

# THE INFLUENCE OF PRODUCT TRANSFORMATION SALIENCE ON GREEN PURCHASE INTENTION WITH ENVIRONMENTAL AWARENESS AS MODERATING VARIABLE

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**Abstract.** *This study aimed to analyze the influence of product transformation salience on green purchase intention of environmentally friendly recycled products with environmental awareness as a moderating variable in students in the Special Region of Yogyakarta. The sampling technique in this study used was purposive sampling technique, with a total of 135 students as respondents. Primary data in this study were collected using a questionnaire method through a google form that has been tested for validity and reliability. Data analysis in this study used descriptive analysis test, an instrument test that includes validity and reliability tests, a classical assumption test that includes a normality test, heteroscedasticity, linearity and a hypothesis test that includes a t-test, coefficient of determination and moderated regression analysis (MRA). The data analysis technique used simple linear regression, with the help of the IBM SPSS Statistic version 26 program. The results showed that product transformation salience use had positive and significant effect on green purchase intention and the environmental awareness moderated or strengthened the relationship between product transformation salience and green purchase intention.*

**Keywords:** *Environmental Awareness; Green Purchase Intention; Product Transformation Salience*

## 1. INTRODUCTION

In this era of globalization, environmental problems have become an interesting issue to discuss. A problem that many people complain about is the problem of plastic waste. Plastic waste has become a common problem in every region, and the Special Region of Yogyakarta (DIY) is no exception. Yogyakarta is experiencing population growth, immigrant communities and increased economic activity, therefore, the amount of plastic waste generated continues to increase over time (Fitriani and Astuti, 2021).

Based on the National Waste Management Information System (SIPSN), plastic waste in Yogyakarta ranks second with 27%. This indicates that the use of single-use plastic waste is still relatively high in various sectors of life. Handling plastic waste problems requires awareness from all elements of society to reduce the use of plastic waste. Changes in the approach to business are starting to be directed toward an approach based on environmental sustainability (Trimeiningrum et al., 2023).

Businesspeople are starting to create new concepts by making environmentally friendly products for consumers in an effort to reduce the problem of plastic waste. According to Jayani (2021) based on a survey from the Katadata Insight Centre (KIC), 60.5% of Indonesian consumers buy environmentally friendly products for the reason of preserving the earth.

According to Annur (2022), based on the results of a survey the Jajak Pendapat (JakPat), shows that the majority of young consumers choose to buy environmentally friendly products with a percentage of 56.2%. There are many types of environmentally friendly products, such as environmentally friendly recycled products (Gumulya and

Deaviera, 2023). These products reuse materials that would otherwise be discarded, thereby reducing the volume of waste that accumulates.

The type of young consumers with ages ranging from 18-26 years are students (Dianti and Paramita, 2021). Students as agents of change play an important role in encouraging environmentally friendly consumption behavior (Tampubolon et al., 2024). The Special Region of Yogyakarta (DIY), known as a city of education and culture, has great potential to implement environmentally friendly consumption behavior, especially for university students. Students who have an understanding of the impact of environmentally friendly consumption will have a green purchase intention (Vilaningrum, 2024).

A relevant concept regarding green consumption behavior is product transformation salience (PTS). PTS involves providing information to consumers regarding materials that can be recycled into new environmentally friendly products (Lin et al., 2023). Providing PTS information can help consumers gain a better understanding of the benefits associated with recycling green products, ultimately resulting in a positive perception of environmental awareness and its impact (Zhang et al., 2021).

Consumer purchasing intentions are also balanced by environmental awareness and the impacts that occur. Consumer environmental awareness is influenced by their perspective on the environment, so that in its application consumers need to apply environmental principles and ethics in their daily lives (Asdami et al., 2024).

However, there is still a research gap regarding how PTS affects green purchase intention with environmental awareness as a moderating variable, among DIY students. Previous research has focused more on factors such as product knowledge, trust and perceived price. However, the role of product transformation salience has not been widely explored.

This study aims to test and obtain empirical evidence regarding the positive and significant effect of product transformation salience on green purchase intention. In addition, this study also aims to examine the role of environmental awareness in moderating the relationship between product transformation salience and green purchase intention.

## **2. LITERATURE REVIEW**

### *2.1 Theory of Planned Behavior*

According to Ruangkanjanases et al. (2020), the theory of planned behavior was developed by Fisbein and Ajzen in 1977. This theory connects consumer beliefs and behaviors that are based on the assumption that individuals make logical and reasoned decisions to engage in certain behaviors by evaluating the information available to them. Consumer behavior will be influenced by three main components: attitudes towards behavior, subjective norms and perceived control of behavior.

### *2.2 Product Transformation Salience*

Winterich et al. (2019), defined product transformation salience as a positive new approach to increase recyclability by providing information about the transformation of recycled materials into new environmentally friendly products. Product transformation salience refers to knowledge about the extent of the transformation process of environmentally friendly products from old forms to new forms that are of higher value and unique (Zhang et al., 2021).

### *2.3 Green Purchase Intention*

Green purchase intention is a conscious decision-making process by consumers to choose environmentally friendly products, driven by environmental awareness and the perceived benefits of these products (Paul et al., 2016). According to Zaremohzzabieh et al. (2021), green purchase intention is the intention or desire of consumers to buy environmentally friendly or sustainable products. This concept reflects consumers'

awareness of environmental issues and their desire to contribute to environmental preservation through their purchasing decisions.

#### 2.4 Environmental Awareness

According to Song et al. (2019), environmental awareness is defined as a person's level of understanding and concern about environmental issues and the impact of human activities on the environment. Environmental awareness is an understanding of environmental issues because environmental awareness plays an important role in consumer behavior to buy and use environmentally friendly products that do not adversely affect the environment (Li et al., 2020).

#### 2.5 Hypothesis Development

The results of the research conducted by Le and Tang-Le (2024), there is a positive influence between product transformation salience and green purchase intention. According to Zhang et al. (2021), PTS will help consumers feel more benefits and engagement in recycling, leading to a more positive attitude towards buying interest in environmentally friendly recycled products and recycling behaviors. Product transformation salience messages drive consumers' intention to purchase environmentally friendly recycled products, these messages lead to increased brand trust, better brand attitude and high purchase intention (Lin et al., 2023). Therefore, PTS is a green innovation that reflects measures to reduce the adverse impact of production and operations on the environment, with a focus on recycling and upcycling. Thus, the hypothesis is:

*H1: Product transformation salience positively and significantly influences green purchase intention.*

The results of the research conducted by Tariana and Tantra (2023), stated that environmental awareness has a positive effect on green purchase intention. Consumers who know the product transformation process tend to have more environmental awareness by understanding the impact of the product (Winterich et al., 2019). Consumers' green purchase intention will be high if they know information about product transformation, especially when consumers have environmental awareness and are aware of current environmental issues (Lin et al., 2023). Thus, the hypothesis is:

*H2: Environmental awareness moderates the relationship between product transformation salience and green purchase intention.*

### 3. RESEARCH METHODS

#### 3.1 Sample

The sampling technique used in this study was nonprobability sampling using purposive sampling. Purposive sampling is a technique for determining samples based on specific considerations or criteria. The criteria used for sampling in this study are students who are interested in buying environmentally friendly recycled products by paying attention to the impact on the environment and knowing the ability of a product to be recycled. The main data collection method in this study uses a questionnaire through Google Forms which has been tested for validity and reliability. Respondents in this study totalled 135 students.

#### 3.2 Operational of Research Variables

In this study, there were three types of variables used: independent variables, dependent variables, and moderating variables. All variable indicators in this study were measured using a five-point Likert scale.

##### a. Independent Variable

The independent variable in this study is product transformation salience, measured using two indicators based on Winterich et al., (2019): provide information and knowledge.

b. Dependent Variable

The dependent variable in this study is green purchase intention, measured using three indicators based on Amin and Tarun (2021): intent to purchase because of its environmental concern, tend to purchase because of its green product, satisfaction to purchase of its environmentally friendly.

c. Moderating Variable

The moderating variable in this study is environmental awareness, measured using three indicators based on Golob and Kronegger (2019): information or knowledge, personal attitude and general beliefs/values.

### 3.3 Analysis Method

Data analysis in this study is a quantitative method using SPSS (Statistical Product and Service Solution) software version 26. Data analysis in this study uses a descriptive statistical analysis test as a reference to describe data. Classical assumption tests which include normality, heteroscedasticity and linearity tests are carried out to ensure that the data is normally distributed, the distribution of data points is the same and linearly correlated. Hypothesis testing using t-test and MRA test. While the coefficient of determination measures how much influence the independent variable has on the dependent variable.

## 4. RESULTS AND DISCUSSION

### 4.1 Descriptive Statistics

The study involved 135 students who were interested in buying environmentally friendly products by considering the impact on the environment and knowing the ability of a product to be recycled in the Special Region of Yogyakarta (DIY).

Respondents were categorized based on gender, age, college, academic year, pocket money per month and environmentally friendly or recycled products they were interested in purchasing. The majority were male (70 respondents or 51.9%), aged 20-22 years (77 respondents or 57.1%), studying at a private university (83 respondents or 61.5%), from the academic year of 2021 (95 respondents or 70.4%), pocket money per month of Rp 1,000,000-Rp 2,000,000 (69 respondents or 51.1%) and interested in buying tumbler products (37 respondents or 27.4%).

### 4.2 Research Instrument Test

**Table 1.** Validity Test

No.	Variables	Statement	r-count	r-table	Sig	Description
1	Product Transformation Saliency (PTS)	PTS1	0.767	0.1422	0.000	Valid
2		PTS2	0.720	0.1422	0.000	Valid
3		PTS3	0.730	0.1422	0.000	Valid
4		PTS4	0.717	0.1422	0.000	Valid
5	Green Purchase Intention (GPI)	GPI1	0.711	0.1422	0.000	Valid
6		GPI2	0.711	0.1422	0.000	Valid
7		GPI3	0.766	0.1422	0.000	Valid
8		GPI4	0.741	0.1422	0.000	Valid
9		GPI5	0.718	0.1422	0.000	Valid
10	Environmental Awareness (EA)	EA1	0.713	0.1422	0.000	Valid
11		EA2	0.653	0.1422	0.000	Valid
12		EA3	0.679	0.1422	0.000	Valid
13		EA4	0.697	0.1422	0.000	Valid
14		EA5	0.718	0.1422	0.000	Valid

(Source: Data Processing Results, 2025)

Based on table 1 in the validity test, it can be concluded that all questionnaire statement items are declared valid, because the calculated  $r$  value for each variable instrument  $>$   $r$ -table value of 0.1422. Therefore, it can be concluded that all variable instruments are declared valid and can be used for research continuity.

**Table 2.** Reliability Test

Variables	Cronbach's Alpha	Limit Value	Description
Product Transformation Saliency (X)	0.713	0.70	Reliable
Green Purchase Intention (Y)	0.778	0.70	Reliable
Environmental Awareness (Z)	0.727	0.70	Reliable

(Source: Data Processing Results, 2025)

Based on table 2 in the reliability test, it shows that the Cronbach's Alpha value of all variable instruments in this study is more than the limit value used (0.70), it can be concluded that all instruments in the product transformation saliency variable, green purchase intention and environmental awareness are reliable and can be used for continued research.

#### 4.3 Classical Assumption Test

All classical assumption tests, including normality test, heteroscedasticity test and linearity test was done before hypothesis testing. The result are all classical assumption tests are met.

**Table 3.** Normaliy Test

One-sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	135
Monte-Carlo sig. (2-tailed)	0.380

(Source: Data Processing Results, 2025)

Based on table 3 on the normality test results, the Monte-Carlo sig value of the normality test is 0.380 where the result has a value greater than the significance value of 0.05. Therefore, the data is normally distributed and suitable for the continuation this study.

**Table 4.** Heteroscedasticity Test

			PTS	EA	Unstandardized Residual
Spearman rho	Product Transformation Saliency	Correlation Coefficient	1.000	0.587	0.074
		Sig (2-tailed)		0.000	0.391
		N	135	135	135
	Environmental Awareness	Correlation Coefficient	0.587	1.000	-0.056
		Sig (2-tailed)	0.000		0.519
		N	135	135	135

(Source: Data Processing Results, 2025)

Based on table 4, the results of the heteroscedasticity test show the sig value (2-tailed) with the Spearman rho test. The first between the product transformation saliency variable and the unstandardized residual value is  $0.391 > 0.05$ . The second between the environmental awareness variable and the unstandardized residual value is  $0.519 > 0.05$ . All of these values are more than 0.05. Therefore, it can be concluded that there is no issue of heteroscedasticity in this test.

**Table 5.** Linearity Test

Variabel	Deviation from linearity	
	F	Sig
Product Transformation Saliency dan Green Purchase Intention	1.418	0.187

(Source: Data Processing Results, 2025)

Based on table 5, the results of the linearity test show the values of F and sig of deviation from linearity. The test results showed a significant linear relationship between product transformation saliency and green purchase intention ( $F = 1.418$ ,  $\text{sig} = 0.187$ ). The model has an F value that is smaller than the table F of 3.91 and a significance value of more than 0.05. Therefore, the relationship between independent and dependent variables is linear and significant.

#### 4.4 Hypothesis Test Results

##### a. Partial Hypothesis Test (t-test)

The t-test is used to measure how far the influence of the independent variable on the dependent variable. The basis for decision-making in this test is if the t value > t table and the significance value < 0.05, it means that there is a significant influence between the independent variable and the dependent variable.

**Table 6.** t test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.571	1.403		8.247	0.000
	Product Transformation Saliency	0.620	0.080	0.560	7.791	0.000

a. Dependent Variable: Green Purchase Intention

(Source: Data Processing Results, 2025)

Based on table 6, the results of data processing obtained t count of  $7.791 > t$  table of 1.978 and the significance value is obtained at  $0.000 < 0.05$ . In addition, the constant value and coefficient show a positive value, which means that if the product transformation saliency variable increases, the green purchase intention variable also increases. Therefore, it can be concluded that there is a positive and significant influence between the product transformation saliency variable and the green purchase intention variable (H1 accepted).

##### b. Moderated Regression Analysis (MRA)

The MRA test is used to determine the relationship between the independent variable and the dependent variable which is strengthened or weakened by the presence of moderating variables. The basis for decision-making in the MRA test, is if the value of t is calculated > t of the table and the significance < 0.05, then the moderation variable has a significant influence on the relationship between independent variables and dependent variables.

**Table 7.** MRA test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.221	1.491		3.501	0.001
	Product Transformation Saliency	0.284	0.078	0.228	3.628	0.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Environmental Awareness	0.320	0.099	0.305	3.243	0.001
Product Transformation Salience*Environmental Awareness	0.013	0.003	0.380	4.038	0.000

a. Dependent Variable: Green Purchase Intention

(Source: Data Processing Results, 2025)

Based on table 7, the results of MRA test data processing obtained t-values calculated from the variables of environmental awareness (Z) and product transformation salience\*environmental awareness (X\*Z) with values of 3.243 and 4.038 > t table of 1.978 and significance values obtained of 0.001 and 0.000 < 0.05 which means that the environmental awareness variable is a moderation variable. Therefore, it can be concluded that the environmental variables moderate the influence of the product transformation salience variable on the green purchase intention variable (H2 accepted).

#### 4.5 Coefficient of Determination ( $R^2$ )

The determination test is used as a measure of how far the model's ability to explain variations in the dependent variable (Ghozali, 2021).

**Table 8.** Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.560 <sup>a</sup>	0.313	0.308	1.878

a. Predictors: (Constant), Product Transformation Salience

(Source: Data Processing Results, 2025)

Based on table 8, shows that the Adjusted R square is 0.308, meaning that the product transformation salience variable affects the green purchase intention variable by 38%, the remaining 62% is influenced by other variables outside the model. After that, there is an effect of the moderation variable and the determination changes as in the below.

**Table 9.** Results of the Coefficient of Determination on the influence Moderation of X and Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.807 <sup>a</sup>	0.651	0.643	1.350

a. Predictors: (Constant), Product Transformation Salience\*Environmental Awareness, Product Transformation Salience, Environmental Awareness

(Source: Data Processing Results, 2025)

Based on table 9, of the determination coefficient results, it is known that after being tested with the moderation variable (Z), the Adjusted R Square value increased by 33.5% from 30.8% to 64.3%. This shows that environmental awareness is able to strengthen the influence of product transformation salience on green purchase intention by 64.3%.

#### 4.6 Discussion

##### a. Influence of Product Transformation Salience (X) on Green Purchase Intention (Y)

Based on the results of the analysis in table 6, it is obtained that t count is 7.791 > t table of 1.978 and a significance value of 0.000 < 0.05. In addition, the constant value and coefficient show a positive value, which means that if the product transformation salience variable increases, the green purchase intention variable also increases.

Therefore, it can be concluded that there is a positive and significant influence between the product transformation salience variable and the green purchase intention variable (H1 accepted).

The results of this study are in line with research conducted by Le and Tang-Le (2024), Zhang et al. (2021) and Lin et al. (2023), that product transformation salience has a positive and significant effect on green purchase intention. This shows that PTS provides information about the transformation of a product or recycling which can increase the interest in purchasing environmentally friendly recycled products in students. This means that PTS information can be a strategic step to foster interest in purchasing environmentally friendly recycled products in students.

*b. Influence of Product Transformation Salience (X) on Green Purchase Intention (Y) with Environmental Awareness (Z) as a Moderating Variable*

Based on the results of the analysis in table 7, t calculation was obtained from the variables of environmental awareness (Z) and product transformation salience\*environmental awareness (X\*Z) with values of 3.243 and 4.038 > t of the table of 1.978 and the significance values obtained were 0.001 and 0.000 < 0.05 which means the environmental awareness variable a moderation variable. In addition, the value of the determination coefficient increased by 33.5% from 30.8% to 64.3%. This shows that environmental awareness is able to strengthen the influence of product transformation salience on green purchase intention. Therefore, it can be concluded that the environmental variables moderate the influence of the product transformation salience variable on the green purchase intention variable (H2 accepted).

The results of this study are in line with research conducted by Winterich et al. (2019), Tafiiana and Tantra (2023) and Lin et al. (2023), that environmental awareness moderates the effect of the product transformation salience relationship on green purchase intention. This shows that students who know the product transformation process tend to have more environmental awareness by understanding the impact of these products and there is an interest in buying recycled products that are environmentally friendly.

## **CONCLUSION**

The findings of the study show that the product transformation salience has a positive and significant influence on green purchase intention and environmental awareness moderates the relationship between product transformation salience and green purchase intention.

Despite the findings, the study has some limitations. Data collection was conducted only through an online questionnaire, which has the potential to cause bias. The sample size used was only 135 respondents from public and private universities, making the interpretation and generalization of the research findings more limited. This study also only focuses on product transformation salience as an independent variable, ignoring other potential factors. In addition, green purchase intention as the only dependent variable, may not fully describe the real actions of students to preserve the environment. There may be moderating variables other than environmental awareness that affect the relationship between product transformation salience and green purchase intention.

To address this limitation, future research should increase the sample used them in other regions, with the aim of seeing how much green purchase intention there is in other regions. For the managerial implications of companies that produce environmentally friendly recycled products, it is expected to improve communication strategies by disseminating and delivering information about the product transformation salience process from used materials to new products and communicating the company's commitment to environmental issues in marketing campaigns that will foster environmental awareness attitudes in consumers and can create Consumers have an interest in purchasing environmentally friendly recycled products (green purchase intention).



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