

## BIBLIOGRAPHY

- Aiken, L. (2002) *Attitude and related psychosocial constructs*. Thousand Oaks: Sage.
- Ajzen, I. (1988). *Attitudes, personality, and behavior*. Chicago: Dorsey Press.
- Ajzen, I. (1991). Theory of planned behavior. *Organizational behavior and human decision processes*. 50, 179-211.
- Ajzen, I. (2000). TpB diagram. *The theory of planned behavior*. Retrieved from <http://people.umass.edu/aizen/tpb.diag.html>.
- Bamberg, S. (2003), “How does environmental concern influence specific environmentally related behaviors? A new answer to an old question”, *Journal of Environmental Psychology*, Vol. 23 No. 1, pp. 21-32.
- Bansal, H. and Taylor, S. (2002), “Investigating interactive effects in the theory of planned behavior in a serviceprovider switching context”, *Psychology & Marketing*, Vol. 19 No. 5, pp. 407-25.
- Becker, M., Maiman, L., Kirscht, J., Haefner, D. And Drachman, R. (1977), “The health belief model and prediction of dietary compliance: a field experiment”, *Journal of Health and Social Behavior*, Vol. 18 No. 4, pp. 348-66.
- Calder, B. J., Phillips, L. W. and Tybout, A. M. 1981. “Designing Research for Application.” *Journal of Consumer Research*, Vol. 8 No. 2, pp. 197–207.
- Carrington, M., Neville, B. and Whitwell, G. 2010. “Why Ethical Consumers Don’t Walk Their Talk: Towards a Framework for Understanding the Gap Between the Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers.” *Journal of Business Ethics*, Vol. 97 No. 1, pp. 139–158.
- Carrington, M. J., Neville, B. A. and Whitwell, G. J. 2014. “Lost in translation: Exploring the ethical consumer intention–behavior gap.” *Journal of Business Research*, Vol. 67 No. 1, pp. 2759–2767.

- Catry, B. 2003. "The great pretenders: the magic of luxury goods." *Business Strategy Review*, Vol. 14 No. 3, pp. 10-17.
- Diamontopoulos, A. and Sigauw, J.A. (2003), *Introducing LISREL*, Sage, London.
- Esch, F.R., Langner, T., Schmitt, B.H. and Geus, P. (2006), "Are brands forever? how brand knowledge and relationships affect current and future purchases", *Journal of Product and Brand Management*, Vol. 15 No. 2, pp. 98-105.
- Fomell, C. and Bookstein, F.L. (1982), "Two structural equation models: LISREL and PLS applied to consumer exit-voice theory", *Journal of Marketing Research*, Vol. 19 No. 4, pp. 440-452.
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation model with unobservable and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Fryxell, G. and Lo, C. (2003), "The influence of environmental knowledge and values on managerial behaviors on behalf of the environment: an empirical examination of managers in China", *Journal of Business Ethics*, Vol. 46 No. 1, pp. 45-49.
- Gangestad, S. W. and Snyder, M. 2000. "Self-Monitoring: Appraisal and Reappraisal." *Psychological Bulletin*, Vol. 126 No. 4, pp. 530-555.
- Griskevicius, V., Tybur, J. M. and Van den Bergh, B. 2010. "Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation." *Journal of Personality & Social Psychology*, Vol. 98 No. 3, pp. 392-404.
- Grubb, E. L. and Grathwohl, H. L. 1967. "Consumer Self-Concept, Symbolism and Marketing Behavior: A Theoretical Approach." *Journal of Marketing*, Vol. 31 No. 4, pp. 22-27.
- Holbrook, M. B. 2005. "Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection." *Journal of Business Research*, Vol. 58 No. 1, pp. 45-61.

- James, W. L. and Sonner, B. S. 2001. "Just Say No to Traditional Student Samples." *Journal of Advertising Research*, Vol. 41 No. 5, pp. 63–71.
- Jansson, J., Marell, A. and Nordlund, A. 2010. "Green consumer behavior: Determinants of curtailment and eco-innovation adoption." *Journal of Consumer Marketing*, Vol. 27 No. 4, pp. 358–370.
- Kals, E., Schumacher, D. and Montada, L. (1999), "Emotional affinity toward nature as a motivational basis to protect nature", *Environment and Behavior*, Vol. 31 No. 2, pp. 178-202.
- Kamal Mujani, W., Wan Hussain, W.M.H., Ya'akub, N.I., Kasri, A. and Rozali, E.A. (2012), "The political and economic contributions of the Muslim middle class in Malaysia", *Advances in Natural and Applied Sciences*, Vol. 6 No. 3, pp. 285-295.
- Kaplan, S. (1991), "Beyond rationality: clarity-based decision making", in Garling, T. And Evans, G. (Eds), *Environment, Cognition and Action*, Oxford University Press, New York, NY, pp. 171-190.
- Kim, Y. and Sejung Marina, C. (2005), "Antecedents of Green purchase behavior: an examination of collectivism, environmental concern, and PCE", *Advances in Consumer Research*, Vol. 32 No. 1, pp. 592-599.
- Kotchen, M.J. and Reiling, S.D. (2000), "Environmental attitudes, motivations, and contingent valuation of nonuse values: a case study involving endangered species", *Ecological Economics*, Vol. 32 No. 1, pp. 93-107.
- Lampe, M. and Gazdat, G.M. (1995), "Green marketing in Europe and the United States: an evolving business and society interface", *International Business Review*, Vol. 4 No. 3, pp. 295-312.
- Landes, D. (1998), *The Wealth and Poverty of Nations*, Norton, New York, NY.

- Laroche, M., Bergeron, J. and Barbaro-Forleo, G. (2001), "Targeting consumers who are willing to pay more for environmentally friendly products", *Journal of Consumer Marketing*, Vol. 18 No. 6, pp. 503-520.
- Lee, K. (2008), "Opportunities for green marketing: young consumers", *Marketing Intelligence and Planning*, Vol. 26 No. 6, pp. 573-586.
- Lin, P.-C. and Huang, Y.-H. (2012), "The influence factors on choice behavior regarding green products based on the theory of consumption values", *Journal of Cleaner Production*, Vol. 22 No. 1, pp. 11-18.
- Lee, K. (2011). The Green Purchase Behavior of Hong Kong Young Consumers: The Role of Peer Influence, Local Environmental Involvement, and Concrete Environmental Knowledge. *Journal of International Consumer Marketing*, 23(1), 21-44.
- Lee, K. H., & Shin, D. (2010). Consumers' responses to CSR activities: The linkage between increased awareness and purchase intention. *Public Relations Review*, 36(2), 193-195.
- Lutz, R. J., MacKenzie, S. B., & Belch, G. E. (1983). Attitude toward the ad as a mediator of advertising effectiveness: Determinants and consequences. *Advances in consumer research*, 10(1), 532-539.
- Mainieri, T., Barnett, E. G., Valdero, T. R., Unipan, J. B., & Oskamp, S. (1997). Green Buying: The Influence of Environmental Concern on Consumer Behavior. *Journal of Social Psychology*, 137(2), 189-204.
- Maloney, M. P., & Ward, M. P. (1973). Ecology: Let's hear from the people: An objective scale for the measurement of ecological attitudes and knowledge. *American Psychologist*, 28(7), 583-586.
- Malterud, K. (2001). Qualitative research: standards, challenges, and guidelines. *The Lancet*, 358(9280), 483-488.
- Nath, V., Kumar, R., Agrawal, R., Gautam, A. and Sharma, V. (2012), "Green behaviours of Indian consumers", *International Journal of Research in Management, Economics and Commerce*, Vol. 2 No. 11, pp. 488-498.

- Nyborg, K., Howarth, R.B. and Brekke, K.A. (2006), "Green consumers and public policy: on socially contingent moral motivation", *Resource and Energy Economics*, Vol. 28 No. 4, pp. 351-366.
- Oliver, J.D. and Lee, S. (2010), "Hybrid car purchase intentions: a cross-cultural analysis", *Journal of Consumer Marketing*, Vol. 27 No. 2, pp. 96-103.
- Ozaki, R. and Sevastyanova, K. (2011), "Going hybrid: an analysis of consumer purchase motivations", *Energy Policy*, Vol. 39 No. 5, pp. 2217-2227.
- Papadopoulos, I., Karagouni, G., Trigkas, M. and Platogianni, E. (2010), "Green marketing: the case of Greece in certified and sustainably managed timber products", *Euro Med Journal of Business*, Vol. 5 No. 2, pp. 166-190.
- Park, J. and Ha, S. (2012), "Understanding pro-environmental behaviour: a comparison of sustainable consumers and apathetic consumers", *International Journal of Retail and Distribution Management*, Vol. 40 No. 5, pp. 388-403.
- Pickett-Baker, J. and Ozaki, R. (2008), "Pro-environmental products: marketing influence on consumer purchase decision", *Journal of Consumer Marketing*, Vol. 25 No. 5, pp. 281-293.
- Ramlogan, R. (1997). Environment and human health: A threat to all. *Environmental Management and Health*, 8, 51-66.
- Ramsey, C.E. and Rickson, R.E. (1976). Environmental knowledge and attitudes. *Journal of Environmental education*, 8, 10-18.
- Samdahl, M.E. and Robertson, R. (1989). Social determinants of environmental concern: Specification and test of the model. *Environmental and Behavior*, 21(1), 57-81.
- Schultz, P.W. and Zeleny, L.C. (2000). Promoting environmentalism. *The Journal of Social Issues*, 56, 443-457.

- Schuessler, K. (1971). *Analyzing social data*. Boston, MA: Houghton Mifflin.
- Schweper, C.H. and Cornwell, T.B. (1991). An examination of ecologically concerned consumers and their intention to purchase ecologically packaged products. *Journal of Public Policy and Marketing*, 10, 77-101.
- Shamdasani, P., Chon-Lin, G. and Richmond, D. (1993). Exploring green consumers in an oriental culture: Role of personal and marketing mix. *Advances in consumer research*, 20, 488-493.
- Tenenhaus, M., Esposito, V., Chatelin, Y.M. and Lauro, C. (2005), "PLS path modelling. *Computational Statistics & Data Analysis*", Vol. 48 No. 1, pp. 159-205.
- Teng, L. (2009), "A comparison of two types of price discounts in shifting consumers' attitude and purchase intentions", *Journal of Business Research*, Vol. 62 No. 1, pp. 14-21.
- Thogersen, J., Dutra de Barcellos, M., Gattermann Perin, M. and Zhou, Y. (2015), "Consumer buying motives and attitudes towards organic food in two emerging markets", *International Marketing Review*, Vol. 32 No. 3/4, pp. 389-413.
- Vitell, S.J. (2015), "A case for consumer social responsibility (CnSR): including a selected review of consumer ethics/social responsibility research", *Journal of Business Ethics*, Vol. 130 No. 2015, pp. 767-774.
- Wang, H.J. (2016), "Green brand positioning in the online environment", *International Journal of Communication*, Vol. 10 No. 2016, pp. 1405-1427.
- Wetzels, M., Schroder, G.O. and Oppen, V.C. (2009), "Using PLS path modelling for assessing hierarchical construct models: Guidelines and empirical illustration", *MIS Quarterly*, Vol. 33 No. 1, pp. 177-195.
- Wolsink, M. (2007), "Wind power implementation: the nature of public attitudes: equity and fairness instead of 'backyard motives'", *Renewable and Sustainable Energy Reviews*, Vol. 11 No. 6, pp. 1188-1207.

Wei, W. (2012), “The impact of product complexity on adoption of web-based interactive innovation practices”, *Innovation: Management, Policy & Practice*, Vol. 14 No. 3, pp. 431-445.

Zenker, S. and Beckmann, S.C. (2013), “My place is not your place – different place brand knowledge by different target groups” *Journal of Place Management and Development*, Vol. 6 No. 1, pp. 6-17.