Eco-Conscious Consumers and Influencer Marketing: Understanding the Path to Green Purchases through the Theory of Planned Behavior

Nilna Muna[1,*], Ni Wayan Eka Mitariani[2], Ni Luh Wayan Sayang Telagawathi[3]

[1]Faculty Economic and Business, Universitas Pendidikan Nasional, Indonesia
[2]Faculty Economic and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia
[3]Faculty Economic, Universitas Pendidikan Ganesha, Bali, Indonesia
Corresponding author: nilnamuna@undiknas.ac.id

ABSTRACT. This study aims to investigate the direct and indirect impacts of influencer marketing on Balinese consumers' propensity to purchase eco-friendly products and services. It specifically explores the mediating roles of information credibility and positive emotions within this framework. This quantitative research design collected data from 246 Balinese consumers through questionnaire and analyzed it using SEM AMOS. A structural study methodology is adopted. To test the model and hypotheses, the authors used the analysis moment structure structural equation modeling AMOS 23. This study reveals that while influencer marketing may not directly lead consumers to purchase eco-friendly products, it wields a powerful indirect influence. The findings highlight that information credibility and positive emotions are crucial mediators in this relationship. This study offers valuable insights into influencer marketing's impact on eco-friendly purchases in Bali, but further research is needed for broader applicability. This research guide marketers in using influencer marketing to promote sustainable consumption, higlihgting information credibility and positive emotions as key to enhancing purchase intention.

1. Introduction

In recent years, the rise in environmental consciousness among consumers has led businesses to prioritize eco-friendly marketing strategies to distinguish their products and attract sustainability-minded individuals [1-4]. One such approach that has gained considerable traction is the use of celebrity or influencer endorsements to promote green products and services [1]. These influential figures can leverage their credibility and established platforms to shape

consumer attitudes and purchasing behaviors towards environmentally sustainable offerings. However, as the influencer marketing landscape continues to evolve, there is a growing need to understand the underlying mechanisms through which these partnerships can effectively resonate with eco-conscious consumers.

Influencer marketing has risen as a potent force in today's digital world, significantly influencing consumer opinions and buying habits, particularly as traditional advertising loses its effectiveness and younger generations increasingly turn to social media for product recommendations [5]. This shift in the marketing landscape underscores an urgent need to understand how influencer marketing can be effectively leveraged to promote not only products but also socially responsible behaviours, such as sustainable consumption. The role of influencer marketing in promoting eco-friendly products is paramount in today's environmentally conscious market [5, 6]. Unlike traditional advertising, influencer marketing thrives on trust and authenticity. Influencers build genuine relationships with their audience, leading consumers to perceive their endorsements as trustworthy recommendations rather than purely commercial ventures [5]. This trust factor is particularly crucial for eco-conscious consumers who often prioritize values and transparency [7]. Moreover, influencer marketing provides brands with targeted reach. Influencers cultivate dedicated communities around shared interests, allowing companies to connect with niche groups of eco-conscious consumers effectively [8].

The research on influencer marketing and its impact on consumer behavior, particularly in the context of eco-conscious consumption, is important for understanding modern consumer trends and the effectiveness of influencer campaigns targeting environmentally conscious audiences [5]. Multiple studies have individually explored the impact of source credibility [2] and emotional engagement [9] on pro-environmental attitudes and behaviors. However, [10] found that influencers can drive awareness, this does not always lead to green purchases. The influence of celebrities and communities may be more about engagement rather than direct purchase conversion [11]. There remains a significant gap in understanding how these two elements interact and collectively shape consumer purchase intentions towards eco-friendly products.

This study aims to bridge this gap by investigating the combined effect of perceived influencer credibility and positive emotional associations elicited through their messaging on consumer willingness to purchase eco-friendly products. Rooted in the Theory of Reasoned Action, this study proposes that an individual's inclination to engage in a specific behavior, such as purchasing an environmentally friendly product, is predominantly shaped by their attitude toward the behavior and the subjective norms surrounding it [12]. In this context, influencer credibility can be seen as a significant driver of positive attitudes towards eco-friendly products [13], while positive emotional appeals may act as a potential moderator [5], strengthening the relationship between credibility and purchase intention [14].

By focusing on this interplay, the research offers a nuanced understanding of how influencer marketing can be leveraged effectively to promote sustainable consumption patterns. Moreover, this study will contribute to the existing literature by developing a robust measurement framework to quantify the impact of this synergistic effect on actual purchase intention, addressing the need for more precise evaluation methods in influencer marketing research. The findings will provide valuable insights for marketers seeking to harness the power of influencer marketing to drive both brand engagement and promote environmentally responsible consumer choices.

2. Theoretical Framework

This study rooted to the TRA framework [15-17] by including the role of influencer marketing, a modern marketing approach that uses the influence of individuals with a large online audience to promote products or services. In this context, influencer marketing refers to eco-conscious consumers encountering promotional content from social media influencers who endorse eco-friendly products or services. This exposure has the potential to shape both attitudes and subjective norms, ultimately influencing green purchase intention. This study further clarifies the relationship between influencer marketing and green purchase intentions by examining two key mediating factors. First, Information Credibility refers to how believable and trustworthy consumers perceive the information shared by the influencer to be. Factors such as the influencer's expertise, trustworthiness, and attractiveness contribute to their credibility [18]. When consumers view an influencer as credible, they are more likely to trust the information presented, leading to more positive attitudes towards eco-friendly products and a stronger intention to purchase them. Second, Positive Emotions are the positive affective responses (e.g., enjoyment, cheerfulness, excitement, inspiration) evoked by the influencer marketing campaign. These positive emotions can enhance how consumers perceive eco-friendly products and create a sense of social desirability around eco-conscious behavior, thereby strengthening both attitudes and subjective norms related to green purchases [19]. In this regard, understanding the interplay between influencer credibility and the elicitation of positive emotions is crucial, as it offers insights into how these components can foster an environment conducive to green purchase intentions among consumers, thus aligning with contemporary marketing strategies aimed at sustainability

Influencer Marketing, Credibility, Positive Emotion and Green Purchase Intention

Influencer marketing has emerged as a prominent strategy for promoting eco-friendly products and services, capitalizing on the persuasive power of social media influencers to reach and engage with eco-conscious consumers [18]. Studies have shown that influencer endorsements can significantly impact consumer attitudes and purchase intentions towards green products [5].

This influence stems from the parasocial relationships that consumers develop with influencers, leading them to trust and identify with their values and preferences [20]. The perceived authenticity and relatability of influencers, often cultivated through personal storytelling and transparent brand interactions, can make their endorsements more persuasive than traditional advertising, which may be perceived as impersonal or biased [21]. Furthermore, this approach works best when influencers align with environmental values, boosting their credibility and emotional connection with consumers, which drives higher engagement and eco-friendly purchases [22]. Moreover, authenticity is key in influencer marketing, as discerning consumers seek trust and engagement. This genuine connection can encourage eco-friendly purchases [20].

Individuals are more likely to engage in behaviors they view favorably [23]. Therefore, when consumers perceive influencers as credible and trustworthy, their positive attitudes towards these figures should extend to the information they share [18], enhancing its perceived credibility [22]. This idea aligns with the Theory of Reasoned Action, which suggests that people are more likely to believe a message if it comes from a source they perceive as credible [24]. In the context of influencer marketing, influencers with high credibility are more likely to be seen as trustworthy sources of information, leading to greater acceptance of their messages [25]. Based on the existing literature, this study proposes the following hypotheses:

H1: Influencer marketing has a positive direct effect on green purchase intentions.

H2: Influencer marketing has a positive effect on information credibility.

H3: Influencer marketing has a positive effect on positive emotions.

Influencer Marketing, Credibility and Positive Emotions

Information credibility and positive emotions are two key factors that can mediate the relationship between influencer marketing and green purchase intention. Information credibility, which refers to the perceived trustworthiness and expertise of the information source, is crucial in shaping consumer attitudes and behavior [20]. In the context of influencer marketing, the credibility of the influencer and the information they provide can significantly impact consumers' perceptions of eco-friendly products and their willingness to purchase them [26, 27]. This is particularly relevant in the realm of eco-conscious consumerism, where consumers are often skeptical of green claims and seek reliable information from trustworthy sources to make informed decisions [28].

Positive emotions elicited by influencer marketing campaigns can also play a crucial role in driving green purchase intention [29]. Positive emotions, such as enjoy, cheerful, thrilling, amusing and inspiration, can create a positive association with the endorsed product, enhance its perceived value, and strengthen the desire to acquire it [30]. When consumers experience positive emotions in response to influencer marketing messages, they are more likely to develop favorable attitudes towards the endorsed brand and its products, leading to increased purchase intentions

[29]. These emotions can also enhance consumers' engagement with the influencer's message, making them more receptive to the information being conveyed and more likely to adopt the advocated behavior [31]. The emotional appeal of influencer marketing can be particularly effective in promoting eco-friendly products, as it can tap into consumers' values and aspirations for a sustainable future [5].

Information credibility, which refers to the perceived trustworthiness and expertise of the information source [32], is a critical factor in influencing consumer attitudes and behavior towards eco-friendly products. When consumers perceive the information shared by influencers to be credible, they are more likely to trust the claims surrounding green products, thus enhancing their intention to purchase such items [25], which is particularly vital in an era of increasing environmental consciousness among consumers [33] that triggered positive emotion. Positive emotions play a crucial role in influencing consumers' green purchase intentions [34]. These emotions not only enhance consumers' overall perception of green products but also contribute to a positive consumer experience, thereby encouraging them to engage in sustainable purchasing behaviors in alignment with their environmental values and social identity [35]. Positive emotions can make eco-friendly products seem more appealing and motivate consumers to buy them. People experiencing positive emotions are more likely to see green products as both environmentally beneficial and personally desirable. The hypothesis purpose[36]:

H4: Information credibility has a positive effect on green purchase intentions.

H5: Positive emotions have a positive effect on green purchase intentions.

The Mediating Role of Credibility and Positive Emotions

The Theory of Reasoned Action (TRA) provides a theoretical framework for understanding how information credibility and positive emotions can mediate the relationship between influencer marketing and green purchase intention [37]. In the context of influencer marketing, the credibility of the influencer and the positive emotions elicited by their endorsements can strengthen consumers' attitudes towards eco-friendly products and increase their perceived social pressure to purchase them, thereby enhancing their green purchase intentions. This mediating role of information credibility and positive emotions is consistent with the TRA framework, which emphasizes the importance of attitudes and subjective norms in shaping behavioral intentions [38]. By influencing these two key factors, influencer marketing can indirectly drive green purchase intentions. Furthermore, integrating psychological insights into influencer marketing strategies may further enhance the effectiveness of campaigns aimed at promoting eco-friendly products, as consumer perceptions of psychological benefits can significantly drive their purchasing intentions towards renewable energy and other green offerings [28]. Based on these insights, this research proposed the following hypothesis:

H6: Information credibility mediates the relationship between influencer marketing and green purchase intentions.

H7: Positive emotions mediate the relationship between influencer marketing and green purchase intentions.

3. Method

Sampling and data collection

We gathered data by distributing questionnaires to all respondents in Bali, who are individuals with knowledge about eco-friendly products/services. We choose respondent in Bali to test our proposed model for several reasons. Firstly, Bali as a tourism hub, has great potential to become a leader in sustainable tourism. Secondly, Bali's diverse population from various cultural backgrounds can be used to identify practices in utilizing influencer marketing to promote eco-friendly product and services, thirdly, to support the sustainable growth of Bali's tourism industry. 300 questioners were distribute but a total of 246 completed questionnaires were retrieved from distributed questionnaires. This study utilized purposive sampling to gather the data samples. Based on a study by [39], a minimum sample size of 100 was deemed appropriate for this quantitative study. A variant-based structural equation model was used to analyze the relationships between latent variables.

Common Method Bias:

To minimize potential bias associated with self-reported data, this study will employ several procedural safeguards [40, 41]. These will include ensuring anonymity and confidentiality for respondents, utilizing well-validated measurement scales, and incorporating both positively and negatively worded items in the survey to mitigate response bias [36, 41, 42]. As this study utilizes a single survey for data collection, it's important to acknowledge and address potential common method bias [41]. The presence and extent of CMB were evaluated using Harman's single-factor test. The findings indicated that the single-factor test represented 30.60% of the overall variance. This is below the widely recognized threshold of 50%, indicating that common method bias is not a significant issue in this study. Additional procedural measures will be implemented during data collection to ensure respondent anonymity and confidentiality, further minimizing any potential CMB effects.

4. Result and Discussion

The goodness-of-fit indicators from the structural equation model (SEM) suggest that the model fits the data well. The Chi-Square value of 219.588 and the p-value of 0.242 indicate that there is no significant difference between the model and the observed data, implying a good fit.

The RMSEA value of 0.028, which is below the threshold of 0.05, further confirms that the model has an excellent fit to the data.
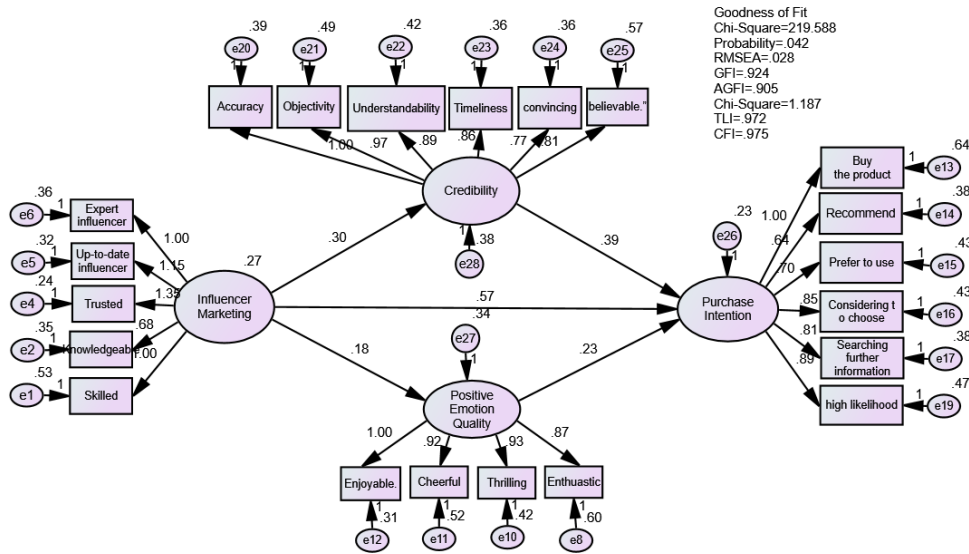

Figure 1. Goodness of Fit

Additionally, the Goodness of Fit Index (GFI) is 0.924, and the Adjusted Goodness of Fit Index (AGFI) is 0.905, both of which exceed the acceptable cutoff of 0.90, indicating that the model is a good representation of the data. The Tucker-Lewis Index (TLI) is 0.972, and the Comparative Fit Index (CFI) is 0.975, both of which are very close to 1, demonstrating a near-perfect fit. In summary, the combination of these indices (RMSEA, GFI, AGFI, TLI, and CFI) provides strong evidence that the model accurately reflects the relationships among the variables, indicating a very good fit between the model and the data.

Table 1: The result of hypothesis examination

Nu	Hypothesis			C.R.	P	Explanation
H1	Credibility	<---	Influencer marketing	3.128	.002	Accepted
H2	Positive Emotion Quality	<---	Influencer marketing	1.896	.058	rejected
H3	Purchase Intention	<---	Influencer marketing	5.365	***	Accepted
H4	Purchase Intention	<---	Credibility	4.730	***	Accepted
H5	Purchase Intention	<---	Positive Emotion Quality	2.760	.006	Accepted

The hypothesis analysis results indicate that four out of the five proposed hypotheses were supported. H1, which examines the effect of Influencer Marketing on Credibility, was accepted with a significant critical ratio (C.R.) of 3.128 and a p-value of 0.002, indicating a positive and significant relationship. However, H2, which tests the influence of Influencer Marketing on Positive Emotion Quality, was rejected, as the p-value of 0.058 exceeds the threshold of 0.05, suggesting no significant effect.

On the other hand, H3 shows that Influencer Marketing positively influences Purchase Intention, with a high C.R. of 5.365 and a significant p-value (***), confirming its strong impact. The study found a significant positive relationship between Credibility and Purchase Intention (H4), supported by a C.R. of 4.730 and a significant p-value. Similarly, Positive Emotion Quality showed a positive effect on Purchase Intention (H5), with a C.R. of 2.760 and a p-value of 0.006. Overall, the results confirm strong connections between Influencer Marketing, Credibility, Positive Emotion Quality, and Purchase Intention. However, Influencer Marketing did not significantly influence Positive Emotion Quality.

The path analysis revealed significant findings regarding the relationship between influencer marketing and green purchase intentions. While influencer marketing did not directly influence green purchase intentions ($\beta = 0.111$, $p = 0.167$), it demonstrated a significant indirect influence through the mediating roles of information credibility and positive emotions. This finding aligns with previous research emphasizing the importance of indirect pathways in influencer marketing's effectiveness (e.g., Kim & Kim, 2014; Lou & Yuan, 2019). Specifically, the study found that influencer marketing positively affects information credibility ($\beta = 0.560$, $p < 0.001$), which in turn leads to increased green purchase intentions ($\beta = 0.379$, $p < 0.001$). This highlights the importance of influencer credibility in shaping consumer perceptions and driving purchase behavior towards eco-friendly products. Additionally, influencer marketing significantly influenced positive emotions ($\beta = 0.487$, $p < 0.001$), which also positively impacted green purchase intentions ($\beta = 0.272$, $p < 0.001$). This finding underscores the power of emotional appeals in influencer marketing, as positive emotions can enhance product evaluations and foster a sense of social desirability around eco-conscious behavior.

The indirect effects of influencer marketing on green purchase intentions through both information credibility ($\beta = 0.212$, $p < 0.001$) and positive emotions ($\beta = 0.132$, $p < 0.002$) were also significant. Influencer marketing's effectiveness in promoting eco-friendly products relies on both cognitive and emotional factors. Consumers are more likely to develop positive attitudes and purchase intentions towards such products when they perceive influencers as credible information sources and experience positive emotions from their endorsements. This highlights the potential of influencer marketing as a tool for encouraging is sustainable consumption.

Discussion

This study highlights how influencer marketing can boost green purchasing by increasing trust in information and sparking positive emotions in eco-conscious consumers. To effectively promote sustainable products, brands should choose influencers who share their values and connect with their target audience's environmental concerns [43] and services.

The study's conceptual framework and empirical evidence suggest that influencer marketing's indirect impact on green purchase intentions is crucial, as it operates through the dual mechanisms of information credibility and positive emotions [2, 44]. This insight reinforces the notion that consumer engagement with sustainability messaging is significantly influenced by the perceived trustworthiness of the source and the emotional resonance of the content, further affirming the critical role of influencer marketing in shaping attitudes towards eco-friendly products and consumption patterns [25] [45]. Moreover, brands must carefully consider the demographics and psychographics of their consumer base, as these factors also play a pivotal role in shaping perceptions of eco-products and purchase intentions, highlighting the intricate relationship between consumer characteristics and green marketing strategies [46]. In addition, firms must continuously adapt their strategies to address the evolving landscape of consumer preferences and attitudes towards sustainability, ensuring that their marketing efforts remain relevant and effective in fostering a culture of eco-consciousness among potential buyers [28]. To promote sustainable consumption, we need to better understand how influencer marketing and consumer behavior intersect, including the impact of demographics on eco-consciousness and purchase intent, and how social causes influence green purchasing [47].

5. Conclusion

This study examined the influence of influencer marketing on green purchase intentions, with a focus on the mediating roles of information credibility and positive emotions. The findings indicate that influencer marketing can effectively enhance consumer intentions to purchase eco-friendly products, underscoring the importance of strategic approaches in promoting green consumption behaviors through credible and emotionally appealing content [43, 48]. Furthermore, considering the increasing consumer awareness and the pivotal role of social media in shaping purchasing behaviors, integrating green attitudes through innovative marketing strategies becomes essential for driving sustainable consumption [47, 49]. Moreover, the emphasis on educating consumers about the environmental impacts of their choices, coupled with the strategic use of influencer marketing, may lead to significant shifts in consumer behavior towards more sustainable practices, as supported by existing research on green innovation and ethical responsibility [43, 50, 51]. This aligns with findings that suggest green innovation and ethical responsibility positively influence consumer behaviors and intentions towards purchasing

green products, indicating a trend towards greater environmental consciousness among consumers [43].

These insights underscore the necessity for businesses to adopt comprehensive green marketing strategies that not only promote eco-friendly products but also cultivate a deeper understanding of sustainability among their consumer base, thereby fostering a culture of responsible consumption and environmental stewardship [43, 52]. Such a commitment is essential, especially as consumers increasingly seek out brands that demonstrate a balanced combination of innovation and ethical practices in their offerings, which can significantly enhance their green purchase intentions and overall brand loyalty [43, 49, 53]. This positions green marketing not merely as a trend, but as a fundamental aspect of strategic marketing planning that organizations must adopt to ensure long-term viability and relevance in a rapidly changing consumer landscape [54].

In conclusion, the importance of integrating green marketing into broader business strategies cannot be overstated, as it not only addresses the changing preferences of consumers but also aligns with the imperative of promoting sustainable practices that benefit the environment and society at large, highlighting the intersection of marketing, innovation, and corporate social responsibility in driving a more sustainable future. As such, companies must embrace a forward-thinking approach that encompasses both environmental responsibility and effective marketing strategies, ensuring that they remain competitive while also contributing to the well-being of the planet and future generations [54, 55].

As such, the role of green marketing extends beyond mere compliance or response to consumer demands; it represents a proactive commitment to integrating environmental sustainability into the core values and operations of a business, which is increasingly viewed as a critical success factor in the contemporary marketplace [50, 54]. This commitment not only enhances the credibility of the brand but also establishes a loyal customer base that values transparency and ethical practices, reflecting the fundamental shifts in consumer behavior towards eco-friendliness and sustainability in recent years.

Limitation and Future research

This study offers valuable insights into the relationship between influencer marketing and green purchasing decisions, but it is important to acknowledge its limitations. The focus on Balinese consumers limits the generalizability of the findings to other populations. Additionally, the reliance on self-reported data may introduce social desirability bias, potentially influencing the accuracy of the results. To address these limitations, future research should consider expanding the study's scope to include more diverse populations and geographic locations. Furthermore, incorporating longitudinal designs that track consumer behavior over time could provide more robust insights into the long-term impact of influencer marketing on green

purchasing decisions. Researchers could also explore potential moderating factors, such as product involvement or environmental consciousness, to gain a more nuanced understanding of how these variables influence the relationship between influencer marketing, information credibility, and eco-friendly purchasing behavior.

Conflicts of Interest: The authors declare that there are no conflicts of interest regarding the publication of this paper.

References

[1] S.F.L.Q. Awang, S.N.S. Annuar, I.A. Gisip, The Effect of Social Media Influencer Attributes towards Pro-Environmental Intention, Rom. J. Inf. Tech. Autom. Control 31 (2021), 111–124. https://doi.org/10.33436/v31i1y202109.

[2] C. Berne-Manero, M. Marzo-Navarro, Exploring How Influencer and Relationship Marketing Serve Corporate Sustainability, Sustainability 12 (2020), 4392. https://doi.org/10.3390/su12114392.

[3] R. Kumar, V. Tripathi, Green Advertising: Examining the Role of Celebrity's Credibility Using SEM Approach, Glob. Bus. Rev. 23 (2022), 440–459. https://doi.org/10.1177/0972150919862660.

[4] K. Steinbiß, E. Fröhlich, J. Sander, Managing Sustainable Consumption: Shaping the Customer Journey with Focus on Sustainability in the Food Industry, Eduk. Ekonomistów Menedżerów 62 (2022), 80-100. https://doi.org/10.33119/EEIM.2021.62.4.

[5] A. Panopoulos, A. Poulis, P. Theodoridis, A. Kalampakas, Influencing Green Purchase Intention through Eco Labels and User-Generated Content, Sustainability 15 (2022), 764. https://doi.org/10.3390/su15010764.

[6] P. Breves, N. Liebers, #Greenfluencing. The Impact of Parasocial Relationships with Social Media Influencers on Advertising Effectiveness and Followers' Pro-Environmental Intentions, Environ. Commun. 16 (2022), 773–787. https://doi.org/10.1080/17524032.2022.2109708.

[7] G. Prakash, S. Sharma, A. Kumar, S. Luthra, Does the Purchase Intention of Green Consumers Align with Their Zero-Waste Buying Behaviour? An Empirical Study on a Proactive Approach towards Embracing Waste-Free Consumption, Heliyon 10 (2024), e25022. https://doi.org/10.1016/j.heliyon.2024.e25022.

[8] Y. Sun, S. Wang, Understanding Consumers' Intentions to Purchase Green Products in the Social Media Marketing Context, Asia Pac. J. Mark. Logist. 32 (2019), 860–878. https://doi.org/10.1108/APJML-03-2019-0178.

[9] M.K. Mawardi, M. Iqbal, E.S. Astuti, R. Alfisyahr, A. Mappatompo, Determinants of Green Trust on Repurchase Intentions: A Survey of Quick Service Restaurants in Indonesia, Cogent Bus. Manag. 11 (2024), 2318806. https://doi.org/10.1080/23311975.2024.2318806.

[10] Y. Shatnawi, E.H.A. Faouri, M.A. Hayari, Examining the Direct and Moderation Effect of Psychographic and Demographic Factors on Green Purchasing Behaviour, Glob. Bus. Econ. Rev. 21 (2019), 556. https://doi.org/10.1504/GBER.2019.101869.

[11] A. Khare, A. Sadachar, S. Chakraborty, Influence of Celebrities and Online Communities on Indian Consumers' Green Clothing Involvement and Purchase Behavior, J. Fash. Mark. Manag. 26 (2022), 676–699. https://doi.org/10.1108/JFMM-02-2021-0033.

[12] A. Perju-Mitran, A.-E. Budacia, L.C.G. Budacia, M.F. Busuioc, A Conceptual Model of Consumer Intention to Continue Buying Eco-Labeled Products, Amfiteatru Econ. 24 (2022), 546-565. https://doi.org/10.24818/EA/2022/60/546.

[13] M. Adil, E.S. Parthiban, H.A. Mahmoud, et al. Consumers' Reaction to Greenwashing in the Saudi Arabian Skincare Market: A Moderated Mediation Approach, Sustainability 16 (2024), 1652. https://doi.org/10.3390/su16041652.

[14] D. Harjadi, A. Gunardi, Factors Affecting Eco-Friendly Purchase Intention: Subjective Norms and Ecological Consciousness as Moderators, Cogent Bus. Manag. 9 (2022), 2148334. https://doi.org/10.1080/23311975.2022.2148334.

[15] I. Ajzen, The Theory of Planned Behavior, Organ. Behav. Hum. Decis. Process. 50 (1991), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T.

[16] J.L. Hale, B.J. Householder, K.L. Greene, The Theory of Reasoned Action, in: The Persuasion Handbook: Developments in Theory and Practice, SAGE Publications, 2002: pp. 259–286. https://doi.org/10.4135/9781412976046.n14.

[17] D. Trafimow, The Theory of Reasoned Action: A Case Study of Falsification in Psychology, Theory Psychol. 19 (2009), 501–518. https://doi.org/10.1177/0959354309336319.

[18] A. Rodrigo, T. Mendis, Impact of Social Media Influencers' Credibility on Millennial Consumers' Green Purchasing Behavior: A Concept Paper on Personal and Social Identities, Manag. Matters 20 (2023), 134–153. https://doi.org/10.1108/MANM-12-2022-0113.

[19] E.T. Maziriri, B. Nyagadza, T. Chuchu, G. Mazuruse, Antecedents of Attitudes towards the Use of Environmentally Friendly Household Appliance Products in Zimbabwe: An Extension of the Theory of Planned Behaviour, PSU Res. Rev. 8 (2024), 749–773. https://doi.org/10.1108/PRR-03-2022-0033.

[20] Md. Nekmahmud, H. Ramkissoon, M. Fekete-Farkas, Green Purchase and Sustainable Consumption: A Comparative Study between European and Non-European Tourists, Tour. Manag. Perspect. 43 (2022), 100980. https://doi.org/10.1016/j.tmp.2022.100980.

[21] A. Al Mamun, F. Naznen, Q. Yang, et al. Modelling the Significance of Celebrity Endorsement and Consumer Interest on Attitude, Purchase Intention, and Willingness to Pay a Premium Price for Green Skincare Products, Heliyon 9 (2023), e16765. https://doi.org/10.1016/j.heliyon.2023.e16765.

[22] J. Cavazos-Arroyo, A. Melchor-Ascencio, The Influence of Greenfluencer Credibility on Green Purchase Behaviour (Influencia de La Credibilidad Del Greenfluencer En El Comportamiento de Compra de Productos Verdes), PsyEcology 14 (2023), 81–102. https://doi.org/10.1080/21711976.2022.2147656.

[23] I. Ajzen, M. Fishbein, Attitudes and the Attitude-Behavior Relation: Reasoned and Automatic Processes, Eur. Rev. Soc. Psychol. 11 (2000), 1–33. https://doi.org/10.1080/14792779943000116.

[24] C. Pornpitakpan, The Persuasiveness of Source Credibility: A Critical Review of Five Decades' Evidence, J. Appl. Soc. Psychol. 34 (2004), 243–281. https://doi.org/10.1111/j.1559-1816.2004.tb02547.x.

[25] S.S. Jalali, H.B. Khalid, The Influence of Instagram Influencers' Activity on Green Consumption Behavior, Bus. Manag. Strat. 12 (2021), 78. https://doi.org/10.5296/bms.v12i1.18265.

[26] T.T.A. Ngo, C.T. Bui, H.K.L. Chau, N.P.N. Tran, Electronic Word-of-Mouth (eWOM) on Social Networking Sites (SNS): Roles of Information Credibility in Shaping Online Purchase Intention, Heliyon 10 (2024), e32168. https://doi.org/10.1016/j.heliyon.2024.e32168.

[27] J. Weismueller, P. Harrigan, S. Wang, G.N. Soutar, Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media, Australasian Mark. J. 28 (2020), 160–170. https://doi.org/10.1016/j.ausmj.2020.03.002.

[28] N. Kim, K. Lee, Environmental Consciousness, Purchase Intention, and Actual Purchase Behavior of Eco-Friendly Products: The Moderating Impact of Situational Context, Int. J. Environ. Res. Public Health 20 (2023), 5312. https://doi.org/10.3390/ijerph20075312.

[29] P. Duarte, S.C. Silva, A.S. Roza, J.C. Dias, Enhancing Consumer Purchase Intentions for Sustainable Packaging Products: An in-Depth Analysis of Key Determinants and Strategic Insights, Sustain. Futures 7 (2024), 100193. https://doi.org/10.1016/j.sftr.2024.100193.

[30] S.Y. Song, Y.K. Kim, A Human-Centered Approach to Green Apparel Advertising: Decision Tree Predictive Modeling of Consumer Choice, Sustainability 10 (2018), 3688. https://doi.org/10.3390/su10103688.

[31] D.T. Cuong, Positive Emotions Influencing Consumer Shopping Behavior on E-Commerce Platforms, Manag. Mark. 19 (2024), 15–31. https://doi.org/10.2478/mmcks-2024-0002.

[32] J. Lin, Y. Huang, M. Li, Enhancing Green Purchase Intentions: The Effects of Product Transformation Salience and Consumer Traceability Knowledge, Sustainability 15 (2023), 12612. https://doi.org/10.3390/su151612612.

[33] A.S. Ghalib, M. Ardiansyah, The Role of Instagram Influencers in Affecting Purchase Decision of Generation Z, J. Bus. Manag. Soc. Stud. 2 (2023), 117–129. https://doi.org/10.53748/jbms.v2i3.44.

[34] W. Ahmad, Q. Zhang, Green Purchase Intention: Effects of Electronic Service Quality and Customer Green Psychology, J. Clean. Prod. 267 (2020), 122053. https://doi.org/10.1016/j.jclepro.2020.122053.

[35] X. Wang, M. Ming, Y. Zhang, Are "People" or "Animals" More Attractive? Anthropomorphic Images in Green-Product Advertising, J. Clean. Prod. 276 (2020), 122719. https://doi.org/10.1016/j.jclepro.2020.122719.

[36] S.B. MacKenzie, P.M. Podsakoff, Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies, J. Retail. 88 (2012), 542–555. https://doi.org/10.1016/j.jretai.2012.08.001.

[37] R.G.C.A. Bajar, A.K.S. Ong, J.D. German, Determining Sustainable Purchase Behavior for Green Products from Name-Brand Shops: A Gen Z Perspective in a Developing Country, Sustainability 16 (2024), 3747. https://doi.org/10.3390/su16093747.

[38] I. Ajzen, Understanding attitudes and predictiing social behavior, Englewood Cliffs, 1980.

[39] J.F. Hair, G.T.M. Hult, C.M. Ringle, et al. Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook, Springer, Cham, 2021. https://doi.org/10.1007/978-3-030-80519-7.

[40] P.M. Podsakoff, S.B. MacKenzie, J.Y. Lee, N.P. Podsakoff, Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies, J. Appl. Psychol. 88 (2003), 879–903. https://doi.org/10.1037/0021-9010.88.5.879.

[41] P.M. Podsakoff, S.B. MacKenzie, N.P. Podsakoff, Sources of Method Bias in Social Science Research and Recommendations on How to Control It, Ann. Rev. Psychol. 63 (2012), 539–569. https://doi.org/10.1146/annurev-psych-120710-100452.

[42] P.J. Jordan, A.C. Troth, Common Method Bias in Applied Settings: The Dilemma of Researching in Organizations, Australian J. Manag. 45 (2020), 3–14. https://doi.org/10.1177/0312896219871976.

[43] H. Tullani, R. Saha, R. Dahiya, Green Innovation and Ethical Responsibility: Do They Improve Customer's Green Purchase Intentions?, Int. J. Sustain. Entrep. Corp. Soc. Responsib. 3 (2018), 35–52. https://doi.org/10.4018/IJSECSR.2018010103.

[44] Z. Tan, B. Sadiq, T. Bashir, H. Mahmood, Y. Rasool, Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust, Sustainability 14 (2022), 5939. https://doi.org/10.3390/su14105939.

[45] J. Son, C. Nam, S. Diddi, Emotion or Information: What Makes Consumers Communicate about Sustainable Apparel Products on Social Media?, Sustainability 14 (2022), 2849. https://doi.org/10.3390/su14052849.

[46] J. Hojnik, M. Ruzzier, T.S. Manolova, Sustainable Development: Predictors of Green Consumerism in Slovenia, Corp. Soc. Responsib. Environ. Manag. 27 (2020), 1695–1708. https://doi.org/10.1002/csr.1917.

[47] S. Singh, U. Chawla, H. Iqbal, Relationship between Social Cause, Environment Conservation and Environmental Attitude, towards Promoting Green Purchasing Behavior, Serbian J. Manag. 18 (2023), 27–43. https://doi.org/10.5937/sjm18-36157.

[48] D.J. (Jay) Lim, N. Youn, H.J. Eom, Green Advertising for the Sustainable Luxury Market, Australasian Mark. J. 29 (2021), 288–296. https://doi.org/10.1177/1839334921999488.

[49] A.H.P.K. Putra, S. Mariam, M. Tafsir, N. Rosanti, Deciphering the Green Marketing Puzzle: Understanding the Interplay of Green Marketing Strategic Orientation, Attitude towards Green Marketing, Brand Integrity, and Purchase Intention, Int. Rev. Manag. Mark. 14 (2024), 210–229. https://doi.org/10.32479/irmm.16224.

[50] M.U. Majeed, S. Aslam, S.A. Murtaza, S. Attila, E. Molnár, Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment, Sustainability 14 (2022), 11703. https://doi.org/10.3390/su141811703.

[51] L. Zhang, Y. Fan, W. Zhang, S. Zhang, Extending the Theory of Planned Behavior to Explain the Effects of Cognitive Factors across Different Kinds of Green Products, Sustainability 11 (2019), 4222. https://doi.org/10.3390/su11154222.

[52] M.S. Shabbir, M.A. Bait Ali Sulaiman, N. Hasan Al-Kumaim, A. Mahmood, M. Abbas, Green Marketing Approaches and Their Impact on Consumer Behavior towards the Environment—A Study from the UAE, Sustainability 12 (2020), 8977. https://doi.org/10.3390/su12218977.

[53] S. Balaskas, A. Panagiotarou, M. Rigou, Impact of Environmental Concern, Emotional Appeals, and Attitude toward the Advertisement on the Intention to Buy Green Products: The Case of Younger Consumer Audiences, Sustainability 15 (2023), 13204. https://doi.org/10.3390/su151713204.

[54] J.N. Sheth, A. Parvatiyar, Sustainable Marketing: Market-Driving, Not Market-Driven, J. Macromark. 41 (2021), 150–165. https://doi.org/10.1177/0276146720961836.

[55] K. White, A. Cakanlar, S. Sethi, R. Trudel, The Past, Present, and Future of Sustainability Marketing: How Did We Get Here and Where Might We Go?, J. Bus. Res. 187 (2025), 115056. https://doi.org/10.1016/j.jbusres.2024.115056.