

Table of Content

FORM DEKLARASI TERKAIT PLAGIARISME.....	iii
DECLARATION OF ORIGINALITY	iv
Abstract.....	v
List of Tables.....	5
List of Figures	7
Chapter 1 Introduction	8
1.1 General understanding of the Concept.....	8
1.2 Research Background	10
1.3Problem Statements	13
1.3.1 Insufficient Analysis of Green Consumer Characteristics	13
1.3.2 Limited Knowledge on Demographic Moderation:	13
1.3.3 Gaps in the Dynamics of Peer Influence:	13
1.3.4 Barriers to Tailored Strategies:	13
1.4 Research Questions	14
1.5 Research Objectives.....	14
1.6 Scope of the Study	15
1.6.1 Geographic scope	15
1.6.2 Focus on Demographics.....	15
1.6.3 Temporary Range	15
1.6.4 Method quantitative:	15
1.6.5 Analysis of Demographic Moderation	15
1.6.6 Suggestions and Techniques.....	15
1.7 Limitations of the study	15
1.8 Significant of the study	16

1.9 Research Gap	16
Chapter 2 Literature Review	17
2.1 Green Marketing	17
2.2 Theory of Planned Behavior	18
2.3 Analyzing Green Consumer Behaviour	18
2.4 Literature Review.....	20
2.4.1 Green Purchase Decisions.....	20
2.4.2 Environmental Concerns.....	21
2.4.3 Green Perceived Benefit	22
2.4.4 Green Perceived Quality	23
2.4.5 Green Awareness of Price	24
2.4.6 Green Willingness to Purchase	25
2.4.7 Green Future Estimation	26
2.4.8 Peer Influence	26
2.5 Theoretical Framework	27
2.6 Research Hypothesis.....	28
Chapter 3 Research Methodology.....	32
3.1 Descriptive Research Methodology	33
3.2 Research Characteristics	33
3.3 Operationalization of Variables.....	34
3.4.1 Population and Sampling Strategy:.....	37
3.4.2 Sample Selection Procedure and Respondents:	38
3.4.3 Sampling Calculations	38
3.5.1 Questionnaire Design:.....	38
3.5.2 Questionnaire distribution.....	39

3.5.3 Standards for Hypothesis Testing Employing PLS-SEM	39
3.6 Analysis using PLS-SEM.....	40
3.6.1 Reliability Analysis:.....	41
3.6.2 Validity	42
3.6.3 Moderation Analysis	44
3.6.4 Regression Analysis	44
3.6.5 Statistics that are descriptive:.....	45
Chapter 4 Results and Discussions	46
4. Respondents Characteristics	46
4.1 Environmental Concerns.....	47
4.2 Green Perceived Benefits.....	48
4.3 Green Perceived Quality	49
4.4 Green Awareness of Price	51
4.5 Green Willingness to Purchase	52
4.6 Green Future Estimation	53
4.7 Green Purchasing Decision.....	55
4.8 Peer Influence	56
4.9 Assessment of Measurement model.....	58
4.9.1 Convergent Validity	59
4.9.2 Fornell Larcker Criterion	62
4.9.3 Heterotrait-Monotrait Ratio (HTMT)	63
4.9.4 Discriminant Validity	64
4.9.5 Reliability Test	65
4.9.6 Goodness of Fit Test	71
4.9.7 IGMA Results	72

4.9.7.2 Indirect Effects	72
4.9.7.3 Specific Indirect Effects.....	72
4.9.7.4 Total Effects	73
4.9.7.5 Outer Loadings.....	73
4.9.8 Discussion of research results	75
4.10 Discussion	80
Chapter 5 Conclusion and Suggestion	83
Limitations and Future Research	87
References	88
Appendix.....	115