

**ANALYZING THE PURCHASE INTENTION OF TUMBLER BY MILLENNIAL
GENERATION IN MANADO***ANALISIS INTENSI PEMBELIAN TUMBLER OLEH GENERASI MILENIAL DI MANADO*

By:

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Abstract: The use of excessive plastic bottles is one of the causes of environmental problems. Social marketing is used as a strategy to change individual behavior towards sustainable consumption that does not damage the natural environment. One of the environmental care behaviors that is expected to minimize environmental problem due to plastic bottles which is using tumbler as the environmentally friendly products. This research aims to analyzing the purchase intention of tumbler by millennial generation in Manado using the Theory of Planned Behavior model (Attitude, Subjective Norms, Perceived Behavioral Control). This study uses quantitative method with causal analysis. Questionnaire is used to collect the data. This research derived and examined the model through multiple linear regression model in a sample of 150 millennials respondents in Manado. Finding of this research shows that attitude, subjective norms and perceived behavioral control influences purchase intention of tumbler by millennial generation in Manado significantly. From the results, it is recommended for the policy makers related to government and marketers to provide adequate information in campaigning the use of tumbler and educate the millennials about the benefit of tumbler.

Keywords: *theory of planned behavior, purchase intention, tumbler*

Abstrak: Penggunaan botol plastik yang berlebihan adalah salah satu penyebab masalah lingkungan saat ini. Pemasaran social digunakan sebagai strategi untuk mengubah perilaku individu kearah konsumsi berkelanjutan yang tidak merusak lingkungan alam. Salah satu perilaku peduli lingkungan yang diharapkan dapat meminimalkan masalah lingkungan akibat botol plastik adalah menggunakan tumbler sebagai produk ramah lingkungan. Penelitian ini bertujuan untuk menganalisis niat pembelian tumbler oleh generasi milenial di Manado menggunakan model Teori Perilaku Terencana (Sikap, Norma Subjektif, Persepsi Kontrol Perilaku). Penelitian ini menggunakan metode kuantitatif dengan analisis kausal. Angket digunakan untuk mengumpulkan data. Penelitian ini diperoleh dan diuji melalui model regresi linier berganda dengan sampel 150 responden generasi milenial di Manado. Temuan penelitian ini menunjukkan bahwa sikap, norma subyektif dan persepsi control perilaku mempengaruhi niat beli tumbler oleh generasi milenial di Manado secara signifikan. Dari hasil tersebut, direkomendasikan bagi para pembuat kebijakan yang terkait dengan pemerintah dan pemasar untuk memberikan informasi yang memadai dalam mengkampanyekan penggunaan tumbler dan mengedukasi generasi millennial tentang manfaat tumbler.

Kata kunci: *teori perilaku terencana, intensi pembelian, tumbler*

INTRODUCTION**Research Background**

It cannot be denied that the progress of the era as a whole is due to globalization participating in giving a negative impact on environmental sustainability on this earth. Through humanity's huge demand for natural resources and their large-scale exploitation and consumption has resulted in weakening, declining, depletion and even destruction of natural resources. These matters make government, academics, nature lovers and private sector aware of the environment to maintain the balance of nature by producing and consuming environmentally friendly products.

Indonesia has been named one of the world's second largest plastic trash contributors after China. National waste production reaches around 65.8 million tons per year, of which 16 percent is plastic trash. This phenomenon explained how important it is to realize the dangers of excessive plastic trash in Indonesia.

The use of excessive plastic bottles is one of the causes of environmental problems in Indonesia. Plastic material is material that is not easily broken down by soil. That is, the more people dispose of plastic trash, the more fragile the earth will be. Therefore, the use of disposable mineral water in circulation that packaged using bottles made of plastic and serving coffee using plastic cups has become a problem in the environment. These are the problems that causes a lot of plastics bottle trash in Indonesia.

Seeing the problems that occur above, social marketing is used as a strategy to change individual behavior towards sustainable consumption that does not damage the natural environment. One of the environmental care behaviors that is expected to minimize environmental problem due to plastic bottles is part of sustainable consumption which is using tumbler that can be reused. Environmental care behavior can be carried out at the private companies, government, both individuals and households by using environmentally friendly products. The role of the society is the most important to support the programs to reduce the use of plastic bottles. Therefore, purchase intention for environmentally friendly products are needed to reduce plastic bottles in order to maintain the environment.

As an effort to preserve the environment, Manado Government is serious in running a plastic trash reduction program. Head of Dinas Lingkungan Hidup Manado (DLH), Yohanis Waworuntu also invited the Manado society to be able to maintain the environment by making the program successful in reducing plastic trash. As we know, the impact of plastic bottle trash has become one of the leading causes of the flood disaster in Manado.

According to Schmeltz (2012) millennials pay more attention to maintain and have a positive attitude in saving the environment. Therefore, this study focuses on millennial generation consumers. Millennials have great potential to reduce the use of plastic bottles and can be started from small things like using tumbler. So it is important to know the awareness and response of millennials in Manado towards the use of green products in this case the intention to purchase tumbler for sustainable consumption to reduce plastic bottle trash.

The theory widely used to examine the motivation of individuals intention and behavior is the Theory of Planned Behavior (attitude, subjective norms, perceived behavioral control). It is the most popular theoretical framework to explain determinants and antecedents of purchase intention.

Research Problem

Based on the research background, the research problem that likely to be analyzed are:

1. Does Attitude is influence the Purchase Intention of Tumbler by Millennial Generation in Manado?
2. Does Subjective Norms influence the Purchase Intention of Tumbler by Millennial Generation in Manado?
3. Does Perceived Behavioral Control influence the Purchase Intention of Tumbler by Millennial Generation in Manado?
4. Does Attitude, Subjective Norms and Perceived Behavioral Control influence the Purchase Intention of Tumbler by Millennial Generation in Manado simultaneously?

Research Objective

The objective in this research is to identify:

1. If Attitude influence the Purchase Intention of Tumbler by Millennial Generation in Manado.
2. If Subjective Norms influence the Purchase Intention of Tumbler by Millennial Generation in Manado.
3. If Perceived Behavioral Control influence the Purchase Intention of Tumbler by Millennial Generation in Manado.

4. If Attitude, Subjective Norms and Perceived Behavioral Control influence the Purchase Intention of Tumbler by Millennial Generation in Manado simultaneously.

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Keller (2011) marketing is about identifying and meeting human and social needs. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is so basic that it cannot be considered as separate function (American Marketing Association, 2013).

Social Marketing

Luca and Suggs (2013) stated social marketing as a distinct discipline aims to promote behaviors which can benefit individuals as well as the overall society. It is a proven behavior change discipline which has had a profound impact on influencing public behaviors which can not only improve public health, but can also protect the environment, prevent injuries and contribute towards sustainable development within communities (Levinson, Adkins and Forbes, 2010).

Consumer Purchase Intention

According to Shah et al. (2012) purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer. Hawkins and Mothersbaugh (2010) stated traditionally, the term intention is defined as the antecedents that stimulate and drive consumers' purchases of products and services. The more educated a person is, the higher level of discretion he/she will employ in making purchases (Kolibu, Tumbuan and Tasik, 2018). According to Sياهو, Saerang and Tasik (2017) people prefer to purchase a good quality products.

Theory of Planned Behavior

The theory of planned behavior postulates three conceptually independent determinants of intention which are Attitude, Subjective Norms and Perceived Behavioral Control (Ajzen, 1991).

1. Attitude

Attitude is an act based on someone's belief that is learned to give a positive or negative response to an assessment of something given. According to Ajzen (1991), attitude refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. According to Tsen et al. (2006), attitude is among factors that plays a major role in predicting intentions of consumers who will pay for green products.

2. Subjective Norms

Subjective norms is the opinion of an individual that have an influence in one's decision making (Hee, 2000). According to Ajzen (1991) subjective norms refers to the perceived social pressure to perform or not to perform behavior. Ajzen also states that subjective norms are determined by the expectations of others that someone should follow the norms that apply in society.

3. Perceived Behavioral Control

Perceived behavioral control refers to an individual's perceived ease or difficulty in performing a particular behavior (Ajzen, 1991). According to the TPB model, developing perceived behavioral control prior to generating intention is essential. Li et al. (2002) proposed that the perceived affordances were perceptual cues that consumers possessed and used to evaluate products before purchasing.

Previous Research

Maichum, Parichatnon and Peng (2016) studied about the application of the extended Theory of Planned Behavior Model to investigate purchase intention of green products among Thai consumers. The model through structural equation modeling in a sample of 483 respondents in Thailand. The results indicated that environmental concerns have a significant effect on attitude, perceived behavioral control and purchase intention for green products, but subjective norms. Moreover, environmental knowledge had no significant effect on the purchase intention for green products. Instead, it had a distinct indirect effect through attitude towards purchasing green products, subjective norms and perceived behavioral control.

Noermijati, Sunaryo and Aisjah (2018) studied about green product buying intentions among young consumers: extending the application of Theory of Planned Behavior. 326 respondents were interviewed through a survey and the data are analyzed using Structural Equation Modeling (SEM). The findings illustrated that not every explanatory variable influenced the purchase intention toward green products among young consumers. Environmental concern and attitude did not influence the purchase intention toward green products among young consumers.

Zhang et al. (2018) studied about investigating young consumers’ purchasing intention of green housing in China. A total of 241 responses were collected from the questionnaire survey, and structural equation modeling was employed to test the proposed hypotheses. Governmental incentives are affirmed to be the most important determinant, followed by consumers’ attitude toward behavior and subjective norms. Perceived behavioral control is an insignificant determinant for young consumers to purchase GH. In addition, subjective knowledge has an indirect effect through attitude toward behavior. Environmental concern also confirms an indirect effect through attitude toward behavior and subjective norms toward purchasing intention, respectively.

Research Hypothesis

- H1 : Attitude influence the Purchase Intention of Tumbler partially.
- H2 : Subjective Norms influence the Purchase Intention of Tumbler partially.
- H3 : Perceived Behavioral Control influence the Purchase Intention of Tumbler partially.
- H4 : Attitude, Subjective Norms and Perceived Behavioral Control influence the Purchase Intention of Tumbler simultaneously.

Conceptual Framework

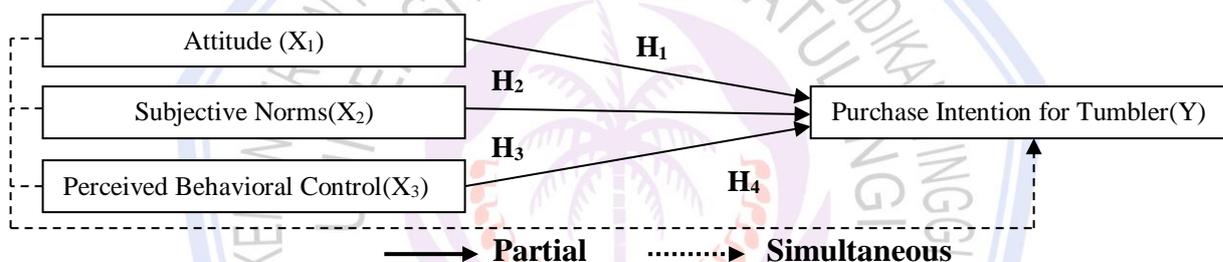


Figure 1. Conceptual Framework
 Source: Data Processed, 2019

RESEARCH METHOD

Type of Research

This research is using a quantitative approach with causal analysis. According to Sugiyono (2013) the purpose of quantitative research is to show relationships between variables, test theories and and look for generalizations that have predictive value.

Population, Sample and Sample Technique

The population of this study are millennial generation in Manado. The sample of the research are 150respondents of millennials in Manado. The technique of determining the sample used in this study is Non Probability Sampling with Quota Sampling method.

Data Collection Method

Primary and secondary data are used as the sources of data in this study. The primary data is the questionnaire data from the respondents. Secondary data collected for some purpose other than the problem that gain from books, articles, journals and relevan literature from library and internet.

Operational Definition of Research Variable**Table 1. Operational Definition of Research Variables**

Variable	Definition	Indicator
Attitude (X ₁)	Attitude is an act based on the young people's beliefs that are learned, to give a positive or negative response to environmental issues.	Safe, Important, Favorable, Good idea, Comfortable, Interesting
Subjective Norms (X ₂)	Subjective Norms is the opinion of an individual that have an influence in the young people's decision making.	Family, Close friends, Social media, Government
Perceived Behavioral Control (X ₃)	Perceived behavioral control is the perception of ease or difficulty in performing an environmentally friendly behavior.	Confident, Capable, Have time, Have Willingness, Encourage
Purchase Intention (Y)	Purchase intention is the willingness to buy an environmentally friendly product.	Available, Use, Recommend, Possibility

Source: Data processed and Journals, 2019

Data Analysis Method**Validity and Reliability**

Validity test aims to examine whether questionnaires as research instruments are appropriate for measuring indicators in research. To test the validity of the data used Value Pearson Correlation are used to test the validity of the data. Reliability test on the questionnaire needs to be done to ensure the answers in the questionnaire used in this research are consistent and accurate. To test the reliability of the data used Cronbach Alpha.

Multiple Linear Regression Analysis

This analysis used when one dependent variable which is presumed to be a function of two or more independent variables. The objective of this analysis is to make a prediction about the dependent variables based on its covariance with all the concerned independent variables. The regression equation is as follows:

$$PI = \beta_0 + \beta_1 A + \beta_2 SN + \beta_3 PBC + \varepsilon$$

Where:

PI = Purchase Intention of Tumbler (Dependent Variable)

A = Attitude

SN = Subjective Norms

PBC = Perceived Behavioral Control

β_0 = Constant

$\beta_1, \beta_2, \&\beta_3$ = The regression coefficient of each variable

ε = Error

RESULT AND DISCUSSION**Result****Table 2. Validity Test**

		Attitude	Subjective Norms	Perceived Behavioral Control	Purchase Intention
Attitude	Pearson Correlation	1	.511**	.619**	.714**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
Subjective Norms	Pearson Correlation	.511**	1	.515**	.565**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
Perceived Behavioral Control	Pearson Correlation	.619**	.515**	1	.709**
	Sig. (2-tailed)	.000	.000		.000
	N	150	150	150	150
Purchase Intention	Pearson Correlation	.714**	.565**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

** Correlation is significant at the 0.01 level (2-tailed)

Source: Data Processed, 2019

Table 1 shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore, the data is considered valid.

Table 3. Reliability Test Result

Cronbach's Alpha	N of Items
.825	5

Source: Data Processed, 2019

Table 2. Shows that Alpha Cronbach is 0.825 which is above the acceptance limit of 0.6. Therefore, the research instrument is reliable.

Multiple Linear Regression Analysis**Table 4. Multiple Linear Regression Analysis Output**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	-1.283	1.242	
Attitude	.349	.058	.393
Subjective Norms	.139	.049	.169
Perceived Behavioral Control	.319	.055	.379

Dependent Variable: Purchase Intention

Source: Data Processed, 2019

From the result in the table above, the model define as:

$$PI = -1,283 + 0,349 A + 0,139 SN + 0,319 PBC + \varepsilon$$

The multiple linear regression equation can be interpreted as follow:

1. Constant value of -1.283 means that in this condition all the independent variables should not be equals to zero.
2. A's coefficient value of 0.349 means that in this condition of ceteris paribus, if attitude is increased by one scale or one unit, it will improve and increase the purchase intention (PI) by 0.349 unit.
3. SN's coefficient value of 0.139 means that in this condition of ceteris paribus, if subjective Norms is increased by one scale or one unit, it will improve and increase the purchase intention (PI) by 0.139 unit.
4. PBC's coefficient value of 0.319 means that in this condition of ceteris paribus, if perceived behavioral control is increased by one scale or one unit, it will improve and increase the purchase intention (PI) by 0.319 unit.

Testing the Goodness of Fit: Coefficient of Multiple Correlations (R), Coefficient of Determination (R²)**Table 5. Table R and R²**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.644	.637	1.541

Source: Data Processed, 2019

Table 5 shows Multiple Correlation Coefficient (R) generated in model 1 is equal to 0.803 which means it has a very strong relationship. The value of the coefficient of determination (adj R²) is 0.644 or 64.4%. It means that the influence of Attitude(X₁), Subjective Norms(X₂) and Perceived Behavioral Control (X₃) on Purchase Intention is 64.4% and the rest is 35.6% influenced by other variables.

**Classical Assumptions Analysis
Normality**

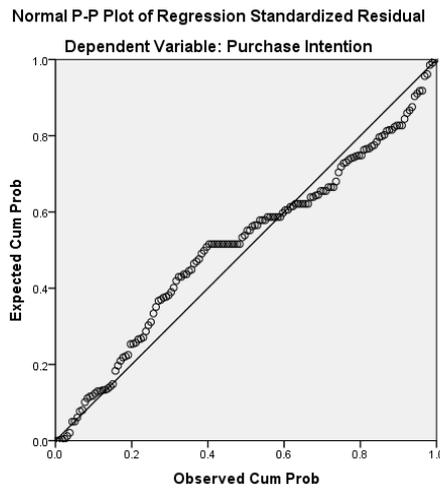


Figure 2. Normality Test Result

Source: IBM SPSS Statistic 22.0 output, 2019

Figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normality.

Multicollinearity

Table. 6 Multicollinearity Test Result

Variables	Tolerance	Variance Inflation Factor (VIF)	Result
Attitude	.566	1.765	No Multicollinearity
Subjective Norms	.675	1.481	No Multicollinearity
Percieved Behavioral Control	.564	1.775	No Multicollinearity

Source: Data Processed, 2019

Table 6 shows that the value of tolerance and VIF. The tolerance value of attitude is 0.566, subjective Norms is 0.675, perceived behavioral control 0.564 means the tolerance value of variable is more than 0.2. The VIF value of all the variables are less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10, so this research is concluded to be free from multicollinearity.

Heteroscedasticity

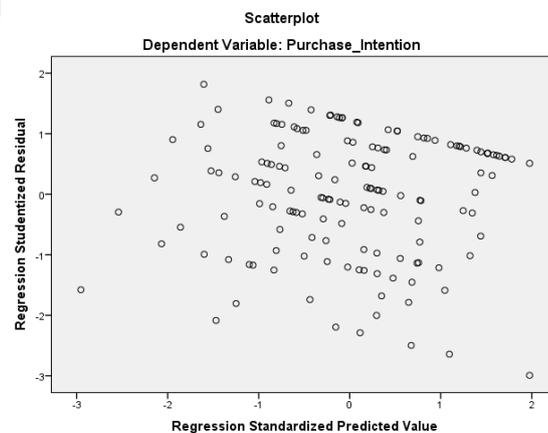


Figure 3. Heteroscedasticity Test Result

Source: IBM SPSS Statistic 22.0 output, 2019

Figure 3 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedascity in this regression.

Hypothesis Test

Table 6. F and T Hypotheses Test

Model	Uji t		Uji F	
Constant	T	Sig	F	Sig
Attitude (A)	6.000	.000		
Subjective Norms (SN)	2.809	.006	88.220	.000 ^b
Perceived Behavioral Control (PBC)	5.758	.000		

Source: Data Processed, 2019

The result of t-teston table 6 shows that the value of A is 6.000 with the level significant of 0.000. since the value of $t_{count} = 6.000 > t_{table} = 1.655$ meaning that H_1 is accepted, it means that attitude (A) partially has a significant effect on purchase intention (PI). The value of SN is 2.809 with the level significant of 0.006. since the value of $t_{count} = 2.809 > t_{table} = 1.655$ meaning that H_2 is accepted, it means subjective norms (SN) partially has a significant effect on purchase intention (PI). The value of PBC is 5.758 with the level significant of 0.000. since the value of $t_{count} = 5.758 > t_{table} = 1.655$ meaning that H_3 is accepted, it means perceived behavioral control (PBC) partially has a significant effect on purchase intention (PI).

The result of F-test is $F_{count}(88.220) > F_{table}(2.60)$. Therefore, since F_{count} is greater than F_{table} , H_4 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

Discussion

From the data that has been calculated above and the results that already exist then will be discussed one by one about the influence of independent variables on dependent variables, that we know the independent variables is attitude, subjective norms, perceived behavioral control and the dependent variables is purchase intention:

1. Attitude on Purchase Intention

In this research, attitude has strongest predictor of purchase intention for tumbler. The questionnaires shows that respondents who agree in the statements about the attitude towards purchasing tumbler most of them also agree in statements about purchase intention of tumbler. The questionnaires shows that statement about the importance of buying a tumbler is to reduce plastic trash, it is the statement that mostly influence millennials decision to purchase tumbler. This shows millennials' are aware of protecting the environment from the dangers of plastic trash. It can be said, millennials realizes that the negative impact of plastic trash is not as big as its function, takes years that the plastic can decompose completely. This indicates that millennials who intend to buy tumbler assess that the attitude towards purchasing tumbler affect the purchase intention of tumbler. The result of the multiple regression analysis shows that there is positive effect of attitude on purchase intention of tumbler.

2. Subjective Norms on Purchase Intention

The result in this research shows that subjective norms influence the purchase intention of tumbler by millennial generation in Manado. The questionnaires shows that respondents who agreed in the statements about the social opinion on the use of tumbler influencing their decision making towards purchasing tumbler, most of them also agreed in statements about purchase intention of tumbler. The result in this research shows that all the indicators has significant effect on purchase intention but item statements about social media and government more influences millennials' decision to buy tumbler rather than the influence of their friends and family, it can be said that millennial generation is more likely to receive information or news about campaigns to protect the environment that shared through social media and affected by the support of government for the use of tumbler. The result of the multiple regression analysis shows that there is positive effect of subjective norms on purchase intention of tumbler.

3. Perceived Behavioral Control on Purchase Intention

The result in this research are the same with the previous research conducted by Maichum et al. (2018) shows that perceived behavioral control has significant positive effects on purchase intention of green products.

Perceived behavioral control refers to an individual's perceived ease or difficulty in performing a particular behavior (Ajzen, 1991). The data obtained from the questionnaire indicate that the millennial generation who intends to buy tumbler considers that the perceived behavioral control affects the purchase intention of the tumbler. The result of the multiple regression analysis shows that there is positive effect of perceived behavioral control on purchase intention of tumbler.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, there are some conclusions based on the result of this research as follows:

1. Attitude has positive and significant effect partially on purchase intention of tumbler.
2. Subjective norms have positive and significant effect partially on purchase intention of tumbler.
3. Perceived behavioral control has positive and significant effect partially on purchase intention of tumbler.
4. All the independent variables which are attitude, subjective norms and perceived behavioral control influence simultaneously affect on purchase intention of tumbler.
5. Attitude is the strongest predictor of purchase intention for tumbler.

Recommendation

Based on the analysis and conclusions from overall result in this research regarding the purchase intention of tumbler by millennial generation in Manado. The researcher makes the following recommendations:

1. Adequate information is needed in stores that sell tumbler, to encourage consumers to believe it and be positive about using tumbler. The stores should also add information about the relationship use of tumbler to save the environment and the danger of plastic bottles for the environment.
2. Share social marketing campaigns through social media, because millennials are more likely to receive information from social media.
3. It is suggested to marketers to change perceptions about tumbler such as increasing millennials' confidence by changing their perception that using a tumbler is cool and beneficial to the environment.
4. The results of this research can also contribute to the idea for the government to re-promote the reduction of plastic bottles by campaigning the use of tumbler. This research also suggested to the government to make a policy to eliminate the production of disposable plastic bottles and start providing clean drinking water taps.
5. For the next researcher, may include samples from a diverse demographic population for more informed findings and it is better to enlarge the number of samples and do a different test between consumers who have or do not know the benefits of tumbler so that they can know how to campaign the tumbler to this two groups.

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