

# The Influence of Laudato Si' Cognition on the Interest in Green Consumer Behavior: a Review of Ethics and Green Marketing in the Theory of Planned Behavior (Case Study on Aptik Students in Indonesia)

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**Abstract:** - This research aims to test and analyze the influence of Laudato Si' Cognition on Interest in Green Consumer Behavior: A Review of Ethics and Green Marketing in the Theory of Planned Behavior, so that at the end of the research, the research team can provide written recommendations scientifically in the form of curricular and extra-curricular programs and practically which should be given to the younger generation.

The research method used in this research is a quantitative research method that tests the influence of causality between the variables studied. The population of this research is active students for academic year 2023/2024 who are registered at Catholic universities in Indonesia which are members of the Association of Catholic Universities (APTIK). The number of samples was determined as 200 using a purposive sampling method. The data analysis tool used is SEM (Structural Equation Modeling)

The results of this research prove that there is a positive and significant influence between the influence of laudato si' cognition on attitude towards green consumers, laudato si' cognition on subjective norms, laudato si' cognition on perceived green consumer behavior control, attitude towards green consumers on green consumer behavior intention, subjective norm towards green consumer behavior intention, attitude towards green consumer towards green consumer behavior intention, laudato si' cognition towards green consumer behavior intention through attitude towards green consumer, laudato si' cognition towards green consumer behavior intention through attitude towards green consumer, laudato si' cognition of green consumer behavior intention through attitude towards green consumers in APTIK students in Indonesia.

The limitation of this research is that the distribution of the questionnaire was carried out online which had an impact on the risk of the questionnaire not being read, understood and filled out carefully by the respondents. Academic advice that can be taken from this research is for future researchers to conduct further research using variables related to Laudato Si' Cognition, attitude towards green consumer, subjective norm, attitude towards green consumer, perceived green consumer behavior. Business actors should pay attention to the existence of green consumers whose purchasing decisions, as proven in this research, are significantly influenced by their awareness of the green environment.

**Key-words:** Laudato Si', Ethics, Green Marketing, Theory of Planned Behavior

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## 1 Introduction

### 1.1 Background

Pope Francis in the Encyclical Laudato Si' expressed concern because of the destruction of the earth as our common home by stating that mother earth, which nourishes and nurtures us with a variety of fruits and colorful flowers, is now screaming because of all the damage we have

caused to her, because of the irresponsible use and abuse of the wealth that God has placed within it. The Pope's concern arises from the fact that human life today causes a lot of anxiety. Every year humans produce hundreds of millions of tons of waste, most of which does not biodegrade, such as domestic and corporate building demolition waste, clinical, electronic and industrial waste, most of which is radioactive and highly toxic. As a result,

the earth as our common home is starting to look like a big rubbish dump. Nature, which is usually friendly, has now become a vicious nature. Earth has become an uncomfortable place to live in.

Based on the reality of increasingly severe environmental damage and the teachings of the Catholic faith conveyed by Pope Francis in the Encyclical *Laudato Si'*, the research team felt challenged to compile research with the title: *The Influence of Laudato Si' Cognition on Interest in Green Consumer Behavior: A Review of Ethics and Green Marketing in Theory of Planned Behavior (Case Study of APTIK Students)*, so that at the end of the research, the research team can provide written scientific recommendations, curricular and extra-curricular programs and practically, which should be given to the younger generation.

In this research, the theory of planned behavior is used as an approach to explain the factors that influence the younger generation's intention to behave greenly. Based on this theory, this research tries to explore the ethics behind this problem. The hope is to be able to better recognize the green behavior intentions of the younger generation sampled in this research, especially since there is relatively little research based on *Laudato Si'* and green marketing in the theory of planned behavior. Then, this research attempts to re-examine the influence of cognition about *Laudato Si'* on green behavioral intentions through attitudes towards green consumers, subjective norms, and control of green consumer behavior.

## 1.2 Problem Formulation

The problem formulation proposed in this research is:

1. Does *Laudato Si'* Cognition influence the attitude towards green consumers of APTIK students in Indonesia?
2. Does *Laudato Si'* Cognition influence subjective norms among APTIK students in Indonesia?
3. Does *Laudato Si'* Cognition influence perceived green consumer behavior control among APTIK students in Indonesia?
4. Does attitude towards green consumers influence green consumer behavior intention among APTIK students in Indonesia?
5. Do subjective norms influence green consumer behavior intention among APTIK students in Indonesia?
6. Does perceived green consumer behavior control influence green consumer behavior intention among APTIK students in Indonesia?

7. Does *Laudato Si'* Cognition influence green consumer behavior intention through attitudes towards green consumers in APTIK students in Indonesia?
8. Does *Laudato Si'* Cognition influence green consumer behavior intention through subjective norms among APTIK students in Indonesia?
9. Does *Laudato Si'* Cognition influence green consumer behavior intention through perceived green consumer behavior control among APTIK students in Indonesia?

## 1.3 Research Purposes

The aim of this research is to test and analyze the influence of:

1. *Laudato Si'* Cognition towards attitudes towards green consumers among APTIK students in Indonesia.
2. *Laudato Si'* Cognition towards subjective norms among APTIK students in Indonesia.
3. *Laudato Si'* Cognition towards perceived green consumer behavior control among APTIK students in Indonesia.
4. Attitude towards green consumer towards green consumer behavior intention among APTIK students in Indonesia.
5. Subjective norms regarding green consumer behavior intention among APTIK students in Indonesia.
6. Perceived green consumer behavior control on green consumer behavior intention among APTIK students in Indonesia.
7. *Laudato Si'* Cognition towards green consumer behavior intention through attitude towards green consumers in APTIK students in Indonesia.
8. *Laudato Si'* Cognition towards green consumer behavior intention through subjective norms among APTIK students in Indonesia.
9. *Laudato Si'* Cognition towards green consumer behavior intention through perceived green consumer behavior control among APTIK students in Indonesia

## 2 Literature Review

### 2.1 Theory of Planned Behavior

The Theory of Planned Behavior is a theory which states that the relationship between attitudes, subjective norms, and perceptions will influence an individual's behavioral intention to carry out an individual or individual action.

The theory of planned behavior (TPB) is based on the assumption that humans are rational creatures and use the information possible to them,

systematically. People think about the implications of their actions before they decide to perform or not perform a particular behavior. The theory of planned behavior is a theory that analyzes consumer attitudes, subjective norms, and perceived behavioral control by consumers. Consumer attitude measures the way a person perceives an object as positive or negative, as well as beneficial or detrimental. Consumer attitudes are expected to determine what they will do in the future with certain products or brands.

## 2.2 Laudato Si' Cognition

In <https://laudatosimovement.org/> [13] it is written that Laudato Si' is Pope Francis' encyclical published in May 2015. The encyclical focuses on concern for the natural environment and all people, as well as broader questions about the relationship between God, humans and the Earth. The encyclical's subtitle, "Care for Our Common Home," reinforces key themes. Laudato Si' is Italian and translates as "praise be to You", part of a quote from St. Francis of Assisi's "Canticle of the Creatures" that opens the encyclical in which the saint praises God by contemplating the goodness of the sun, wind, earth, water, and other natural forces.

The measurements used to measure the Laudato Si' Cognition variable are (<https://laudatosiactionplatform.org/laudato-si-goals/>) [12]:

1. Response to the Cry of the Earth
2. Response to the Cry of the Poor
3. Ecological Economics
4. Adoption of Sustainable Lifestyles
5. Ecological Education
6. Ecological Spirituality
7. Community Resilience and Empowerment

## 2.3 Attitude Towards Green Consumer

Ajzen (2020) [1] defines attitude as a disposition to respond positively or negatively to a behavior. Attitude towards a behavior is determined by the beliefs obtained regarding the consequences of a behavior or also called behavioral beliefs. In this case, beliefs relate to a person's subjective assessments of the world around him, understanding of himself and his environment. Belief can be expressed by connecting a behavior that we will predict with various benefits or losses that might be obtained if we do or do not do that behavior. Belief can strengthen attitudes towards behavior based on evaluation of the data obtained that the behavior can provide benefits for the perpetrator. This means that when an individual has an evaluation that a

behavior will produce positive consequences, that individual will tend to be kind to his behavior. Conversely, when an individual has an evaluation that a behavior will produce negative consequences, that individual tends to have an unfavorable attitude towards the behavior (Ajzen, 2020) [1].

Attitude towards green consumers was measured using seven measurements adopted from Taylor & Todd (1995) [17], Emekci (2019) [8], and Xu et al., (2022) [87]; namely as follows:

1. Consuming green products is positive
2. Consuming green products is a good idea
3. Have a good attitude towards consuming green products
4. If today's consumers do not pay attention to the environment, the world will soon experience a serious environmental disaster
5. If natural resources continue to be taken without being rejuvenated, this is a debt to future generations
6. A beautiful environment can be enjoyed if humans do something that is beneficial to the environment
7. It is not a good thing to not do what is good for the environment

## 2.4 Subjective Norms

Subjective norms are a person's feelings or assumptions about the expectations of people in their life regarding behavior that is carried out or behavior that is not carried out (Ajzen, 2020) [1]. Meanwhile, according to Hee (2000) [10], the definition of subjective norms is the influence of other people who have close relationships and are important to a person, for example family, close friends and colleagues. Furthermore, Ajzen (2020) [1] defines subjective norm as a feeling about whether to do or not to do a behavior. Subjective norms are based on beliefs called normative beliefs, namely beliefs related to the nature of agreement and/or disagreement originating from referents or people and groups that influence the individual (significant others) such as parents, partners, close friends, co-workers or others. a behavior. Apart from that, subjective norms are determined by a combination of individual normative beliefs and motivation to comply. This means that when an individual perceives that their social references support them in carrying out a behavior, that individual will tend to feel social pressure to produce that behavior. On the other hand, when an individual perceives that their social referent does not agree with their behavior, that individual tends

to feel social pressure not to carry out that behavior.

Furthermore, Lien and Chen (2011) [15] revealed that subjective norms are internal psychological variables that directly influence green consumer behavioral intention. In ethics, subjective norms come from normative norms which influence a person's intention to behave. As a result, someone who understands normative norms well will have good intentions and be ready to translate them into positive actions. This statement is in line with the research results of Lin et al., (2012) [14] which proves that subjective norms are proven to have a significant positive influence on green consumer behavioral intention. The results of this research are supported by research by Bamberg (2003) [3].

Subjective norms can be measured using eight measurements adopted from Taylor & Todd (1995) [17], Emekci (2012) [8], and Xu et al., (2022) [18]; namely as follows:

1. People who have an influence on my life think that I should consume green products
2. People who are important to me think I should consume green products
3. Most of my friends use environmentally friendly products
4. Most of my family members use environmentally friendly products
5. Most of my colleagues do not use products that consume high energy
6. Most people in my social network want me to use more low-pollution products in the future
7. If I use more eco-friendly products in the future, most people in my social network will approve
8. Use environmentally friendly products a

## **2.5 Perceived Green Consumer Behavior**

### **Control**

These days environmental problems are increasingly becoming the focus of attention of many parties. Including the public, shown in their purchasing and consumption behavior patterns. Consumers who pay attention to environmental issues will have a careful attitude in their consumption patterns. Their concern for green value is the basis for the importance of green marketing. Perceived behavior control, explained by Ajzen (2020) [1], is the perceived ease or difficulty of the behavior shown.

Emekci's (2019) [8] research aims to explain the factors that influence green buying behavior using the main theory of Ajzen's Theory of Planned

Behavior (TPB) (2020) [1] and then developed into a more comprehensive model, namely environmental concern, environmental knowledge, and perception. consumer effectiveness (PCE). The results reveal that PCE is the variable that has the highest influence on attitudes towards behavior, intention and green purchasing behavior.

The measurement of perceived green consumer behavior control in this research uses measurements from Taylor & Todd (1995) [17], Emekci (2012) [8], and Xu et al., (2022) [18], namely:

1. Prefer to buy organically grown products rather than conventionally grown products
2. Buying organic products requires extra effort
3. Organic products are generally available in stores where I usually buy food
4. If you have the will, you can definitely buy organically grown products rather than conventionally grown products
5. I believe I can stick with environmentally friendly products that have long-term benefits
6. I am confident that I can overcome obstacles that prevent me from using environmentally friendly products
7. I am confident that I can overcome barriers that prevent me from using low-pollution products
8. Believe I have the ability to use green products
9. It's up to me whether I can afford to use green, low-pollution products
10. I have sufficient control over the use of green, low-pollution products

## **2.6 Green Consumer Behavioral Intention**

Heidenreich et al., (2017) [11] explained that consumer interest in creating green value (intention customer green value/ICGV) refers to the money, attention and feelings that consumers invest in the process of purchasing, consuming and experiencing green products or services. Based on Heidenreich et al., (2017) [11], ICGV is defined as the customer's willingness to create sustainable environmental value with the company, in this case the customer also spends money on time, attention and information. This includes paying premiums for purchasing green products, making recommendations, helping others, and providing feedback to the company. According to Ajzen and Fishbein (1980) in Ajzen (2020) [1], intention is the most important and best predictor of behavior. Ajzen (2020) [1] further explained that the main

factor in the theory of planned behavior is the individual's intention to exhibit certain behavior.

Yu et al., (2020) [20] revealed that in forming consumer interest there needs to be several things, namely the involvement of other consumers to share their experiences using environmentally friendly products, consumers being required to pay higher prices for environmentally friendly products, and the availability of companies that develop products environmentally friendly. The findings of Armutcu et al., (2023) [2] reveal that of all the structural elements in Theory Planned Behavior (TPB), only attitudes and perceived behavioral control contribute to green food purchasing behavior among consumers in Turkey, while subjective norms do not contribute to the influence on green food purchasing behavior. interest in green food purchasing behavior. Armutcu et al., (2023) [2] further stated that interest in green food purchasing behavior is due to the positive and significant influence on the use of social media and digital marketing interactions such as the presence of a lot of information, experiences, opinions and recommendations about green food on social media channels. Research by Yen et al., (2012) [19] argues that individual moral identity, traits, goals and significant behavior are factors that influence interest in purchasing Fairtrade (green project sustainable) products. However, in general when consumers make purchases, they generally consider satisfaction and loyalty, risks and benefits (Correa et al., 2023) [7] as aspects of the composition of their purchasing behavior. This is reinforced by the explanation of Braga et al., (2015) [5] that the evaluation of consumer perceptions regarding aspects of purchase intention and intention to purchase green products does not determine the relevance of environmental concern in purchasing.

In ethics, intention is an important factor in determining whether someone behaves correctly or not. Intention provides at least a moral assessment of someone's behavior to find out whether someone's behavior is in accordance with the right goals or not. In this case, green consumer behavior needs to pay attention to these intentions within themselves so that their moral considerations can realize correct behavior as a green consumer because their intentions are in accordance with the correct understanding of the meaning of being a green consumer.

The measurement of the Green Consumer Behavioral Intention variable used in this research refers to the measurement proposed previously by

Emekci (2019) [8]; Liu et al., (2020) [16]; Armutcu et al., (2023) [2], and Xu et al., (2022) [18]; that is:

1. Plan to buy green products in the future
2. Willing to buy green products
3. Intend to pay more for green products
4. Would recommend green products to others
5. Will consider buying eco-friendly products as there will be less pollution in the future
6. Will consider switching to eco-friendly brands for ecological reasons
7. Plan to switch to green products from those currently used/consumed
8. I prefer to buy environmentally friendly products
9. Buying environmentally friendly products will pay off in the long run
10. Buying environmentally friendly products gives me a sense of accomplishment
11. I will buy environmentally friendly products whenever possible
12. I will buy healthy organic foods whenever possible
13. I use products made from healthy ingredients whenever possible
14. I use environmentally friendly products whenever possible

## 2.7 Previous Research

1. Liu, M.T., Liu, Y. and Mo, Z. (2020) [16]

The findings of research conducted by Liu et al., (2020) in China revealed that the morally expanded TPB framework is more applicable in predicting green product purchase intentions for Chinese consumers than the original TPB model. Attitudes play the most significant role in predicting purchase intentions, and moral norms are shown to mediate the relationship between the original construct of subjective norms and purchase intentions. In addition, it was further revealed that moral norms consist of a mechanism that underlies the relationship between subjective norms and attitudes. The suggestion put forward in this research is that future research should expand the TPB theory by including moral norms. Moreover, this research is proven to contribute to the literature by clarifying the direct, indirect, and total effects of each TPB element on purchase intentions towards environmentally friendly products.

2. Armutcu, B., Ramadani, V., Zeqiri, J. and Dana, L.-P. (2023) [2]

Research findings conducted by Armutcu et al., (2023) [2] in Turkey revealed that of all the structural elements in the theory of planned

behavior (TPB), only attitudes and perceived behavioral control contribute to consumer behavior in purchasing green food. Meanwhile, subjective norms do not contribute to consumer behavior in purchasing green food. In addition, it was found that the use of social media and digital marketing interactions had a positive relationship and had a significant effect on green food purchasing behavior. More information, experiences, opinions and green food recommendations on social media channels can encourage consumers to buy more green food. The study first evaluated the applicability of the TPB model in explaining green food purchasing behavior. The research was expanded with two new factors included in the original framework of the TPB Model.

3. Yuhuan Xu, Jianguo Du, Muhammad Aamir Shafique Khan, Shuai Jin, Mohsin Altaf, Farooq Anwar, and Imran Sharif; (2023) [21]

The third previous research used as the basis for this research is research conducted by Yuhuan et al., (2023) [21] in China. Through comparative analysis, it was found that descriptive environmental cognition self-efficacy had a very significant positive impact on green purchase intention, and self-efficacy was found to be the best predictor of intention. In addition, environmental debt, self-efficacy, control, and green purchasing intention together have a significant effect on green purchasing behavior, and environmental debt has the best effect. This research offers significant contributions and provides recommendations for decision making.

### 2.8 Research Model

Based on background, problem formulation, research objectives, hypotheses, theoretical basis, and previous research; can be described as a research model as follows:

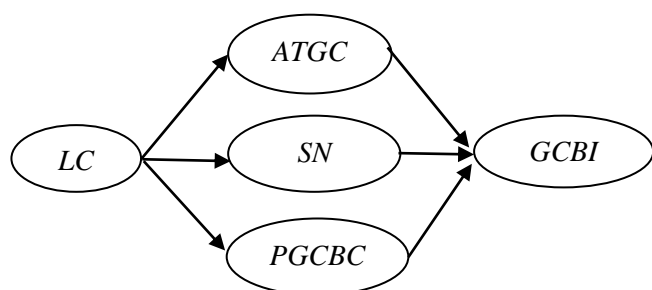


Figure 1: Research Model

Description:

1. LC: Laudato Si' Cognition
2. ATGC: Attitude Towards Green Consumers
3. SN: Subjective norms
4. PGCBC: Perceived Green Consumer Behavior Control
5. GCBI: Green Consumer Behavior Intention

### 2.9 Hypothesis

Based on the formulation of the problem posed and the research objectives to be achieved, the proposed research hypothesis is:

1. Laudato Si' Cognition has a positive and significant effect on attitude towards green consumers among APTIK students in Indonesia.
2. Laudato Si' Cognition has a positive and significant effect on subjective norms among APTIK students in Indonesia.
3. Laudato Si' Cognition has a positive and significant effect on perceived green consumer behavior control among APTIK students in Indonesia.
4. Attitude towards green consumers has a positive and significant effect on green consumer behavior intention among APTIK students in Indonesia.
5. Subjective norms have a positive and significant effect on green consumer behavior intention among APTIK students in Indonesia.
6. Perceived green consumer behavior control has a positive and significant effect on green consumer behavior intention among APTIK students in Indonesia.
7. Laudato Si' Cognition has a positive and significant effect on green consumer behavior intention through attitude towards green consumers in APTIK students in Indonesia.
8. Laudato Si' Cognition has a positive and significant effect on green consumer behavior intention through subjective norms among APTIK students in Indonesia.
9. Laudato Si' Cognition has a positive and significant effect on green consumer behavior intention through perceived green consumer behavior control among APTIK students in Indonesia

### 3 Research Method

#### 3.1 Research Variables

The research locations were carried out at all Catholic universities in Indonesia which are members of the Association of Catholic Universities, using the APTIK network.

The variables tested in this research are:

1. Exogenous Variable (X): Laudato Si' Cognition
2. Intervening Variable (Y):
  - a. Attitude Towards Green Consumer (Y1)
  - b. Subjective Norm (Y2)
  - c. Perceived Green Consumer Behavior Control (Y3)
3. Endogenous Variable (Y4): Green Consumer Behavior Intention

In this research, variable measurement uses a five-point Likert scale. The Likert scale functions to measure a person's response to something. The answers to each instrument at each point on the Likert scale have a gradation from very positive to very negative.

#### 3.2 Population, Sample, and Sampling Techniques

The population used in this research is active students for academic year 2022/2023 who are registered at Catholic universities that are members of the Association of Catholic Universities (APTIK).

The Catholic universities in Indonesia that are members of APTIK are as follows (APTIK, 2020):

1. Atma Jaya Indonesian Catholic University, Jakarta (Atma Jaya Foundation).
2. Parahyangan Catholic University (Unika Parahyangan Foundation).
3. Sanata Dharma University, Yogyakarta (Sanata Dharma Foundation).
4. Widya Mandala Surabaya Catholic University (Widya Mandala Surabaya Foundation).
5. Soegijapranata Catholic University, Semarang (Sandjojo Foundation, Semarang).
6. Atma Jaya University Yogyakarta (Slamet Rijadi Foundation, Yogyakarta).
7. Widya Mandira Catholic University, Kupang (Arnoldus Catholic Education Foundation, Kupang).
8. Santo Thomas Catholic University, Medan (Stomath Thomas Foundation, Medan).
9. Widya Karya Catholic University, Malang (Adisucipto Catholic Higher Education Foundation, Malang).

10. Atma Jaya University, Makassar (Atma Jaya Ujung Pandang Higher Education Foundation).
11. Musi Charitas Catholic University, Palembang (Musi Foundation).
12. STIK Sint Carolus, Jakarta (Carolus Catholic Education Foundation, Jakarta)
13. De La Salle Catholic University, Manado (De La Salle University PTK Foundation, Manado).
14. Widya Dharma University Pontianak (Widya Dharma Foundation, Pontianak).
15. Darma Cendika Catholic University, Surabaya (Foundation Darma Cendika, Surabaya).
16. STIK Stella Maris, Makassar (Ratna Miriam Foundation).
17. St. Mary's Catholic College of Health Sciences Vincentius A Paulo, Surabaya (Arnoldus Health Education Foundation Surabaya).
18. Santa Elisabeth Medan College of Health Sciences (Widya Fraliska Foundation).
19. Santo Borromeus College of Health Sciences (Borromeus Health Education Foundation).
20. Weetebula College of Teacher Training and Education (Nusa Cendana Education Foundation)

According to Hair et al., (2010) [9] a sample size of 100 to 200 is the minimum sample size when using a covariance structure model. Thus the sample size in this research was set at 200. The sampling technique used in this research was purposive sampling.

Respondents who were members of the sample in this study met the following criteria:

1. Minimum age is 21 years
2. Active students for academic year 2023/2024
3. Knowing Laudato Si'
4. Knowing Green Consumers

The data analysis used in this research is Structural Equation Modeling (SEM). According to Byrne (2001) [6], Structural Equation Modeling is a statistical technique that is capable of analyzing relationship patterns between latent constructs and their indicators, one latent construct with another, as well as direct measurement error.

### 4 Results and Discussion

Based on the results of data processing, respondents who at the time of filling out this questionnaire were at least 21 years old, active students for academic year 2023/2024, knew that Laudato Si' had knowledge of green consumers,

amounting to 200 respondents (100%). This means that the respondents in this study have met the sample criteria set by the researcher. So that data processing can continue.

#### 4.1 Descriptive Statistics

In this research, the average value (mean) was calculated using a Likert scale measurement, namely using a scale of 1 to 5 from the description of the respondent's answers.

Data processing from Laudato Si' Cognition's descriptive statistics shows that the highest mean value is indicator 6, namely "Ecological spiritual" with a mean value of 4.17 and the lowest mean value is indicator 5, namely "Ecological Education" with a mean value of 3.71. This proves that respondents agree with the Laudato Si' Cognition indicators proposed in this research.

Data processing from descriptive statistics of Attitude Towards Green Consumer indicators 1 to 7 shows that the highest mean value is in the answer to indicator 1, namely "In my opinion, consuming green products is positive" with a mean score of 4.04 and the lowest mean value is in the answer to the indicator 2, namely "In my opinion, consuming green products is a good idea" with a mean score of 3.43. This proves that respondents agree with the Attitude Towards Green Consumer indicators raised in this research.

Data processing from descriptive statistical analysis of Subjective Norm shows that the highest mean value is indicator 3, namely "Most of my friends use environmentally friendly products" and 6, namely "Most of the people in my social network want me to use more low-pollution products" with a score of The mean is 4.34 and the lowest mean value is the answer to indicator 7, namely "If I use more environmentally friendly products, most people in my social network will agree" with a mean value of 3.68. This proves that respondents strongly agree with the Subjective Norm indicators raised in this research.

Data processing from descriptive statistical analysis that has been carried out for Perceived Green Consumer Behavior Control indicators 1 to 10 shows that the highest mean value is in the answer to indicator 3, namely "Organic products are generally available in the shop where I usually buy food" with a mean score of 3, 94 and the lowest mean score is in the answer to indicator 5, namely "I am confident that I can survive with environmentally friendly products that have long-term benefits" and 10, namely "I have sufficient control over the use of green, low-pollution products" with a mean score of 3, 62. This proves

that respondents agree with the perceived green consumer behavior control indicators raised in this research.

Data processing from descriptive statistical analysis that has been carried out for Green Consumer Behavioral Intention indicators 1 to 14 shows that the highest mean value is in the answer to indicator 3, namely "I intend to pay more for green products" with a mean score of 4.39 and a mean value of The lowest was the answer to indicator 6, namely "I would consider switching to an environmentally friendly brand for ecological reasons" with a mean score of 4.00. This proves that respondents agree with the Green Consumer Behavioral Intention indicators raised in this research.

#### 4.2 Normality Test

This study uses univariate and multivariate normality for the data used in the analysis. Evaluation of normality was identified both univariate and multivariate. Univariately, for the values in C.R skewness, there are no statement items that show a value > 2.58. Meanwhile, for the values in C.R kurtosis, all statement items show values < 2.58. Thus, univariately it is normally distributed. The research results indicate that the data in this study is normally distributed in a multivariate manner with a C.R kurtosis value of 11.135, thus further analysis can be carried out.

#### 4.3 Goodness-of-Fit

The goodness of fit results of the research model carried out can be shown in Table 1. In testing, the value of *Chi-Square* ( $\chi^2$ ) was 3479.423, indicating that the proposed research model was satisfactory. The CMIN/DF, GFI, PGFI, NFI, RFI, and IFI values in this research model show a good level of suitability.

Table 1., Goodness-of-Fit Model

| <i>Goodness-of-fit Indices</i> | <i>Cut-off Value</i> | <b>Results</b> | <b>Model Evaluation</b> |
|--------------------------------|----------------------|----------------|-------------------------|
| <i>Chi-Square</i> ( $\chi^2$ ) | Small                | 3479,423       | Small                   |
| <i>Degrees of freedom</i>      | Positif              | 983            | Fit                     |
| <i>Probability level (p)</i>   | $\geq 0,05$          | 0,000          | Unfit                   |
| <i>CMIN/DF</i>                 | $\leq 5,0$           | 3,540          | Fit                     |



|             |        |       |            |
|-------------|--------|-------|------------|
| <i>GFI</i>  | ≥ 0,90 | 0,574 | Medium Fit |
| <i>AGFI</i> | ≥ 0,90 | 0,531 | Unfit      |
| <i>PGFI</i> | 0 - 1  | 0,522 | Fit        |
| <i>NFI</i>  | 0 - 1  | 0,623 | Fit        |
| <i>RFI</i>  | 0 - 1  | 0,604 | Fit        |
| <i>IFI</i>  | 0 - 1  | 0,698 | Fit        |

Source: Data, processed (2023).

#### 4.4 Hypothesis

Table 2 presents the regression weight table. The test results show that of the 9 paths analyzed, all have a significant relationship, as seen from the significance level (p) of the hypothesis test of less than 5%.

Table 2., Regression Weights

| NO | HYPOTHESIS   | ESTIMATE |
|----|--|----------|
| 1  | <i>Laudato Si' Cognition</i> → <i>attitude towards green consumer</i>  | 0,391    |
| 2  | <i>Laudato Si' Cognition</i> → <i>subjective norm</i>  | 0,528    |
| 3  | <i>Laudato Si' Cognition</i> → <i>perceived green consumer behavior control</i>  | 0,556    |
| 4  | <i>Attitude towards green consumer</i> → <i>green consumer behavior intention</i>  | 0,402    |
| 5  | <i>Subjective norm</i> → <i>green consumer behavior intention</i>  | 0,249    |
| 6  | <i>Perceived green consumer behavior control</i> → <i>green consumer behavior intention</i>                                | 0,189    |
| 7  | <i>Laudato Si' Cognition</i> → <i>attitude towards green consumer</i> → <i>green consumer behavior intention</i>           | 0,157    |
| 8  | <i>Laudato Si' Cognition</i> → <i>subjective norm</i> → <i>green consumer behavior intention</i>                           | 0,131    |
| 9  | <i>Laudato Si' Cognition</i> → <i>perceived green consumer behavior control</i> → <i>green consumer behavior intention</i> | 0,105    |

Source: Data, processed (2023).

Test results show that:

1. *Laudato Si' Cognition* has a positive effect on attitude towards green consumers among APTIK students in Indonesia.
2. *Laudato Si' Cognition* has a positive effect on subjective norms among APTIK students in Indonesia.
3. *Laudato Si' Cognition* has a positive effect on perceived green consumer behavior control among APTIK students in Indonesia.
4. Attitude towards green consumers has a positive effect on green consumer behavior intention among APTIK students in Indonesia.
5. Subjective norms have a positive effect on green consumer behavior intention among APTIK students in Indonesia.
6. Perceived green consumer behavior control has a positive effect on green consumer behavior intention among APTIK students in Indonesia.
7. *Laudato Si' Cognition* has a positive effect on green consumer behavior intention through attitude towards green consumers in APTIK students in Indonesia.
8. *Laudato Si' Cognition* has a positive effect on green consumer behavior intention through subjective norms among APTIK students in Indonesia.
9. *Laudato Si' Cognition* has a positive effect on green consumer behavior intention through perceived green consumer behavior control among APTIK students in Indonesia.

The results of the analysis of direct effects, indirect effects and the total influence of exogenous variables on endogenous variables show that the path that has the greatest direct influence is the influence of Attitude Toward Green Consumer on Green Consumer Behavior, which is 0.431 while the path There are three that have an indirect influence and all of them have a value of 0.343 which can be seen in Table 3 below.

Table 3., Direct, Indirect and Total Influence

| Influence Between Variables  | Influence |          | P   |
|--|-----------|----------|-----|
|  | Direct    | Indirect |     |
| <i>Laudato Si' Cognition</i> → <i>Attitude Toward Green Consumer</i> | 0,318     | -        | *** |
| <i>Laudato Si' Cognition</i> → <i>Subjective Norm</i>                | 0,421     | -        | *** |

|  |       |       |     |
|--|-------|-------|-----|
| <i>Laudato Si' Cognition</i><br>→<br><i>Perceived Green Consumer Behavior Control</i>                            | 0,389 | -     | *** |
| <i>Attitude Toward Green Consumer</i> →<br><i>Green Consumer Behavioral</i>                                      | 0,431 | -     | *** |
| <i>Subjective Norm</i> →<br><i>Green Consumer Behavioral</i>   | 0,273 | -     | *** |
| <i>Perceived Green Consumer Behavior Control</i> → <i>Green Consumer Behavioral</i>                              | 0,235 | -     | *** |
| <i>Laudato Si' Cognition</i><br>→<br><i>Attitude Toward Green Consumer</i> →<br><i>Green Consumer Behavioral</i> | -     | 0,343 | *** |
| <i>Laudato Si' Cognition</i><br>→<br><i>Subjective Norm</i> →<br><i>Green Consumer Behavioral</i>                | -     | 0,343 | *** |
| <i>Laudato Si' Cognition</i><br>→<br><i>Subjective Norm</i> →<br><i>Green Consumer Behavioral</i>                | -     | 0,343 | *** |

Source: Data, processed (2023).

## 4.5 Discussion

### 4.5.1 Laudato Si' Cognition Influences the Attitude Towards Green Consumer of APTIK Students in Indonesia

Based on the results of descriptive statistical data processing, the results showed that the average respondent agreed with the statement that Laudato Si' Cognition in APTIK students had an effect on behavioral attitudes towards consuming green products. The results of the structural equation state that there is a positive and significant influence between the influence of Laudato Si' Cognition on attitudes towards green consumers among APTIK students in Indonesia.

The results of the hypothesis test prove that the influence of Laudato Si' Cognition on attitudes towards green consumers has a loading factor (estimated) value of 0.391 with a significance level of 0.000.  $P \text{ value} < 0.05$  ( $0.000 < 0.05$ ). This shows

that Laudato Si' Cognition can influence attitudes towards green consumers.

The results of this research support the statement previously stated by Ajzen (2020) [1] regarding the influence of Laudato Si' Cognition on attitudes towards green consumers. In this case, Ajzen (2020) [1] defines attitude as a disposition to respond positively or negatively to a behavior. Attitude towards a behavior is determined by the beliefs obtained regarding the consequences of a behavior or also called behavioral beliefs. In this case, belief is related to a person's subjective assessments of the world around him, understanding of himself and his environment, thus proving that Laudato Si' Cognition has a significant effect on attitude towards green consumers.

In ethics, "knowledge" helps someone to do the right moral action. Through it, a person can be directed to the right choice of what needs to be done, in this case environmental attitude. And in the research results that have been obtained, it has been proven that when a person knows about the importance of protecting nature through Laudato Si' Cognition, that person can take appropriate and appropriate actions as expected. This confirms that the person who knows has arrived at the values that are internalized so that it is not difficult for him to have an attitude towards green consumers. This person knows that nature must be protected so that it does not increase damage by behaving arbitrarily in consuming things that are contrary to nature itself.

### 4.5.2 Laudato Si' Cognition Influences Subjective Norms in APTIK Students in Indonesia

Based on the results of descriptive statistical data processing, the results showed that the average respondent agreed with the statement that Laudato Si' Cognition in APTIK students had an effect on feelings towards carrying out a behavior in consuming green products. The results of the structural equation state that there is a positive and significant influence between the influence of Laudato Si' Cognition on subjective norms among APTIK students in Indonesia.

The results of the hypothesis test prove that the influence of Laudato Si' Cognition on subjective norms has a loading factor (estimated) value of 0.528 with a significance level of 0.000.  $P \text{ value} < 0.05$  ( $0.000 < 0.05$ ). This shows that Laudato Si' Cognition can influence subjective norms.

Based on research, it seems very clear that subjective norms are formed when knowledge of Laudato Si is possessed. However, in ethics there is

another thing that can strengthen subjective norms, namely the role of "conscience". As Bertens (2004) [4] states, conscience is "an understanding of what is good or bad in relation to our concrete behavior". This means that subjective norms will be better formed if a person also lives up to his conscience as a guide and ethical standard within himself that a person actually has from birth.

#### **4.5.3 Laudato Si' Cognition Influences Perceived Green Consumer Behavior Control among APTIK Students in Indonesia**

Based on the results of descriptive statistical data processing, the results showed that the average respondent agreed with the statement that Laudato Si' Cognition in APTIK students had an effect on their behavior to be careful in their consumption patterns. The results of the structural equation state that there is a positive and significant influence between the influence of Laudato Si' Cognition on perceived green consumer behavior control among APTIK students in Indonesia.

The results of the hypothesis test prove that the influence of Laudato Si' Cognition on perceived green consumer behavior control has a loading factor (estimated) value of 0.556 with a significance level of 0.000.  $P \text{ value} < 0.05$  ( $0.000 < 0.05$ ). This shows that Laudato Si' Cognition can influence perceived green consumer behavior control.

Perception greatly influences a person's actions to do something right or not. In ethics, people can arrive at this perception when they have sufficient knowledge of what they are going to do. So, in terms of the perception of being a green consumer, a person needs to know why he is doing this and this is obtained through Laudato Si which is the door to understanding that nature should be looked after and protected so that society does not lose its future if nature is damaged.

#### **4.5.4 Attitude Towards Green Consumer Influences Green Consumer Behavior Intention among APTIK Students in Indonesia**

Based on the results of descriptive statistical data processing, the results showed that the average respondent agreed with the statement that attitude towards green consumers in APTIK students influences their interest in creating green value. The results of the structural equation state that there is a positive and significant influence between the

influence of Laudato Si' Cognition on attitudes towards green consumers in APTIK students.

The results of the hypothesis test prove that the influence of Laudato Si' Cognition on attitudes towards green consumers has a loading factor (estimated) value of 0.402 with a significance level of 0.000.  $P \text{ value} < 0.05$  ( $0.000 < 0.05$ ). This shows that Laudato Si' Cognition can influence perceived green consumer behavior control.

The results of this research support the results of previous research conducted by Lin et al., (2012), namely that attitude towards green consumers is proven to have a significant positive influence on green consumer behavioral intention.

Ethically, the attitude that a person has with good recognition that consuming something that is contrary to the ecological spirit will be detrimental for a long time can encourage that person not only to realize the intention or will but that person will be encouraged to take the right action in supports making choices so that you always have the attitude of being a green consumer.

#### **4.5.5 Subjective Norms Have a Positive and Significant Influence on Green Consumer Behavior Intention among APTIK Students in Indonesia**

Based on data processing, the results obtained were that the average respondent agreed with the statement that subjective norms among APTIK students influence green consumer behavior intention. The results of the structural equation state that there is a positive and significant influence between the influence of subjective norms on green consumer behavior intention in APTIK students.

The results of the hypothesis test prove that the influence of subjective norms on green consumer behavior intention has a loading factor (estimated) value of 0.249 with a significance level of 0.000.  $P \text{ value} < 0.05$  ( $0.000 < 0.05$ ). This shows that subjective norms among APTIK students can influence green consumer behavior intention.

In line with what Lien and Chen (2011) [15] stated, subjective norms are internal psychological variables that directly influence green consumer behavioral intention. The results of this research support the research results of Lin et al., (2012) and Bamberg (2003) which prove that subjective norms are proven to have a significant positive influence on green consumer behavioral intention. However, the findings of Artmucu et al., (2023) [2] reveal that subjective norms do not contribute to the influence on interest in green food purchasing

behavior among consumers in Turkey. Artmucu et al., (2023) [2] further stated that interest in green food purchasing behavior is due to the positive and significant influence on the use of social media and digital marketing interactions such as the presence of a lot of information, experiences, opinions and recommendations about green food on social media channels. .

Based on the results of this research, it becomes increasingly clear that behavioral interest is only the first step in action. Green behavior can only be carried out if subjective norms properly recognize that the interests they have are in line with the correct conscience that green behavior is an ethical act to protect the environment. So, a person who acts to appreciate something in his consumer pattern is strongly influenced by deontological and teleological attitudes. In other words, someone who carries out green consumerist behavior is driven by awareness of the obligation to protect the environment and knows the purpose of why green consumerist behavior is carried out for the good of society.

#### **4.5.6 Perceived Green Consumer Behavior Control Has a Positive and Significant Influence on Green Consumer Behavior Intention among APTIK Students in Indonesia**

Based on the results of descriptive statistical data processing, the results showed that the average respondent agreed with the statement that perceived green consumer behavior control had an effect on green consumer behavior intention among APTIK students. The results of the structural equation state that there is a positive and significant influence between perceived green consumer behavior control on green consumer behavior intention among APTIK students in Indonesia.

The results of hypothesis testing prove that the influence of perceived green consumer behavior control on green consumer behavior intention has a loading factor (estimated) value of 0.189 with a significance level of 0.000.  $P \text{ value} < 0.05$  ( $0.000 < 0.05$ ). This shows that perceived green consumer behavior control can influence the formation of green consumer behavior intention.

Research by Yen et al., (2012) [19] argues that individual moral identity, traits, goals and significant behavior are factors that influence interest in purchasing Fairtrade (green project sustainable) products. However, in general when consumers make purchases, they generally consider satisfaction and loyalty, risks and benefits (Correia

et al., 2017) [7] as aspects of the composition of their purchasing behavior. This is reinforced by the explanation of Braga et al., (2015) [5] that the evaluation of consumer perceptions regarding aspects of purchase intention and intention to purchase green products does not determine the relevance of environmental concern in purchasing.

Therefore, in ethical studies, "perception" provides confirmation for someone to behave. Perception leads a person to the intention to do something. So, if in research it is found that perceptions about green behavior greatly influence a person's will or intention, that is correct and not wrong. In fact, ethics provides guidance that a person who desires good action needs the correct knowledge and perception of the action or deed he or she will perform. In other words, the intention to behave green is very easy to form when someone has the correct perception of green behavior.

#### **4.5.7 Laudato Si' Cognition Influences Green Consumer Behavior Intention Through Attitude Towards Green Consumer in APTIK Students in Indonesia**

Based on the results of descriptive statistical data processing, the results showed that the average respondent agreed with the statement that Laudato Si' Cognition had an effect on green consumer behavior intention through attitude towards green consumers in APTIK students. The results of the structural equation state that there is a positive and significant influence between the influence of Laudato Si' Cognition on green consumer behavior intention through attitude towards green consumers in APTIK students.

The results of the hypothesis test prove that the influence of Laudato Si' Cognition on green consumer behavior intention through attitude towards green consumers has a loading factor (estimated) value of 0.157 with a significance level of 0.000.  $P \text{ value} < 0.05$  ( $0.000 < 0.05$ ). This shows that Laudato Si' Cognition can influence green consumer behavior intention through attitude towards green consumers.

This data confirms the understanding of ethics that an action can be an ethical action, in this case protecting the environment, which can be realized when a person truly has the correct knowledge of the environment and knows why they must protect it for the benefit of society in consumptive behavior. This means that a person comes to ethical consumption, namely understanding the emotional and rational value of what he wants to

consume, whether it is in accordance with protecting nature for a better society.

#### **4.5.8 Laudato Si' Cognition Influences Green Consumer Behavior Intention Through Subjective Norms among APTIK Students in Indonesia**

Based on the results of descriptive statistical data processing, the results showed that the average respondent agreed with the statement that Laudato Si' Cognition had an effect on green consumer behavior intention through subjective norms among APTIK students. The results of the structural equation state that there is a positive and significant influence between the influence of Laudato Si' Cognition on green consumer behavior intention through subjective norms among APTIK students in Indonesia.

The results of the hypothesis test prove that the influence of Laudato Si' Cognition on green consumer behavior intention through subjective norms has a loading factor (estimated) value of 0.131 with a significance level of 0.000.  $P \text{ value} < 0.05$  ( $0.000 < 0.05$ ). This shows that Laudato Si' Cognition can influence green consumer behavior intention through subjective norms.

Therefore, subjective norms are expected to arrive at the correct awareness in their behavior to reach green consumer behavior, namely as Pope Francis (2016) [13] said, the hope is that a person can arrive at "a matter of accepting what is permitted by the reality of nature itself, which seems to be reach out his hand". No, "rather people are interested in squeezing everything possible out of things through their meddling, which tends to often ignore or forget the reality that is in front of them."

#### **4.5.9 Laudato Si' Cognition Influences Green Consumer Behavior Intention Through Perceived Green Consumer Behavior Control among APTIK Students in Indonesia**

Based on the results of descriptive statistical data processing, the results showed that the average respondent agreed with the statement that Laudato Si' Cognition had an effect on green consumer behavior intention through perceived green consumer behavior control in APTIK students. The results of the structural equation state that there is a positive and significant influence between the influence of Laudato Si' Cognition on green consumer behavior intention through perceived green consumer behavior control on APTIK students in Indonesia.

The results of the hypothesis test prove that the influence of Laudato Si' Cognition on green consumer behavior intention through perceived green consumer behavior control has a loading factor (estimated) value of 0.105 with a significance level of 0.000.  $P \text{ value} < 0.05$  ( $0.000 < 0.05$ ). This shows that Laudato Si' Cognition can influence green consumer behavior intention through perceived green consumer behavior control.

It is undeniable that knowledge of the environment determines whether a person has the intention or will to protect nature by making the choice not to buy destructive goods. This was formed because a person with a belief that was visible in his perception stated that nature was an important thing to protect for the survival of future generations. On the other hand, if a person does not arrive at a correct understanding, the person will fall into consumerist actions and behavior as emphasized by Pope Francis in Laudato Si (2016) that the person "has not yet arrived at a new self-concept that can direct his life".

## **5 Conclusions, Limitations and Recommendations**

### **5.1 Conclusion**

The conclusions that can be obtained through this research are:

1. Laudato Si' Cognition has a positive and significant effect on attitude towards green consumers. This means that hypothesis 1 of this research, which states that Laudato Si' Cognition has a positive and significant effect on the attitude towards green consumers of APTIK students in Indonesia, is accepted.
2. Laudato Si' Cognition has a positive and significant effect on subjective norms. This means that hypothesis 2 of this research, which states that Laudato Si' Cognition has a positive and significant effect on subjective norms among APTIK students in Indonesia, is accepted.
3. Laudato Si' Cognition has a positive and significant effect on perceived green consumer behavior control. This means that hypothesis 3 of this research, which states that Laudato Si' Cognition has a positive and significant effect on perceived green consumer behavior control among APTIK students in Indonesia, is accepted.

4. Laudato Si' Cognition has a positive and significant effect on attitude towards green consumers. This means that hypothesis 4 of this research, which states that Laudato Si' Cognition has a positive and significant effect on the attitude towards green consumers of APTIK students in Indonesia, is accepted.
5. Subjective norms have a positive and significant effect on green consumer behavior intention. This means that hypothesis 5 of this research, which states that subjective norms have a positive and significant effect on green consumer behavior intention among APTIK students in Indonesia, is accepted.
6. Perceived green consumer behavior control towards green consumer behavior intention. This means that hypothesis 6 of this research, which states that perceived green consumer behavior control has a positive and significant effect on green consumer behavior intention among APTIK students in Indonesia, is accepted.
7. Laudato Si' Cognition has a positive and significant effect on green consumer behavior intention through attitude towards green consumers. This means that, hypothesis 7 of this research which states that Laudato Si' Cognition has a positive and significant effect on green consumer behavior intention through attitude towards green consumers in APTIK students in Indonesia, is accepted.
8. Laudato Si' Cognition has a positive and significant effect on green consumer behavior intention through subjective norms. This means that hypothesis 8 of this research, which states that Laudato Si' Cognition has a positive and significant effect on green consumer behavior intention through subjective norms among APTIK students in Indonesia, is accepted.
9. Laudato Si' Cognition has a positive and significant effect on green consumer behavior intention through perceived green consumer behavior control. This means that hypothesis 9 of this research, which states that Laudato Si' Cognition has a positive and significant effect on green consumer behavior intention through perceived green consumer behavior control among APTIK students in Indonesia, is accepted.

## 5.2 Limitations

The limitation of this research is that the distribution of the questionnaire was carried out online which had an impact on the risk of the questionnaire not being read, understood and filled out carefully by the respondents.

## 5.3 Suggestions

### 1. Academic Advice

Academic advice that can be taken from this research is for future researchers to conduct further research using variables related to Laudato Si' Cognition, attitude towards green consumer, subjective norm, attitude towards green consumer, perceived green consumer behavior.

### 2. Practical Advice

Business actors should pay attention to the existence of green consumers whose purchasing decisions, as proven in this research, are significantly influenced by their awareness of the green environment.

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#### **Contribution of Individual Authors to the Creation of a Scientific Article (Ghostwriting Policy)**

The authors equally contributed in the present research, at all stages from the formulation of the problem to the final findings and solution.

#### **Sources of Funding for Research Presented in a Scientific Article or Scientific Article Itself**

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#### **Conflict of Interest**

The authors have no conflicts of interest to declare that are relevant to the content of this article.

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