent Author* : [2]ariefbowo@mercubuana.ac.id

DOI: https://doi.org/10.54099/ijibr.v4i2.1478

ARTICLE INFO

Research Paper

Article history:
Received: 15 June 2025
Revised: 25 July 2025
Accepted: 24 August 2025

Keywords: Green purchase intention, Sustainable cookware, Sustainability, Green attitude, .

ABSTRACT

Purpose – The increasing health and environmental awareness among customers has drastically influenced their buying habits, particularly related to the cookware industry. This research is carried out to investigate the relation of environmental knowledge, environmental concern, and eco-label with purchase intention toward sustainable cookware products.
Methodology/approach – Quantitative techniques were used in this study, gathering responses from 175 participants chosen through purposive sampling technique. Data analysis was performed using the PLS-SEM approach.
Findings – Research indicates environmental knowledge shows no discernible and significant effect in shaping consumers' purchase intention. There is a significant and favorable influence on purchase intention from both environmental concern and eco-label. These results emphasise the significance of environmental values and credible product labeling in influencing consumers' intentions to purchase sustainable cookware.

INTRODUCTION

Eco-friendly cookware has growing interest in recent years, as people gain greater understanding about the environmental and health-related drawbacks linked to commonly used cookware. Cookware designed without hazardous substances such as perfluorooctanoic acid (PFOA) and polytetrafluoroethylene (PTFE) is perceived as a safer and more sustainable option. Studies highlight that PFOA exposure is linked to serious health concerns including hormonal disorders, immune suppression, and cancer (Ribes Ortega et al., 2024). Furthermore, environmental organizations such as IPEN (2023) and the Ecology Center (2020) report that PFAS chemicals, widely used in non-stick coatings, persist in the environment and cause long-term pollution during both production and disposal phases. These risks have led to increased consumer interest in alternative cookware materials such as ceramic and stainless steel.

In the Indonesian market, this shift is visible through online consumer behavior. A review of top-selling products on digital marketplaces including Shopee and TikTok Shop in April 2025 showed that a significant number of popular cookware products were explicitly labeled as PFOA-free. This finding supports the growing trend that health and environmental claims are beginning to influence purchase preferences, particularly in emerging markets like Indonesia. As reported by Grand View Research (2024), the Indonesian cookware market generated US$1.278 in 2023 and is anticipated to reach US$2.244 in 2030. The increasing demand for sustainable cookware aligns with SDGs.
Several studies have identified psychological and informational drivers behind green purchase behaviors. Environmental concern is a major factor in determining environmentally friendly behaviour (Lianita et al., 2024). Environmental knowledge provides consumers with the cognitive capacity to assess product claims and recognize harmful components (Hutahaean & Kurnia, 2021). Eco-labels also play an instrumental role by acting as trusted indicators of a product's sustainability performance, increasing consumer trust and perceived behavioral control (Kumar & Basu, 2023). Consumers' comprehensive assessment of a product is often manifested in how they perceive its quality (Immawati et al., 2024). Consumer attitudes and actions toward a product typically indicate a manifestation of brand or product loyalty (Nur et al., 2023).

Ajzen (2012) Intention is shaped by three core components: attitude, subjective norms, and perceived behaviour control a framework that effectively accounts for behavioral decision-making processes. Environmental knowledge, environmental concern, and the presence of eco-labels are positioned as direct predictors of green purchase intention. Lius and Salim (2024) found that buyers with sufficient knowledge of environmental issues are able to demonstrate strong intention to buy toward eco-friendly products. Credibility of eco-labels greatly influences consumer's desire to buy environmentally friendly product, emphasising how reliable sustainability information may affect behaviour (Riskos et al., 2021). Despite the growing literature on green marketing, limited studies have examined the cookware industry particularly in emerging economies. Maziriri et al. (2023) explored green purchase intention highlighting the significance of perceived benefits and social influence. Nguyen et al. (2024) investigated green cosmetics, highlighting how elements like attitude, environmental concern, eWOM influence purchase intention. These studies illustrate a research emphasis on cosmetics, apparel, and packaging, leaving a significant gap in household product categories with direct health implications. Moreover, demographic variations in environmental awareness and product literacy further complicate consumer behavior in developing nations such as Indonesia.
In response to these gaps, this study examines how purchase intention of consumer regarding green cookware products is influenced by their environmental knowledge, concern, and awareness of eco-labels. The results are intended to provide both useful suggestions for manufacturers and marketers as well as theoretical additions to the TPB framework.

LITERATURE REVIEW

Sustainability

The topic of sustainability has gained international attention. These goals are designed to harmonize economic development, environmental preservation, and social well-being. The Triple Bottom Line (TBL) framework further expands the sustainability concept into three interconnected pillars: profit, people, and planet (Elkington, 2006). In the context of eco-friendly cookware, sustainability means: (1) protecting users from toxic materials such as PFOA/PFAS (people); (2) reducing long-term soil and water pollution (planet); and (3) providing opportunities for sustainable branding (profit) (Nogueira et al., 2023).

Consumer Behavior

Modern consumer behavior is influenced not only by physiological needs but also by psychological and emotional dimensions that define individual perceptions of well-being (Cai et al., 2023). The black box model emphasizes how personal traits, social preferences, and information-processing mechanisms

collectively determine a consumer's response to marketing stimuli (Rehman et al., 2024). The Theory of Planned Behavior (Sassenberg et al., 2022) suggests that personal beliefs, social norms, and emotional states shape consumer decisions. Particularly in sustainability contexts, customer are prefer to choose eco-friendly products based on their beliefs, brand perceptions, and emotional evaluations (Zaman & Kusi-Sarpong, 2024).

Theory of Planned Behavior (TPB)

Theory of Planned Behavior is one of the most commonly used models in consumer behavior research (Ajzen, 2012). It explained that behavioral intention is motivated by attitude, subjective norm, and perceived behavioral control. Environmental concern reflects the social norms or values surrounding sustainability (subjective norm); and environmental knowledge stands for the perceived control consumers have in choosing environmentally friendly behavior (Aloulou et al., 2024).

Green Purchase Intention

According to Ajzen (2012), intention reflects the effort and commitment a person plans to make in performing a behavior. The rise in climate awareness, global emissions concerns, and environmental regulations has encouraged more consumers to shift toward green alternatives (R. Kumar, 2024). Kim & Lee (2023) suggest that GPI includes dimensions such as commitment to buy, willingness to act, and readiness to purchase a premium sustainable products.

Environmental Knowledge and Green Purchase Intention

Environmental knowledge indicates individual understanding level about ecological principles and assessing how human actions affect the environment (Hamzah & Tanwir, 2021). This includes awareness of sustainability issues, harmful substances, and eco-friendly alternatives. Environmental knowledge is seen as a representation of perceived behavioral control in the TPB framework (Ajzen, 2012), it represents consumer's ability to identify and choose sustainable cookware.

Lius & Salim (2024) discovered a strong correlation of green purchase intention with environmental knowledge. Environmental knowledge strengthens the path toward pro-environmental behavior through its effect on attitude (Suhartanto et al., 2023). Thus,we propose the following:

H1: Environmental knowledge has a positive and significant effect on green purchase intention.

Environmental Concern and Green Purchase Intention

Environmental concern refers to individuals' emotional engagement and cognitive recognition of ecological problems, accompanied by a readiness to participate in their resolution (Dunlap & Jones, 2002). It can include egoistic, altruistic, or biospheric dimensions (Schultz in Kim & Lee, 2023). In this study, environmental concern represents subjective norms within the TPB framework.

Şener et al., (2023) explained that green purchase intention across different product categories is significantly shaped by environmental concern . Heiberg Jørgensen et al., (2024) discovered that buying decisions for gadgets, apparel, and food are constantly influenced by environmental concerns. Thus, we propose the following:

H2: Environmental concern has a positive and significant effect on green purchase intention.

Eco-Label and Green Purchase Intention

Eco-labels provide information on a product's level of environmental friendliness and compliance with sustainability standards. (Kumar & Basu, 2023). These labels serve as trust signals, helping consumers reduce decision-making uncertainty. Kumar & Basu (2023) Eco-friendly labels can increase product credibility and reduce price sensitivity. However, contrasting evidence by Lukmawan & Wulandari (2024) suggests that eco-labels alone may not significantly affect purchase intention unless consumers already have strong environmental motivations. Thus,we propose the following:

H3: Eco-label has a positive and significant effect on green purchase intention.

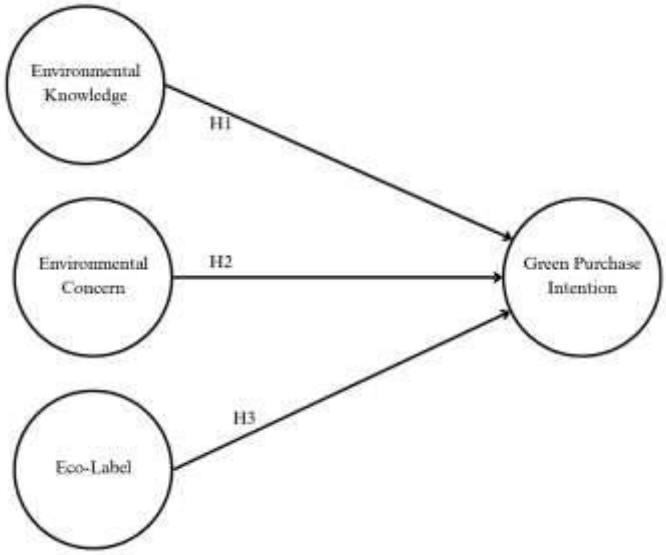

figure 1. Conceptual Framework

METHOD

Study adopted quantitative descriptive design aimed at providing an objective snapshot of purchase intention of environmentally friendly cookware from Indonesian consumers. Primary numerical data were gathered directly from respondents via a self-administered online questionnaire distributed through Google Forms. Using purposive sampling, 175 usable responses were collected from adults (≥ 18 years) who were understand with environmental issue and have intention to buy eco-friendly product.All study variables were measured with previously validated Likert-type items rated from 1 to 5 . Environmental knowledge captured respondents' understanding of ecological concepts, sustainability issues, and method for preservation (Suhartanto et al., 2023). Whereas environmental concern assessed personal and societal worries about environmental degradation (Kim & Lee, 2023). The eco-label construct reflected clarity, informational consistency, and trust conveyed by environmental certifications on cookware products (Kumar & Basu, 2023). Green purchase intention was operationalised through initial willingness to try green cookware, interest in such products, readiness to pay higher, and propensity to recommend them (Kumar, 2024). All indicator wording was adapted from prior scales to fit the cookware context and translated into Bahasa Indonesia, then back-translated to ensure semantic equivalence.

Data analysis proceeded in two stages. Descriptive statistics outlined respondent demographics and provided an overview of each construct. PLS-SEM used in this research because of its suitability for complex predictive models with small number of sample and non-normal data. The indicators measured were outer loadings ≥ 0.708 (indicator reliability), average variance extracted AVE ≥ 0.50 (convergent validity), Cronbach's alpha, composite reliability, and $\rho\_A \geq 0.70$ (reliability), and HTMT < 0.90 (discriminant validity), while multicollinearity was checked with variance-inflation factors below three. The structural model was assessed through coefficient paths, R square for coefficients of determination (R^2), f Squyare for effect sizes (f^2), and Q square for predictive relevance (Q^2), followed by a bootstrap procedure to determine the significance of path coefficients at a 5 percent level (Hair et al., 2022).

Table 1. The Growth of Islamic Banks

Variables	No. of items	Source
Environmental Knowledge	3	H. Han (2021); Suhartanto et al. (2023)
Environmental Concern	4	Kim & Lee (2023); Zameer & Yasmeen (2022)
Eco-label	3	Kumar & Basu (2023)
Green Purchase Intention	4	Kumar (2024); Kim & Lee (2023)

Source : Collected Data

RESULT AND DISCUSSION

Respondent Characteristics

A total of 175 respondents were collected. The sample consisted of individuals aged 18 years and above who were understand environmental issues and interested in purchasing sustainable cookware. Demographically, the respondents varied in each characteristics. The use of descriptive statistics provided an initial understanding of the distribution and tendencies of each construct measured in this study. (Table 2)

Table 2. Respondent's Demographic

Characteristics	Frequency	Percent (%)
Gender		
Male	63	36.00
Female	112	64.00
Age		
19–30 years	84	48.00
31–40 years	39	22.00
41–50 years	21	12.00
51–60 years	23	13.00
Above 60	8	5.00
Education		
High School or equivalent	11	6.00
Diploma (D1–D4)	9	5.00
Bachelor's degree (S1)	124	70.00
Master's degree (S2)	28	16.00
Doctorate (S3)	3	3.00
Occupation		
Civil servant (ASN)	27	15.00
State-owned enterprise employee	26	14.00
Private employee	60	34.00
Entrepreneur / Freelancer	33	19.00
Housewife	29	18.00
Monthly Income		
< 5 million IDR	64	37.00
6–15 million IDR	83	47.00
16–25 million IDR	15	9.00
26–35 million IDR	7	4.00
> 35 million IDR	6	3.00

Source : Created by Author

The majority of respondents were female (64%), while male respondents accounted for 36%. This suggests that women may be more involved or interested in the topic of sustainable cookware products, possibly due to their role in household consumption decisions.

Most respondents were aged 19–30 years (48%), indicating strong participation from younger adults who are often more receptive to sustainability-related issues. Other age groups include 31–40 years (22%), 41–50 years (12%), 51–60 years (13%), and above 60 years (5%). This age distribution suggests that interest in eco-friendly cookware spans a wide range of age groups but is most concentrated among younger consumers.

The majority of participants held a Bachelor's degree (70%), Master's degree holders (16%), and High School graduates (6%). Only a small portion had Doctorate degrees (3%) or Diploma-level education (5%). This indicates that the respondent pool was relatively well-educated, which may contribute to higher levels of environmental awareness and product literacy.

Respondents came from diverse occupational backgrounds. The largest group were private-sector employees (34%), followed by entrepreneurs/freelancers (19%), housewives (18%), civil servants (15%), and state-owned enterprise employees (14%). This diversity suggests that the purchase intention of sustainable cookware is relevant across various professional sectors.

In terms of monthly income, most respondents reported earning 6–15 million IDR (47%), followed by those earning less than 5 million IDR (37%). A smaller proportion earned 16–25 million IDR (9%), 26–35 million IDR (4%), and more than 35 million IDR (3%). These figures show that sustainable cookware attracts interest from middle-income consumers, which aligns with the affordability and perceived value of such products.

The respondents were geographically spread across several major cities and regions in Indonesia. The highest number of respondents came from Jakarta (31%), followed by Semarang (21%), Tangerang (10%), and Depok (9%). Other cities such as Yogyakarta, Surabaya, Bogor, and Bekasi contributed smaller percentages, with 16% from other regions. This distribution demonstrates a relatively urban sample, which may be more exposed to environmental campaigns and modern consumer trends.

Measurement Result (Outer Model & Inner Model)

Table 3. Outer Loading Result

Variable	Indicator	Outer Loading	Composite Reliability	Rho_A	AVE
Environmental Knowledge	EK1	0.844	0.912	0.790	0.704
	EK2	0.856			
	EK3	0.816			
Environmental Concern	EC1	0.742	0.870	0.805	0.627
	EC2	0.764			
	EC3	0.842			
	EC4	0.815			
Eco-Label	EL1	0.861	0.877	0.864	0.779
	EL2	0.905			
	EL3	0.880			
Green Purchase Intention	GPI1	0.855	0.886	0.872	0.722
	GPI2	0.872			
	GPI3	0.842			
	GPI4	0.828			

Source: Created by Author

Based on table 3, outer loading values exceeding 0.70, it's mean the indicators valid to measure their respective latent constructs. Consequently, the measurement items are considered valid and ready for further analysis within the structural model.

Table 3 reveals that AVE value of each variable more than 0.50, it's mean more than half of the variance observed in the indicators is explained by the variable. These results confirm that all latent variables exhibit adequate convergent validity.

Referring to table 3, both composite reliability and rho_A values surpass the 0.70 benchmark, confirming that the indicators consistently capture their associated constructs. This suggests strong internal consistency among all latent variables.

Table 4. Discriminant Validity (HTMT Criteria) Result

	EC	**EK**	**EL**	**GPI**
Environmental Concern (EC)	–	–	–	–
Environmental Knowledge (EK)	0.676	–	–	–
Eco-Label (EL)	0.466	0.592	–	–
Green Purchase Intention (GPI)	0.579	0.584	0.825	–

Source: Created by Author

Based on table 4, all construct pairs have HTMT values below the 0.90 cutoff, demonstrating adequate discriminant validity. This implies that every latent variable reflects a different conceptual domain and is empirically distinct.

Table 5. Collinearity Test (VIF) Result

Variable	**Indicator**	**VIF**
Environmental Knowledge	EK1	1.771
	EK2	1.796
	EK3	1.509
Environmental Concern	EC1	1.421
	EC2	1.637
	EC3	1.921
	EC4	1.726
Eco-Label	EL1	2.116
	EL2	2.668
	EL3	2.024
Green Purchase Intention	GPI1	2.655
	GPI2	2.788
	GPI3	2.152
	GPI4	2.003

Source: Created by Author

The result in table 5 show that all of the VIF values, stay below 3.0, indicating that multicollinearity is not an issue and that the structural model produces estimates of the path coefficient that are objective.

Table 6. R-Square (R^2) Values

Variable	**R^2 Value**	**Interpretation**
Green Purchase Intention	0.539	Moderate

Source: Created by Author

Based on table 6, a value of 0.539 is recorded for the R^2 of Green Purchase Intention, which implies that 53.9% of the variance is explained by the model with Green Attitude as a contributing factor. These numbers point to a reasonable level of explanatory power.

Table 7. Effect Size (f^2) Value

Relationship	f^2 Value	Effect Size
Environmental Concern → GPI	0.018	Very Small
Environmental Knowledge → GPI	0.001	Very Small
Eco-Label → GPI	0.046	Small

Source: Created by Author

Table 7 reveals that the strongest effects are observed from Eco-label to Green Attitude with small effect sizes. Other variables contribute with small or very small effects, indicating that Eco-label is a key factor in the model.

Table 8. Predictive Relevance (Q^2) Result

Variable	Q^2 Predict	Interpretation
Green Purchase Intention	0.370	Moderate Predictive Power

Source: Created by Author

The Q^2 values shown in table 8, demonstrate that the model possesses good predictive ability. This indicates that the model is not only explanatory but also has robust predictive relevance for the constructs measured.

Bootstraping Result

Table 9. Result of Direct Hypothesis Testing

Hypothesis	Relationship	β Value	t Value	p Value	Result
H1	Environmental Knowledge → Green Purchase Intention	0.034	0.478	0.316	Rejected
H2	Environmental Concern → Green Purchase Intention	0.122	1.803	0.072	Accepted
H3	Eco-Label → Green Purchase Intention	0.177	2.020	0.036	Accepted

Source: Created by Author

As presented in Table 9, the result of direct hypothesis testing show that the effect of Environmental Knowledge on Green Purchase Intention (H1) is not significant ($\beta = 0.034$; $t = 0.478$; $p = 0.316$), leading to the rejection of the hypothesis. Conversely, Environmental Concern (H2) demonstrates a positive and significant effect on Green Purchase Intention ($\beta = 0.122$; $t = 1.803$; $p = 0.072$), thus the hypothesis is accepted at the 10% significance level. Similarly, Eco-Label (H3) exhibits a positive and significant influence on Green Purchase Intention ($\beta = 0.177$; $t = 2.020$; $p = 0.036$), supporting the acceptance of the hypothesis. These findings indicate that while consumer knowledge about the environment does not directly drive purchase intention, both environmental concern and eco-labels are crucial factors in shaping consumers' willingness to purchase eco-friendly cookware products

DISCUSSION

Environmental knowledge has a positive and significant effect on green purchase intention. (Rejected)

The rejection of H1 indicates that environmental knowledge does not directly influence consumers' green purchase intention. This suggests that although consumers may be aware of environmental issues and have sufficient knowledge about eco-friendly products, such awareness does not necessarily translate into actual purchasing decisions. This phenomenon reflects the well-documented knowledge–

behavior gap, where cognitive understanding of environmental problems fails to consistently predict pro-environmental action. Hamzah & Tanwir (2021), emphasized that environmental knowledge alone is insufficient to drive purchase intention unless it is reinforced by personal attitudes or intrinsic motivation. In the context of eco-friendly cookware, consumers may still prioritize other considerations such as price, product availability, or perceived personal benefits over their environmental knowledge, which limits its direct influence on purchase decisions.

Environmental concern has a positive and significant effect on green purchase intention.(Accepted)

The acceptance of H2 indicates that environmental concern plays a crucial role in motivating consumers to purchase eco-friendly cookware products. Consumers who feel emotionally responsible for environmental sustainability are more likely to shift their preferences toward products that are considered safer and less harmful to the environment. This finding highlights that concern for environmental damage does not remain at the level of awareness but translates into concrete purchasing intentions. In line with this, Lianita et al. (2024) highlights that a major factor in raising intention to buy eco-friendly products is environmental concern.

Eco-label has a positive and significant effect on green purchase intention.(Accepted)

The acceptance of H3 demonstrates that eco-labels act as an important cue in shaping consumer purchase decisions toward environmentally friendly products. Eco-labels provide credibility to product claims, reduce uncertainty, and build consumer trust, thereby encouraging consumers to choose greener alternatives. This finding confirms that clear and reliable labeling can serve as an effective marketing tool to influence environmentally responsible purchasing behavior. Supporting this view, Kumar & Basu (2023) found that eco-labels significantly encourage consumers to engage in green purchases by enhancing confidence in the sustainability performance of products..

CONCLUSION

This study looked at how environmental knowledge, environmental concern, and eco-label affect buying intention in relation to eco-friendly cookware items using the theoretical framework of green purchase behaviour. The results show both Environmental Concern and Eco-Label are found to significantly enhance Green Purchase Intention, indicating that trustworthy labelling and emotional responsibility are strong drivers of sustainable consumer behaviour. Environmental knowledge, on the other hand, does not directly influence purchase intention, suggesting that awareness by itself might not be enough to motivate action.These results highlight that while providing credible environmental information (such as through eco-labels) and appealing to consumers' environmental concern can directly influence green purchase decisions, cognitive understanding by itself may require additional reinforcement to translate into actual behavioral intent. This underscores the practical importance of clear labeling and emotional appeals in green marketing strategies, particularly in product categories like cookware that carry direct health and sustainability implications.For marketers and policymakers, the findings suggest a need to go beyond informational campaigns and focus on strengthening consumer trust and emotional connection with sustainability values. Future research could investigate other influencing factors such as green trust, perceived product value, or environmental norms to better explain variance in green purchase behavior. Additionally, validating these insights through longitudinal studies or across other green product categories would enhance the generalizability and impact of the findings. Ultimately, successful green marketing depends on integrating credible information with emotional resonance to shape environmentally responsible consumer choices.

REFERENCES

Ajzen, I. (2012). The theory of planned behavior. *Handbook of Theories of Social Psychology: Volume 1*, 438–459. https://doi.org/10.4135/9781446249215.n22

Aloulou, W., Ayadi, F., Ramadani, V., & Dana, L. P. (2024). Dreaming digital or chasing new real pathways? Unveiling the determinants shaping Saudi youth's digital entrepreneurial intention. *International Journal of Entrepreneurial Behaviour and Research*, *30*(2–3), 709–734. https://doi.org/10.1108/IJEBR-10-2022-0942

Cai, L., Yuen, K.F., Fang, M., & Wang, X. (2023). A literature review on the impact of the COVID-19 pandemic on consumer behaviour: implications for consumer-centric logistics. *Asia Pacific Journal of Marketing and Logistics*, *35*(11), 2682–2703. https://doi.org/10.1108/APJML-08-2022-0731

Center, E. (2020). *PFAS and Other Chemical Hazards in Nonstick Cooking and Baking Pans*. 1–24.

Dunlap, R.E., & Jones, R. E. (2002). Environmental Concern: Conceptual and Measurement Issues. *Handbook of Environmental Sociology*, *August*, 482–524.

Hair, Joseph; Hult, Tomas; Ringle, Christian; Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Third Edit). SAGE Publications Asia-Pacific Pte. Ltd.

Hamzah, M.I., & Tanwir, N.S. (2021). Do pro-environmental factors lead to purchase intention of hybrid vehicles? The moderating effects of environmental knowledge. *Journal of Cleaner Production*, *279*. https://doi.org/10.1016/j.jclepro.2020.123643

Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: a review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, *29*(7), 1021–1042. https://doi.org/10.1080/09669582.2021.1903019

Heiberg Jørgensen, R., Møller Jensen, J., & Yang, Y. (2024). Examining antecedents to Generation Z consumers' green purchase intentions: the role of product categories. *Journal of Product and Brand Management*, *7*(July), 902–913. https://doi.org/10.1108/JPBM-09-2023-4699

Hutahaean, C. I., & Kurnia, P. R. (2021). Influence of Non-Demographic Factors on Indonesian Consumers Purchase Intention Towards Green Products. *ASEAN Marketing Journal*, *11*(1). https://doi.org/10.21002/amj.v11i1.12099

Immawati, S.A., Jumarno, J., Kasmo, A.B.P., & Tafiprios, T. (2024). Creating Millennial Generation Loyalty Through Customer Perceived Value on Halal Local Cosmetic Products. *Sentralisasi*, *13*(1), 118–132. https://doi.org/10.33506/sl.v13i1.2950

IPEN. (2023). *PFAS dalam Beberapa Produk di Indonesia*. 1–61.

John, E. (2006). Governance for sustainability. *Corporate Governance*, *14*(6), 575–576. https://doi.org/10.1016/j.oneear.2022.06.001

Kim, N., & Lee, K. (2023). Environmental-Consciousness-Purchase-Intention-and-Actual-Purchase-Behavior-of-EcoFriendly-Products-The-Moderating-Impact-of-Situational-Context_2023_Multidisciplinary-Digital-Publishing-Institute-MDPI.pdf. *International Journal of Environmental Research and Public Health*.

Kumar, A., & Basu, R. (2023). Do eco-labels trigger green product purchase intention among emerging market consumers? *Journal of Indian Business Research*, *15*(3), 466–492. https://doi.org/10.1108/JIBR-09-2022-0248

Kumar, R. (2024). To save the environment is my moral duty: investigating young consumer's green purchase behaviour with moderated mediation approach. *Social Responsibility Journal*, *20*(8), 1508–1534. https://doi.org/10.1108/SRJ-02-2023-0066

Lianita, N.A., Harmini, H., & Asmarantaka, R. W. (2024). The Role of Environmental Concern in Shaping The Purchase Intention of Eco-Friendly Packaging. *Jurnal Manajemen Dan Agribisnis*, *21*(2), 249–260. https://doi.org/10.17358/jma.21.2.249

Lius, S., & Salim, L. (2024). Do Female Generation Z Have Purchase Intention on Green Cosmetic Based on Their Environmental Knowledge, Environmental Concern, Health Consciousness, Attitude and Subjective Norm? *Fokus Ekonomi : Jurnal Ilmiah Ekonomi*, *19*(1), 95–110. https://doi.org/10.34152/fe.19.1.95-110

Lukmawan, W.R., & Wulandari, R. (2024). *Does Green-Label Influence Green Purchase Intention , Attitude , Subjective Norms , Behavioral Control , and Willingness To Pay as Moderation ?* *17*(2), 143–161.

Maziriri, E.T., Nyagadza, B., Chuchu, T., & Mazuruse, G. (2023). Antecedents of attitudes towards the use of environmentally friendly household appliance products in Zimbabwe: an extension of the theory of planned behaviour. *PSU Research Review*, *8*(3), 749–773.

https://doi.org/10.1108/PRR-03-2022-0033

Nguyen, T.T.T., Limbu, Y.B., Pham, L., & Zúñiga, M.Á. (2024). The influence of electronic word of mouth on green cosmetics purchase intention: evidence from young Vietnamese female consumers. *Journal of Consumer Marketing*, *41*(4), 406–423. https://doi.org/10.1108/JCM-11-2022-5709

Nur, M., Kasmo, A.B.P. (2023). The Influence of Repurchase on Fresh Food (Case Study of Sayurbox). *Dinasti International Journal of Management Science* , *4*(3), 533–543. https://doi.org/10.31933/dijms.v4i3

Rehman, F. ur, Javed, F., Shiekh, S.E., & Prokop, V. (2024). Impacts of cultural practices on consumers' buying behavior in sales promotional activities in the settings of COVID-19. *Foresight*, *26*(5), 921–947. https://doi.org/10.1108/FS-01-2023-0014

Ribes Ortega, C., Molitorisová, A., & Purnhagen, K. (2024). Dangerous Legacy of Food Contact Materials on the EU Market: Recall of Products Containing PFAS. *European Journal of Risk Regulation*, *July 2023*, 1–24. https://doi.org/10.1017/err.2024.45

Riskos, K., Dekoulou, P., Mylonas, N., & Tsourvakas, G. (2021). Ecolabels and the attitude–behavior relationship towards green product purchase: A multiple mediation model. *Sustainability (Switzerland)*, *13*(12), 1–22. https://doi.org/10.3390/su13126867

Sassenberg, A.M., Sassenberg, C., Sassenberg, C., & Heneghan, M. (2022). Effects of atmosphere on emotions and consumer behaviour at wineries. *International Journal of Wine Business Research*, *34*(4), 523–541. https://doi.org/10.1108/IJWBR-05-2021-0028

Şener, T., Bişkin, F., & Dündar, N. (2023). The effects of perceived value, environmental concern and attitude on recycled fashion consumption. *Journal of Fashion Marketing and Management*, *27*(4), 595–611. https://doi.org/10.1108/JFMM-01-2021-0003

Suhartanto, D., Mohd Suki, N., Najib, M., Suhaeni, T., & Kania, R. (2023). Young Muslim consumers' attitude towards green plastic products: the role of environmental concern, knowledge of the environment and religiosity. *Journal of Islamic Marketing*, *14*(12), 3168–3185. https://doi.org/10.1108/JIMA-08-2021-0277

Zaman, S.I., & Kusi-Sarpong, S. (2024). Identifying and exploring the relationship among the critical success factors of sustainability toward consumer behavior. *Journal of Modelling in Management*, *19*(2), 492–522. https://doi.org/10.1108/JM2-06-2022-0153

Zameer, H., & Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. *Marketing Intelligence and Planning*, *40*(5), 624–638. https://doi.org/10.1108/MIP-12-2021-0457