P-ISSN: 2964-0121
E-ISSN: 2963-3699
Homepage: https://return.publikasikupublisher.com/index.php/return

BRIDGING INTENTION-BEHAVIOR GAP ON GREEN PRODUCTS CONSUMPTION

Waluyo Budi Atmoko[1*] , Finisha Mahaestri Noor [2], Ariefah Yulandari [3]
Setia Budi University, Surakarta, Indonesia[1,2,3]
waluyobudiatmoko@setiabudi.ac.id[1], finishanoor@setiabudi.ac.id[2], yolan_fe@setiabudi.ac.id[3]

PAPER INFO
Received: 02-02-2023
Revised: 10-02-2023
Approved: 26-02-2023

ABSTRACT
The issue of green consumerism has been extensively researched, but its impact on the growth of the green product market is small. This happens because intentions that did not manifest in behavior. Emotions had the potential to encourage individuals to carried out the intended behavior. Therefore intentions that reinforced by emotions will soon turn into behavior. The research was conducted with an experimental design. The results show that emotions strengthen the relationship between behavioral intentions to buy and green products buying behavior. Research findings became valuable input for the creation of a green product marketing communication strategy. Giving advertising exposure with emotional appeal was expected to change intention to buy green product to actual purchases.

Keywords: *Green Products; Buying Behavior; Intention To Buy Behavior; Emotions*

INTRODUCTION

Most human problems and the destruction of nature are rooted in consumption (Dauvergne, 2010; Gregory-Smith et al., 2013). This issue has encouraged human awareness about the importance of consuming ethically. Ethical consumption centers on ethical buying behavior. One form of ethical buying behavior is green product buying behavior. Green product buying behavior is central to green consumerism. Green consumerism is defined as a movement to buy and sell goods that are beneficial for improving the quality of human life and the environment.

Various models of explanatory green buying behavior have been tested to predict green product buying behavior. However, the green product market segment is still a niche market segment. This reality indicates: academic studies on green consumption are weak in conceptualization and methodology. The basic arguments are: first, conceptually, most studies on green consumption assume that consumers are rational (Antonetti, 2013; Elliott, 1998) and make decisions through a linear process (Antonetti, 2013). Second, methodologically the scale used to measure green values and beliefs tends to be biased, so it has low validity (Antonetti, 2013). The logical consequence: the prediction of green consumption behavior is weak (Antonetti, 2013).

The phenomenon of green products buying behavior does not develop because consumers who say they will buy green products do not carry out their intentions. Therefore, there is a gap between intention and behavior (Carrington et al., 2010). Ajzen and Madden (1986) stated: behavior often does not occur because there is a time lag between the intention that arises and the behavior. The long time span since the arise of the intention until the behavior occurs, allows the occurrence of a number of events that will weaken translation intention into behavior. Therefore, in order to bridge the gap between intention and behavior, the transition period from intention to behavior should be shortened (Ajzen & Madden, 1986).

Zajonc (Zajonc, 1980) in his theory of emotion states that the immediacy characteristics of emotions can play an important role in overcoming the inaction of an action. Someone who is angry, spontaneously hits or someone who experiences happiness spontaneously hugs, is a picture of an immediate reaction of emotion. In line with Zajonc (Zajonc, 1980), Loewenstein and Lerner (Loewenstein & Lerner, 2003) identify immediate emotion as one of the explanations for decision making. Emotions arise immediately as a result of anticipated and incidental influences.

This thinking further strengthens the notion of the important role of emotions in driving purchase decision making. The immediacy characteristic of an emotion has a strong potential to

encourage individuals do not to delay their intended buying behavior. Therefore, the intention that has been formed, with emotional reinforcement is expected to soon turn into buying behavior.

Green Products Buying Behavior

Green products are products related to a sense of security, do not cause negative impacts on human health, and do not damage the environment. Green product buying behavior can be defined as decisions, purchases, and experiences of consuming green products that are influenced by safety and environmental considerations (Bray et al., 2011; Oh & Yoon, 2014).

In the perspective of cognitive theories (TRA and TPB), behavior is a function of salient beliefs (Ajzen, 1991; Ajzen & Madden, 1986; Dharmmesta, 1998) . The cognitive process starts from exposure of stimuli in the form of events or ideas that form cognition that manifests in the form of behavioral beliefs. This belief then evokes feelings as a result of evaluating behavioral attributes from the most unpleasant to the most pleasant. The evaluation conditioning the formation of behavioral intentions (Assael, 2005, p. 216). If there is no time constraint, the intention becomes actual behavior. Behavior occurs following a linear process.

In fact, in the realm of green consumption, the intention to buy green products does not lead to the green products buying behavior. Researchers on the phenomenon of ethical buying behavior have long suspected the weak role of intention as a predictor of behavior (Antonetti, 2013; Carrington et al., 2010), so that when there is a long transition period, intentions are easy to change. Ajzen and Madden (1986) and Ajzen (1991) stated, although the Theory of Planned Behavior (TPB) successfully predicts behavior, there are still a number of fundamental problems related to the conditions that restrict the validity of the theory that have not been resolved. This condition relates to the transition from verbal responses to actual behavior. Kotler and Keller state that the behavioral intentions that are formed are very likely to change with the presence of other people's attitudes and unanticipated factors. Unanticipated factors are situational in which the behavior occurs (Kotler & Keller, 2016, p. 199). Grimmer and Miles divide situational factors into: situational context and shopping context. They tested and found that the situational context and the shopping context moderated the relationship between planning implementation intentions and pro-environmental behavior (Grimmer & Miles, 2017).

The presence of a number of constructs between this intention and attitude, caused the intention is not immediately implemented. Therefore, in order to defend behavioral intentions, there must not be a long lag between intention and behavior.

Behavioral Intention buy Green Products

In line with the green products buying behavior, the behavioral intention to buy green products is defined as the intention to decide, buy, and consume green products which is influenced by safety and environmental considerations (Bray et al., 2011; Oh & Yoon, 2014).

In addition to the presence of other people's attitude factors and unanticipated factors, someone cancels consuming green products can be caused by a number of factors. First, in general, green products (eg environmentally friendly products, safe products for health) are expensive (Hassan et al., 2016), so for certain consumer segments, this arise a price sensitivity problem (Bray et al., 2011). Second, someone who has the intention to consume ethical products may cancel the purchase due to lack of information about availability and the procedure for obtaining them, so they are forced to re-consume generic products. During the transition between purchase intention and actual buying behavior, individuals interact physically and socially with their environment. Interaction with these environmental factors raises the possibility of occurrence of events that weaken intention and influence purchase decision making. In a situation like this, emotions with their immediate or instantaneous characteristics have the potential to accelerate the change of intention into behavior, thereby preventing the occurrence of events that would weaken the intention to buy ethically.

Emotion

Bagozzi et al. (1999) defines emotion as a person's mental readiness that arises from cognitive assessments of events or thoughts, is described physiologically (in gestures, facial expressions), and causes certain actions depending on the meaning of the person experiencing it. There are two kinds of emotions: positive emotions and negative emotions. Positive emotions

arise in the form of: satisfaction, joy, pleasure, pride, attention, or love. Behavioral responses to the emergence of positive emotions can be realized in the form of: intentions to maintain, improve, share, or enjoy the outcome (Bagozzi et al., 1999). Negative emotions include: dissatisfaction, anger, fear, worry, anxiety, shame, guilt, sadness, disappointment, disgust/disgust, or regret. Negative emotions can cause behavioral responses in the form of an intention to avoid unpleasant results or reinterpret threats, intentions to stop, cancel damage, seek help or support, reduce the outcome of actions, re-evaluate, or redouble the efforts that have been made so far. In a number of studies, negative emotions (feelings of guilt for buying environmentally damaging products) were reported to be more effective in conditioning the formation of ethical behavior (Antonetti & Maklan, 2014; Gregory-Smith et al., 2013).

Emotion is a state of affect. There are three affective states: attitude, emotion, and mood (Bagozzi et al., 1999). Emotion is an affective state that has an object. The object of emotion is intention (Clore & Ortony, 2000; Clore & Palmer, 2009). In consumer behavior research, it is generally accepted that intention is a proxy for behavior, so that effort to predict behavior enough to do with predicting intention alone. Therefore, we can deduce that emotions have behavioral objects. This can be interpreted: the end of emotion is behavior.

In his debate with Lazarus about which affect or cognition comes first in the formation of behavior (Lazarus, 1984), Zajonc (1980) hold belief that emotion is the beginning of behavior. Therefore, behavior is a function of affect. Furthermore, Zajonc (1980) states: emotions have important characteristics, namely immediacy or instantaneously. This characteristic explains why people exposed to emotions can take immediate action without consideration (Zajonc, 1980).

Loewenstein and Lerner (Loewenstein & Lerner, 2003) also identified two types of emotional constructs that influence decision making, namely immediate emotions and expected emotions. This immediate emotion is relevant to the immediacy characteristic of emotion as theorized by Zajonc (Zajonc, 1980). The "immediate" characteristic of this emotion has the potential to accelerate the transition from the intention to buy green products to green products buying behavior. This explanation leads to the hypothesis:

H1: Emotions moderate the relationship between behavioral intentions to buy green products and green products buying behavior.

RESEARCH METHOD

Research Model

The model of the relationship between the constructs of behavioral intention to buy green products, emotion, and green products buying behavior can be shown in Figure 1.

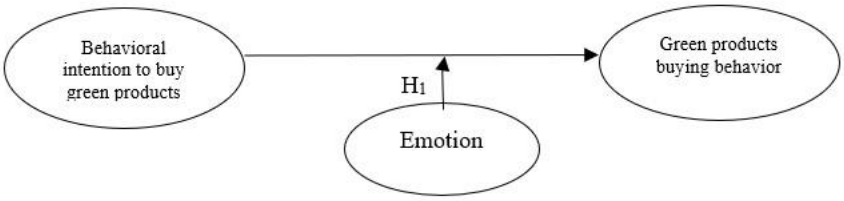

Figure 1
Research Model

Theoretically, the long transition period between the intention to buy green products and the green products buying behavior has been the reason why the intention to buy green products does not manifest the green products buying behavior. Gap try to overcome by including an emotional construct as a moderator of the relationship between behavioral intentions to buy green products and green products buying behavior.

The focus of the research was identified and examined the significance of the role of emotions in strengthening the relationship between intentions and behavior. This implied the importance of the strength of the causal relationship between constructs in the model under test.

Therefore, the research design that was relevant to these needs was an experiment. The experimental design was widely known to be superior in internal validity, which was strong in causality between research variables (Nahartyo, 2012, p. 30). The experimental design according to the model was the post-test control group design. The experimental stages was described in Table 1.

Table 1
Experimental stages

Stages	Procedure		Purpose
	Control group	Experiment group	
1	*Random assignment* (R)	*Random assignment* (R)	Controlling the threat of subject characteristics to internal validity.
2	Without treatment	Treatment (advertisements exposure about the dangers of consumed plastic) (X)	Observing behavior changes
3	*Posttest* (the decision did not to consume plastic) (O)	*Posttest* (the decision did not consumed plastic) (O)	Measuring the behavior of di not consumed plastic .

Symbolically, the research design forms a 2×1 factorial design:

Control group:	R		O
Treatment group:	R	X	O

Figure 2
Experiment Design

R= random assignment
X= exposure
O = observation

Variables Measurement

Green product buying behavior

Green product buying behavior could be defined as decisions, purchases, and experiences of consuming green products that were influenced by safety and environmental considerations (Bray et al., 2011; Oh & Yoon, 2014). Green product buying behavior was measured by buying or not buying green products. Therefore, the appropriate measurement scale was a nominal scale because the data are categorical data (buying or not buying green products).

Behavioral intention to buy green products

Behavioral intention to buy green products was defined as the intention to decide, buy, and consume green products which was influenced by safety and environmental considerations (Bray et al., 2011; Oh & Yoon, 2014). Behavioral intention to buy green products were measured by a five-point Likert scale based on indicators: (1) intentions as wants, (2) intentions as expectations, and (3) intentions as plans (Soderlund & Ohman, 2005). The measurement of behavioral intention to buy green products could be shown in Table 2.

Table 2
Measurement of behavioral intention to buy green products

Statement	Respon				
	Strongly disagree	Do not agree	Just agree	Agree	Strongly agree
I plan to buy green products	---	---	---	---	---
I hope to buy green products	---	---	---	---	---
I want to buy green products	---	---	---	---	---

Emotion

Emotion could be defined as a person's mental readiness that arose from cognitive assessments of events or thoughts, was described physiologically (in gestures, facial expressions), and caused certain actions depend on the meaning of the person experienced it (Bagozzi et al.,1999). Emotions were measured based on the presence of positive/negative emotions in response to advertising video stimuli exposure.

Method of Data Collection

Data collected through experiments, where exposure to emotional stimuli was manipulated in the form of advertisements about the dangers of consuming plastic for the safety of human, animal, and the environment. The experiment was carried out in a special room, and the behavior was measured when participants determine the choice did not to use plastic (choose paper cups) or use plastic (choose plastic cups) after stimuli exposure. As a thank you has participated in the study, the participants were welcome to choose snacks and drinks. Drinks were provided with a choice of paper cups and plastic cups.

Experimental Protocol Participant

Participants were subjects who get manipulation or treatment independently of other subjects (Lazarus, 1984). The participants were students of Setia Budi University.

Manipulation check

Manipulation check of emotional stimulus were intended to determine the effectiveness of emotional stimulus in changing the purchase intention of green products into buying behavior of green products. Manipulation check of emotional stimulus were manifested in the form of advertisements about the dangers of consuming plastic for health and the preservation of the natural environment. Behavioral responses were measured using a five-points Likert scale. The agree/disagree responses were measured using the questionnaire shown in Table 3: "After watching the video, give your response to the following statement:"

Table 3
Questionaire of check manipulation

Statement	Respon (give ☑ sign)
I will not use plastic packaging anymore	☐SD ☐ DA ☐ JA ☐A ☐ SA

The effectiveness of advertising stimuli was identified by the significant difference between the agree and disagree groups using plastic packaging. Manipulation checks were carried out on 30 participants who were given a video advert showing the dangers of consuming plastic. The difference between the agree and disagree groups using plastic packaging tested using the Binomial test. The results of the Binomial test were presented in Table 4.

Table 4
The result of Manipulation checks

Group	N	Proportion	Proportion test	P
The group agree with the advertising message	27	0,90	0,50	0,000
The group did not agree with the advertising message	3	0,10		

Source: primary data that has been processed (2019).

Table 4 explained that there was a significant difference between the proportion of participants who agree with advertising message did not consume plastic packaging and did not agree to consume plastic packaging. So it could be concluded that the video advertising about the dangers of consuming plastic was effective in influencing participants did not consumed plastic.

Pilot Test

A pilot test was an experiment run an experiment with a small number of participants. The pilot test aimed to determine whether the overall experiment was plausible (Cozby et al., 2012, p. 194). The pilot test involved 40 participants.

Prior to the pilot test conducted, participants were measured their intention to buy green products. After the intention measurement, given one week lag time to simulate the existence of a time span between intention and behavior. The pilot test was carried out by dividied the participants into two groups based on a random assignment procedure

Twenty participants in the treatment group (given exposure of emotional stimulus in the form of video advertising) and 20 participants in the control group (not given exposure of emotional stimulus in the form of video advertising). The treatment group was asked to watch a video with repeated 3 times. The control group was only invited to discuss the environment preservation issues.

After finished the video showing in the treatment group and discussion in the control group, participants were asked to write their responses in the form of their opinions on a piece of paper after seeing the video/discussion on environmental issues. Researchers categorized the responses into positive or negative emotional responses. These positive and negative emotional responses were used as measurement data for emotional constructs. After the pilot test was completed, all participants were invited to take snack and Coca-Cola drinks which were provided in a choice of plastic and paper cups.

Green product buying behavior data was nominal data, because it contains a score of 0 (choosing drinks in plastic cups) and 1 (choosing drinks in paper cups). Data were analyzed using binomial logistic regression analysis. The regression mathematical model with the interaction relationship is written as follows:

$$Y = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X1*X2 + e \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots \quad 1)$$

where:
Y= Green product buying behavior
X1= Behavioral intention to buy green product
X2= Emotion
β 1-β3= Regression coefficients
β0= Regression constant
Logistic regression analysis was performed by bootstrapping up to a sample size of 1000. The results of the pilot test were shown in Table 5.

Table 5
The result of Pilot test

Konstruk	Determination coefficient		Significance test of model	Significance test of regression coefficient
	Cox&Snell RSquare	Nagelkerke RSquare	Hosmer&Lemeshow Test	
Intention	0,127	0,171	0,487	0,033*
Interaction	0,187	0,247	0,741	0,011*

* significant at significance level: 0,05.

Table 5 explained the interaction relationship between emotional construct and behavioral intentions to buy green products construct (moderation): first, moderation had a coefficient of determination Nagelkerke R Square of 0.247 (Cox & Snell R Square = 0.187). It meant that intentions and emotions together explained the variation in green products buying behavior by 24.7 percent, the rest (75.3 percent) was explained by other variables that did not accommodated in the model. Second, the significance value of the Hosmer & Lemeshow test is 0.741. These results conclude: the model was significant for predicting green product buying behavior. The step three of regression coefficient values of interaction (moderation) are 0.011 ($p < 0.50$). So it could be concluded that emotional stimulus moderates the relationship between behavioral intentions to buy green products and green products buying behavior.

The results of the pilot test shown that the experiment run according to plan, where emotions moderated the relationship between behavioral intentions to buy green products and green

products buying behavior. Based on these results, the actual experiment was expected to run in accordance with what has been produced in the pilot test.

Experiment

The experiment was carried out with the same procedure as in the pilot test. Before the experiment was carried out, participants were measured their intention to buy green products. After the intention measurement, given a one week lag time to simulate the existence of a time span between intention and behavior. The experiment was carried out by dividing the participants into two groups. Participants were divided into two groups using a random assignment procedure. This is important to be done to avoid a confounding effect. There were 84 participants divided into two groups. The treatment group consisted of 42 participants (given the video exposure) and the control group consisted of 42 participants (not given the video exposure).

The course of the experiment was guided by the researcher based on the guidelines that had been prepared. The treatment group was given a video advertising about the dangers of consuming plastic. The video show was repeated 3 times to create a link between the unconditioned stimulus (endorser artist) and the conditioned stimulus (message not to consume plastic).

The control group was invited to enter another room and only invited to discuss environmental issues. Discussions were guided by trained moderators. The two groups were separated in separate rooms in order to prevent diffusion effects and to avoid demand characteristic bias. After finished the display of advertising stimuli in the treatment group and discussion in the control group, participants were asked to write down their opinions on a piece of paper about video stimulus in treatment group or special issues in control group. This opinion was further classified into positive or negative emotional responses and used to measure emotional constructs.

RESULTS AND DISCUSSION

The Result of Analysis

After the experimental session was over, as a thank you for participated in the experiment, both groups were invited to take snacks and Coca-Cola drinks. Drinks are poured in paper and plastic cups. Researchers noted the choice of drinking glass as a measure of green products buying behavior. The choice of paper cups was given a score of 1 and plastics were given a score of 0. The data were analyzed using binomial logistic regression analysis by bootstrapping up to a sample size of 1000. The experimental results were shown in Table 6.

Table 6
The Result of Analysis

Construct	Determination coefficient		Significance test of model	Significance test of regression coefficient
	Cox&Snell RSquare	Nagelkerke RSquare	Hosmer&Lemeshow Test	
Intention	0,629	0,839	0,361	0,001*
Interaction	0,636	0,848	0,478	0,001*

* significant at significance level: 0,05.

Source: primary data that has been processed (2019).

Table 6 explained the interaction relationship between emotional construct and behavioral intention to buy green products construct: first, moderation has a coefficient of determination Nagelkerke R Square of 0.848 (and Cox & Snell R Square = 0.636). It meant that intentions and emotions together explained the variation in green products buying behavior of by 84.8 percent, the rest (15.2 percent) is explained by other variables not accommodated in the model. Second, the significance value of the Hosmer & Lemeshow test is 0.478. These results conclude: the model was significant for predicting green product buying behavior. The step of three of regression coefficient values of the interaction relationship (moderation) are 0.001 ($p < 0.50$). The coefficient of determination of the relationship between behavioral intentions to buy green products and

green products buying behavior is 0.839 (Nagelkerke R square) and this value increases after interaction occured between behavioral intentions to buy green products and emotions, so it could be interpreted: emotions strengthen the relationship between behavioral intentions to buy green products and green products buying behavior. So it could be concluded that emotional construct moderated the relationship between behavioral intentions to buy green products and green products buying behavior. The hypothesis was supported.

Discussion

An important result of the study: behavioral intentions to buy green products are reinforced by immediate emotions that arose from exposure to advertisements that could encourage green products buying behavior. This fact is in line with the theory proposed by Zajonc (1980), in which the immediacy of emotions plays an important role in the formation of behavior. The statement by Loewenstein and Lerner (2003) that immediate emotion is one of the important components of emotion that condition the formation of decisions is supported by research facts.

This study answers the doubts of scholars about the failure of a number of models that predict the green products buying behavior. These doubts are related to the assumption of linearity of the relationship between constructs in the model and the use of a measurement scale that has low validity (Antonetti, 2013). The answer to the linearity problem: the influence of emotion (affect) on behavior was theorized in Pavlov's classical conditioning. Classical conditioning theory is still effective today. This is evident from the widespread use of advertising in encouraged consumers to buy. The weakness of classical conditioning theory is that the mechanism of the influence of affect on behavior has not been fully explained. In order to find an explanation of the influence of emotions on behavior in the context of green product consumption, research is succeed in confirming the moderating role of emotions in the linear relationship between intentions and behavior. The existence of emotions and their role in moderating the relationship between intention and behavior indicated the relationship between intention and behavior is nonlinear.

The answer was related to the measurement scale: the research used a behavioral measurement method based on direct observation. The advantage of this measurement method is that the research results are free from social desirability bias, so that the measurement result are free from issues of validity and reliability of measurement instruments. This research hypothesis is tested based on experimental research design, result in strong internal validity. Strong internal validity is a guarantee of the strong causality relationship between constructs in the explanatory model of the phenomenon of buying green product behavior. The moderating role of emotion in the relationship between intention and behavior is expected to provide a solution to the problem of not developing market share for ethical products that promote sustainability and environmental sustainability.

CONCLUSION

The results of the data analysis concluded: emotions strengthen the relationship between behavioral intentions to buy green products and green products buying behavior. Limitations and Suggestions for Future Research: This study manipulates emotions using only video. In everyday reality, emotional responses can be generated by various stimuli, for example real events (exploding cases of Covid 19 infection after the Eid holiday, ethics in consuming which is framed by citing religious values). Therefore, future research can explore various stimuli that cause emotional responses in order to accelerate the realization of actual green product buying behavior.

The results of this study can be input for interested parties: 1) For marketers of green products, the use of advertising that stimulates emotional responses in their promotional campaigns can encourage customers to immediately realize the actual purchase of green products. The immediate realization of product purchases will encourage the demand for green products. The higher level of demand will increase the market share of green brands. 2) For the government and environmental conservation activists, this emotional construct can be an inspiration/input in order to design an effective strategy for implementing environmental conservation programs to

encourage people to be more concerned with environmental sustainability and the sustainability of future generations.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. Google Scholar

Ajzen, I., & Madden, T. J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of Experimental Social Psychology*, *22*(5), 453–474. Google Scholar

Antonetti, P. (2013). *The Myth of the Ethical Consumer. By Timothy M. Devinney, PatAuger and Giana M. Eckhardt. Cambridge University Press, Cambridge. 2010. xvii+ 240 pp.£ 58.00.* Google Scholar

Antonetti, P., & Maklan, S. (2014). Feelings that make a difference: How guilt and pride convince consumers of the effectiveness of sustainable consumption choices. *Journal of Business Ethics*, *124*, 117–134. Google Scholar

Assael, H. (2005). *Consumer Behavior A Strategic Approach (2005 Indian*. Dreamtech Press. Google Scholar

Bray, J., Johns, N., & Kilburn, D. (2011). An exploratory study into the factors impeding ethical consumption. *Journal of Business Ethics*, *98*, 597–608. Google Scholar

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behavior of ethically minded consumers. *Journal of Business Ethics*, *97*, 139–158. Google Scholar

Clore, G. L., & Ortony, A. (2000). Cognition in emotion: Always, sometimes, or never. *Cognitive Neuroscience of Emotion*, 24–61. Google Scholar

Clore, G. L., & Palmer, J. (2009). Affective guidance of intelligent agents: How emotion controls cognition. *Cognitive Systems Research*, *10*(1), 21–30. Google Scholar

Cozby, P. C., Bates, S., Krageloh, C., Lacherez, P., & Van Rooy, D. (2012). *Methods in behavioral research*. Google Scholar

Dauvergne, P. (2010). The problem of consumption. *Global Environmental Politics*, *10*(2), 1–10. Google Scholar

Dharmmesta, B. S. (1998). Theory of planned behaviour dalam penelitian sikap, niat dan perilaku konsumen. *Kelola*, *7*(1998). Google Scholar

Elliott, R. (1998). A model of emotion-driven choice. *Journal of Marketing Management*, *14*(1–3), 95–108. Google Scholar

Gregory-Smith, D., Smith, A., & Winklhofer, H. (2013). Emotions and dissonance in 'ethical'consumption choices. *Journal of Marketing Management*, *29*(11–12), 1201–1223. Google Scholar

Grimmer, M., & Miles, M. P. (2017). With the best of intentions: a large sample test of the intention-behaviour gap in pro-environmental consumer behaviour. *International Journal of Consumer Studies*, *41*(1), 2–10. Google Scholar

Hassan, L. M., Shiu, E., & Shaw, D. (2016). Who says there is an intention–behaviour gap? Assessing the empirical evidence of an intention–behaviour gap in ethical consumption. *Journal of Business Ethics*, *136*, 219–236. Google Scholar

Kotler, P., & Keller, K. L. (2016). *Marketing management-15e. essex, england*. Pearson education. Google Scholar

Lazarus, R. S. (1984). *On the primacy of cognition.* Google Scholar

Loewenstein, G., & Lerner, J. S. (2003). *The role of affect in decision making.* Google Scholar

Nahartyo, E. (2012). Desain dan implementasi riset eksperimen. *Yogyakarta: UPP STIM YKPN*. Google Scholar

Oh, J., & Yoon, S. (2014). Theory-based approach to factors affecting ethical consumption. *International Journal of Consumer Studies*, *38*(3), 278–288. Google Scholar

Soderlund, M., & Ohman, N. (2005). Intentions are plural: Towards a multidimensional view of intentions in consumer research. *ACR European Advances*. Google Scholar

Zajonc, R. B. (1980). Feeling and thinking: Preferences need no inferences. *American Psychologist*, *35*(2), 151. Google Scholar