

Exploring Green Consumer Behavior in Choosing Environmentally Friendly Products in Bandung City

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Article Info	ABSTRACT
<p>Keywords: Green Consumer Behavior, Eco-Friendly Products, Environmental Awareness, Sustainable Consumption</p>	<p>Sustainable consumption has become a critical issue as pressure on the environment increases due to modern consumption patterns. Green consumers are defined as individuals who consider environmental impacts in every purchasing decision, not only at the selection stage but also during product use and disposal. This study aims to explore the behavior of green consumers in selecting environmentally friendly products in Bandung City. This study used a qualitative method with a descriptive approach, where data was obtained through in-depth interviews and observations of consumers who had purchased environmentally friendly products, such as organic products, recycled packaging, and environmentally friendly household products. The results indicate that internal factors, such as personality, personal values, attitudes, and environmental awareness, play a significant role in influencing consumers' decisions to choose green products. Consumers with a high level of concern for health and the environment are more consistent in integrating environmentally friendly products into their daily lifestyles. Furthermore, external factors also play a role, including family support, peer influence, marketing campaigns, and the role of the community and media in shaping consumers' positive perceptions of green products. However, this study also identified several challenges, including relatively higher product prices, limited availability, a lack of transparent information, and skepticism about environmentally friendly claims due to the phenomenon of greenwashing. The conclusion of this study confirms that green consumer behavior in Bandung City is the result of an interaction between internal motivation and external influences. However, it requires more comprehensive educational, distribution, and policy support for broader and more sustainable development.</p>
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INTRODUCTION

Over the past ten years, global consumption of goods and services has increased significantly, placing significant pressure on natural resources and accelerating environmental degradation (Irham et al., 2024). This phenomenon not only leads to resource depletion but also triggers various serious ecological problems, including global warming due to increased greenhouse gas emissions, rampant air and water pollution, and habitat destruction that threatens the survival of flora and fauna (Melo et al., 2024). If not addressed promptly, these issues have

the potential to reduce the quality of human life and disrupt the balance of the global ecosystem, emphasizing the urgency of implementing more sustainable consumption patterns and comprehensive environmental conservation efforts (Suriadi, 2019).

With increasing awareness of environmental threats, the public and businesses have begun taking steps to mitigate the negative impacts of economic activity on the natural environment (Hasanah et al., 2023). This awareness has given rise to the concept of sustainable development, which emphasizes the importance of integrating environmental, social, and economic aspects into every development process, ensuring that economic growth does not harm the environment or the well-being of society (Pertwi et al., 2022). Sustainable development encourages environmentally friendly technological innovation, cleaner production practices, and responsible green consumption patterns, where consumers are encouraged to choose products and services with a low ecological footprint (Margiyanti, 2013).

Environmentally responsible purchasing is a crucial aspect of preserving nature, as every consumption decision has a direct impact on the environment (Ahmadi, 2024). When consumers make purchases without careful consideration, for example, purchasing disposable products or goods with production processes that damage ecosystems, this can accelerate natural resource depletion, increase waste, and trigger pollution. Household waste contributes a significant proportion to environmental damage, although the exact percentage can vary (Immawati et al., 2024). Data shows that household waste is the largest contributor to national waste, accounting for approximately 40-60% of the total waste volume.

Green consumers are individuals who consider the environmental impact of the products they consume in their purchasing process (Irawan & Vianney, 2015). They demonstrate concern for sustainability by preferring products with minimal negative impacts on the environment over similar, less environmentally friendly products (Baker & Ozaki, 2008). This attitude emerges from an awareness that every consumption decision contributes to environmental conditions, thus green consumers strive to take an active role in preserving nature through responsible consumption patterns.

Green consumer behavior extends beyond purchasing decisions to encompass the entire cycle of an individual's interaction with a product (Zulfikar et al., 2023). According to Andrew & Slamet (2013), consumers who are environmentally conscious tend to be motivated to choose environmentally friendly products, both in daily use and during disposal. This is reinforced by Siringi's (2012) opinion, which states that green consumers' behavior is reflected in individuals' behavior when seeking information, purchasing, using, evaluating, and disposing of products. Thus, green consumers significantly contribute to environmental conservation efforts through sustainable and responsible consumption behavior.

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METHOD

This study uses a qualitative method with a descriptive approach to explore green consumer behavior in choosing environmentally friendly products in Bandung City. This method was chosen because it can deeply explore the motivations, preferences, and obstacles faced by consumers in decision-making. The research subjects were consumers who have purchased

or used environmentally friendly products, such as organic products, products with recycled packaging, or products that support sustainability. Respondents were selected using purposive sampling, namely based on certain criteria according to the research needs. Data were collected through in-depth interviews with consumers who met the criteria, as well as observations at locations where environmentally friendly products were sold. The data obtained were analyzed using qualitative descriptive analysis with the stages of data reduction, data presentation, and drawing conclusions. To maintain data validity, this study used triangulation of sources and methods, so that the research results are reliable and provide a true picture of green consumer behavior in Bandung City.

RESULT AND DISCUSSION

Consumer Perceptions of Eco-Friendly Products in Bandung

Green consumer behavior in Bandung is essentially shaped by individual awareness of the positive impacts of eco-friendly products on health and the environment. Several consumers admitted that they are more selective when purchasing products, particularly organic foods, because they want to maintain their family's health while reducing exposure to hazardous chemicals. As IP (35 years old, housewife) stated, *"I feel more at ease buying organic vegetables. Even though they're a bit more expensive, at least they're healthier for my family and don't damage the soil with pesticides."* This indicates that health is a primary motivator for some green consumers in Bandung when making purchases.

Beyond health, environmental concerns are also a significant consideration. Some consumers feel that choosing eco-friendly products is a small contribution to reducing waste and pollution in Bandung. T (28 years old, private employee) said, *"If I can choose products with eco-friendly packaging, I choose that. I feel like I'm contributing to reducing the plastic waste problem in Bandung."* This statement illustrates the growing sense of social and environmental responsibility that is beginning to take root in the consumer behavior of some people.

Consumer perceptions of the quality of environmentally friendly products in Bandung are generally quite positive, although there are still differences in opinion among individuals. Some consumers believe that environmentally friendly products are of better quality because they are produced with natural ingredients and contain fewer harmful chemicals. For example, consumers believe that organic food products taste fresher and are safer to consume. One respondent stated, *"Eating organic vegetables tastes different, more natural, and I don't have to worry about pesticides"* (R, 32, teacher). This view demonstrates that quality is perceived not only in terms of physical aspects, but also in terms of the perceived safety of consumers.

In terms of effectiveness, consumers perceive environmentally friendly products as sometimes less practical than conventional products. Some consumers feel that the effectiveness of green products, such as organic detergents or eco-friendly soaps, is not always as strong as conventional chemical products. However, despite the perception that environmentally friendly products work more slowly, consumers continue to use them because they want to avoid the negative impacts of chemicals. SR (29, private employee) said, *"Organic soap doesn't lather as much as regular soap, but I feel more comfortable because*

my skin doesn't get irritated." This suggests that effectiveness is understood more broadly, not only in terms of instant results but also in terms of long-term health impacts.

Meanwhile, in terms of durability, consumer perceptions tend to vary. Some consumers feel that eco-friendly products, particularly non-food items like recycled bags or eco-friendly household appliances, have a relatively strong durability and are comparable to conventional products. However, others believe that the durability of green products is not as good as conventional products, especially if the raw materials are more natural and unpreserved. One respondent stated, *"If you buy organic products, you have to use them quickly because they wilt or spoil easily. So you really have to be smart about how you spend"* (MD, 26, student). Thus, the perceived durability of eco-friendly products is still lower for food products, but quite competitive for non-food products.

Price is one of the most influential factors influencing consumer perceptions of environmentally friendly products in Bandung. Most consumers acknowledge that environmentally friendly products are generally more expensive than conventional products. This price difference is often attributed to the more complex production process, the use of natural ingredients, and relatively high distribution costs. However, some consumers expressed a willingness to pay more because they see the inherent added value of these products. One respondent stated, *"It's more expensive, but I consider it an investment in my health and the environment"* (LS, 28, private employee).

However, not all consumers share this view. For some consumers with limited purchasing power, high prices are a major barrier to consistently purchasing environmentally friendly products. They argue that despite their concern for the environment, economic needs remain a primary consideration in their decision-making. This means that green consumption behavior tends to be limited to consumer groups with high awareness and sufficient financial capacity. In other words, affordability remains a challenge in expanding the market for green products in Bandung.

Despite these differences in attitudes, it can generally be concluded that consumers in Bandung are quite open to paying a higher price for environmentally friendly products, provided they clearly demonstrate benefits for both their health and the environment. However, to increase wider participation, producers need to balance quality and price, while the government and environmental communities can play a role by providing education and incentives to ensure green consumption behavior is accessible to all levels of society.

The accessibility of environmentally friendly products in Bandung remains a determining factor in shaping green consumer behavior. Most consumers acknowledge that environmentally friendly products are relatively difficult to find compared to conventional products. Products such as organic food or environmentally friendly packaging are usually only available in large supermarkets, specialty organic stores, or through certain online platforms. This situation forces interested consumers to make greater efforts to obtain these products. One respondent stated, *"If I want to buy organic products, I have to go to a specific supermarket or order online. I rarely find them at the shop near my house"* (IT, 31, civil servant). This indicates that limited distribution channels are a major obstacle for green consumers in Bandung.

On the other hand, accessibility is also related to the availability of information. Many consumers are unaware of where to purchase environmentally friendly products or how to verify the authenticity of product claims. This limits consumers' opportunities to make green consumption a daily habit. In other words, despite significant interest, limited physical access and information mean that green consumption behavior is limited to certain consumer groups. Therefore, increasing distribution through various channels, both online and offline, and providing clear and reliable information are crucial steps to expand the accessibility of environmentally friendly products in Bandung.

Factors Influencing Green Product Choice Behavior

1. The Influence of Internal Factors

Internal factors, particularly those related to personality, play a significant role in shaping green consumer behavior. Personality reflects an individual's relatively consistent psychological characteristics, including the tendency to care about or be indifferent to social and environmental issues. Consumers with pro-social and future-oriented personality types are generally more likely to choose environmentally friendly products because they view consumption not only as fulfilling needs but also as a means to maintain sustainability. This aligns with consumer behavior theory, which states that an individual's personality can influence how they evaluate and respond to a product.

In addition to personality, personal values also have a significant influence on green product choice. Personal values are a person's fundamental beliefs about what is important in life. Consumers with values that emphasize sustainability, ecological balance, and social responsibility tend to be more open to consuming environmentally friendly products. For example, those who believe that protecting the environment is a form of morality will prefer products that do not harm nature, even if they have to pay a higher price. These values not only guide consumption preferences but also form the basis of a green consumer's identity.

Environmental attitudes are another internal factor that significantly influences green product choice behavior. Attitudes reflect a person's positive or negative evaluation of environmental issues and related products. Consumers with positive attitudes toward environmental sustainability are more motivated to purchase environmentally friendly products, even if they face limitations in terms of price or accessibility. This attitude is often shaped by personal experience, education, or exposure to information about the impacts of environmental damage. Therefore, the higher the environmental awareness, the more likely an individual is to integrate environmentally friendly principles into their consumption decisions.

Furthermore, personal factors are also related to consumers' level of awareness and knowledge. Consumers who have a deep understanding of the environmental consequences of the products they use are more informed in their choices. For example, they are more aware of the dangers of single-use plastics or products containing hazardous chemicals, and therefore tend to switch to safer and more environmentally friendly alternatives. Conversely, low awareness of environmental issues often leads consumers to continue choosing conventional products without considering the long-term impacts. Thus, environmental knowledge and awareness are important dimensions in shaping green consumption behavior.

Ultimately, all of these internal factors are interconnected and form the basis of green consumer behavior in Bandung and globally. A caring personality, personal values that uphold sustainability, a positive attitude toward the environment, and an adequate level of awareness and knowledge will encourage someone to consistently choose green products. However, when any of these internal factors are weak, green behavior often fails to materialize, even with access to or availability of environmentally friendly products. Therefore, strengthening personal factors through education, awareness campaigns, and early value formation is a crucial strategy for fostering the long-term development of green consumers.

2. The Influence of External Factors

The social environment is one of the most influential external factors in shaping green consumer behavior. The family, as the smallest social unit, plays a key role in instilling environmental values from an early age. For example, parents who habitually sort waste, use eco-friendly shopping bags, or reduce the consumption of single-use plastics tend to pass these habits on to their children. Thus, preferences for environmentally friendly products often originate from the norms and practices established within the family environment.

In addition to family, peer influence is also a significant factor in shaping green consumption behavior. In a social context, individuals often conform to the behavior of their peers to be accepted and not perceived as different. If a community has strong social norms for using environmentally friendly products, members of that community will be encouraged to do the same. For example, students in Bandung who join an environmentalist community are often more consistent in using environmentally friendly products due to positive social pressure from their environment.

Marketing campaigns supporting green products also play a significant role in influencing consumer behavior. Marketing communication strategies that emphasize environmental benefits, such as labels like "eco-friendly," "biodegradable," or "organic," can build positive perceptions and increase consumer purchasing interest. Companies that actively promote sustainability values not only broaden consumer awareness but also create a trend toward green consumption within society. In fact, advertisements or promotions packaged with a strong environmental narrative can influence consumers who were initially unconcerned to become more interested in trying green products.

In addition to marketing campaigns, support from educational institutions, the mass media, and environmental organizations also contribute to shaping consumer perceptions and behavior. Counseling, workshops, or news coverage about the importance of protecting the environment can increase public understanding of the benefits of choosing environmentally friendly products. With the encouragement of information from various parties, consumers perceive that green behavior is not just an individual act but also part of a broader collective movement. This creates a social effect that strengthens consumers' decisions to choose environmentally friendly products.

Finally, these external factors demonstrate that green consumer behavior is influenced not only by personal awareness but also by social norms, peer pressure, and marketing strategies that shape their preferences. In Bandung, where public awareness of environmental issues continues to rise, the existence of green communities, government

campaigns, and promotions from local companies can be powerful drivers for the emergence of more consistent green consumers. Therefore, strengthening external factors through collaboration between various parties is key to expanding green consumption behavior in the community.

3. Environmental Awareness Factor

The level of environmental awareness is a crucial factor determining consumer behavior in choosing environmentally friendly products. This awareness encompasses an understanding of the negative impacts of human activities on the environment, such as pollution, climate change, and the accumulation of plastic waste, which encourages consumers to be more selective in choosing products. Consumers with a high level of awareness tend to view every purchasing decision as a contribution to environmental preservation, thus they prefer products that produce minimal waste, use natural materials, or are recyclable.

Furthermore, environmental awareness is also closely linked to moral motivation and an individual's sense of responsibility towards future generations. Many consumers feel that choosing environmentally friendly products is part of their role as good and caring citizens. For example, the decision to purchase local, organic products is based not only on health benefits but also on reducing the carbon footprint of long-distance transportation. Thus, consumer motivation is not solely economic, but also based on ethical and social values developing within society.

In Bandung, increasing environmental awareness is evident in the emergence of various green community movements and sustainable lifestyle trends among young people. Consumers with a better understanding of environmental issues demonstrate a more consistent preference for environmentally friendly products, even though these products are sometimes more expensive. This demonstrates that environmental awareness can be a key driver in developing green consumer behavior that is not merely temporary but also sustainable.

Challenges in Choosing Eco-Friendly Products

1. High Prices

High prices are one of the biggest challenges in encouraging consumers to switch to eco-friendly products. Many consumers assume that green products are more expensive because they use high-quality raw materials, are produced to sustainable standards, or undergo environmental certification processes that require additional costs. This factor often makes consumers, especially those from the lower middle class, feel pressured to make eco-friendly products their primary choice in their daily consumption. Thus, despite awareness of the importance of protecting the environment, limited purchasing power remains a barrier to consistently implementing green consumption behaviors.

Furthermore, the perception of high prices is also influenced by direct comparisons with cheaper and more accessible conventional products. Conventional products are often mass-produced using cheaper synthetic materials, allowing them to be sold at lower prices. This creates a dilemma for consumers who want to care about the environment but also have to consider their financial situation. Some consumers even feel that the additional benefits of

eco-friendly products, such as longer durability or positive health impacts, are not worth the initial price they must pay.

Furthermore, high price perceptions can influence the perceived value of eco-friendly products. Consumers who don't fully understand the long-term benefits—both in terms of health and environmental sustainability—tend to view green products as simply expensive items with no real added value. This creates a psychological barrier that slows the growth of the eco-friendly product market in Bandung. Therefore, efforts are needed from producers and the government to provide education and more affordable pricing strategies, so that green products can be more widely accessible to people from various socioeconomic groups.

2. Lack of Information

The lack of information about eco-friendly products is a significant challenge in encouraging green consumption behavior. Many consumers in Bandung are still confused about distinguishing between truly eco-friendly products and those that simply use the green label as a marketing strategy (greenwashing). Unclear information on packaging, such as official certification or detailed ingredients, makes it difficult for consumers to assess the authenticity of eco-friendly claims. This situation creates doubt in purchasing decisions, leading consumers to prefer conventional products with known quality.

Furthermore, limited consumer literacy regarding environmental issues exacerbates this problem. Most consumers still don't understand the meaning of certain labels, such as "eco-friendly," "biodegradable," or "organic certified." For the uninitiated, these terms are often viewed merely as symbols without concrete explanations of their benefits and impacts. As a result, this lack of transparent information fosters distrust of environmentally friendly products and slows the adoption of green consumption.

Furthermore, the lack of clear information also reduces consumers' motivation to seek out more sustainable alternatives. Many consumers assume that buying environmentally friendly products is simply following a trend without understanding the real contribution they can make to the environment. Therefore, public education, product certification regulations, and transparent marketing campaigns are crucial for building consumer trust. With the assurance of clear and accountable information, consumers will feel more confident in choosing environmentally friendly products and be more motivated to incorporate them into their daily lifestyle.

3. Limited Availability

The limited availability of environmentally friendly products is a major obstacle to encouraging green consumption behavior in Bandung. Although interest in environmentally friendly products is growing, many consumers report difficulty finding them in traditional markets or regular retail stores. Eco-friendly products are generally only available in modern shopping centers, specialty stores, or through certain online platforms, resulting in unequal access. This situation limits consumer choice and often leads them to revert to more readily available conventional products.

This limited availability also presents a barrier to making green consumption a daily habit. For some consumers who already have a high environmental awareness, limited access causes inconvenience because they have to make additional efforts to obtain these products.

For example, some consumers must travel outside their area of residence or order online, which incurs additional shipping costs. These barriers prevent eco-friendly products from competing in terms of distribution and accessibility, especially when compared to conventional products that are widely available across various sales channels.

Furthermore, the limited availability of eco-friendly products also indicates that producers and market players have not optimally responded to the potential of the growing green market. Lack of support from the distribution chain, minimal collaboration between producers and retailers, and low investment in expanding the market for green products exacerbate the situation. Therefore, efforts need to be directed at increasing the distribution and promotion of environmentally friendly products to make them more accessible to the wider public. With better accessibility, consumers will have a greater opportunity to integrate environmentally friendly products into their daily consumption patterns.

4. Doubts About Claims

Consumer doubts about "green" or environmentally friendly claims from producers are a significant challenge in encouraging green consumption behavior. This phenomenon, known as greenwashing, refers to the practice of companies conveying messages or labeling their products as environmentally friendly, when in reality, these claims are not entirely true or are merely a marketing strategy. This situation creates skepticism among consumers, especially those who are starting to care about environmental issues, because they worry that their green product choices will not have a real impact on sustainability.

This doubt is further exacerbated by the lack of transparent verification mechanisms for labeling or certification of environmentally friendly products in Indonesia. Consumers often have difficulty distinguishing between products that truly meet environmentally friendly standards and those that simply use the green label for commercial appeal. As a result, consumer trust in manufacturers' claims decreases, which in turn reduces their motivation to purchase green products, even if they are already highly environmentally conscious.

Furthermore, distrust of green claims also impacts the long-term relationship between consumers and manufacturers. Consumers who feel deceived or disappointed by greenwashing practices tend to be reluctant to make repeat purchases and may even spread negative opinions through word of mouth and social media. This is certainly detrimental to companies truly committed to sustainable practices, as the overall image of green products is tarnished. Therefore, clear regulations, official certification, and transparency from manufacturers are needed to ensure consumers are confident that the products they consume truly contribute positively to the environment.

CONCLUSION

This study shows that green consumer behavior in Bandung is formed by a combination of environmental awareness, personal values, and perceptions of the quality of environmentally friendly products. Consumers tend to choose green products for health and environmental reasons, although they also consider the effectiveness and durability of the products. These findings suggest that green consumer motivation is not only functional, but also based on moral values and social responsibility for environmental sustainability. In addition to internal

factors, this study also found that external influences such as family environment, peers, and marketing campaigns play a significant role in shaping green consumption behavior. Social support and information provided through media, communities, and advertising can strengthen consumers' confidence in choosing environmentally friendly products. However, these external factors are not yet fully optimal due to obstacles such as limited access, limited distribution, and product information that is not always transparent, thus raising consumer doubts about environmentally friendly claims. The main challenges in choosing green products in Bandung include relatively high prices, limited product availability on the market, lack of clear information, and the phenomenon of greenwashing that reduces consumer trust. Therefore, this study emphasizes the importance of the role of producers, government, and communities in expanding distribution, providing transparent education, and designing more affordable pricing strategies. Thus, green consumer behavior in Bandung City can further develop and contribute significantly to efforts to realize sustainable consumption.

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