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THE INFLUENCE OF TERMINAL VALUE, INSTRUMENTAL VALUE, AND GREEN BRAND POSITIONING ON GREEN PURCHASE INTENTION THROUGH GREEN ATTITUDE AS A MEDIATING VARIABLE
(Study on Automotive Companies Implementing Green Company)

Irsyad Arkan[1)], Yessy Artanti[2], Sri Setyo Iriani[3]
Faculty of Economics and Business, State University of Surabaya [123]
E-mail: irsyad.22007@mhs.unesa.ac.id[1]

Abstract*:* This study aims to examine the effect of Terminal Value, Instrumental Value, and Green Brand Positioning on Green Purchase Intention with Green Attitude as a mediating variable. The research method used is descriptive quantitative with Partial Least Square (PLS) analysis to test the causal relationship between variables. The research population is prospective LCGC car consumers in Indonesia with characteristics aged 25-35 years. The results showed that Terminal Value and Green Brand Positioning have a positive and significant influence on Green Attitude, while Instrumental Value has no significant effect. Green Attitude it selfs proven to play a mediating role that strengthens the relationshipi between the independent variables and Green Purchase Intention. The implications of this study provide insights to marketers and automotive companiesi toi furtheri emphasisei terminali valuei andi environmentally friendly positioning strategies in their marketing campaigns to increase the purchase intention of green products among consumers.

Keywords: *Terminal Value, Instrumental Value, Green Brand Positioning, Green Attitude, Green Purchase Intention.*

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1. Introduction

The implementation of the Sustainable Development Goals (SDGs) has now entered its 6th year. Since its establishment in September 2015 at the UN General Assembly attended by 159 Heads of State, the SDGs have become a Global Agenda for 2030 to be implemented by all countries in the world (Siringoringo, 2022). According to the 2030 SDGs agenda, the elimination of poverty in all its forms, including extreme poverty, is a major global challenge. Sustainable development has absolute requirements that include three dimensions, namely economic, social, and environmental, which are interrelated (Alfa, 2019). The commitment is called the Sustainable Development Goals (SDGs) (Alfa 2019). The Low Cost Green Car (LCGC) programme is one of the Indonesian Government's concrete interpretations in realising the SDGs at point 13

In 2013, the Ministry of Industry (MOI) issued a policy on low cost green cars (LCGC) as stipulated in the Regulation of the Minister of Industry No. 33/M-IND/PER/7/2013 on the development of energy-efficient and affordable production of four-wheeled motorised

vehicles (kemenperin.go.id). Eco-friendly cars consist of several automotive industries switching their energy sources from fossil fuels to renewable energy, which can save up to 70% on production costs (cnbcindonesia.com). This tackles the problem of LCGC pollution as an environmentally friendly product is one of the alternative solutions that can be chosen (online.binus.ac.id). This statement is supported by Sandi et al (2021) who state that green purchase intention refers to consumers' willingness to buy environmentally friendly products whose motives are related to the ecological quality and environmental impact of consumer purchasing behaviour.

The LCGC programme provides a Sales Tax on Luxury Goods (PPnBM) relief facility through Government Regulation No. 41/2019. So far, there are 8 LCGC models in the Indonesian market. LCGC has a market share of 22.68% in Indonesia of total motor vehicle sales in 2017 (January-August) (gaikindo.or.id). According to data from the Emissions Database for Global Atmospheric Research (EDGAR), Indonesia's greenhouse gas emissions actually tended to increase during the period 2013-2020, although there were small fluctuations in certain years. For example, carbon emissions in Indonesia in 2013 were recorded at 864.85 million tonnes of CO_2 equivalent and continued to increase until 2020 (Alfathi, 2024). Various efforts to reduce carbon dioxide emissions have been made by the government, such as Reduce, Reuse, and Recycle (3R), tree planting, food waste reduction, energy use efficiency. One of the efforts to reduce carbon emissions is the LCGC programme. However, the largest contributor to carbon emissions is the energy and transportation sector with a percentage of 50.6% (potential 1 Giga Tonnes CO2) of total emissions in Indonesia in 2020.

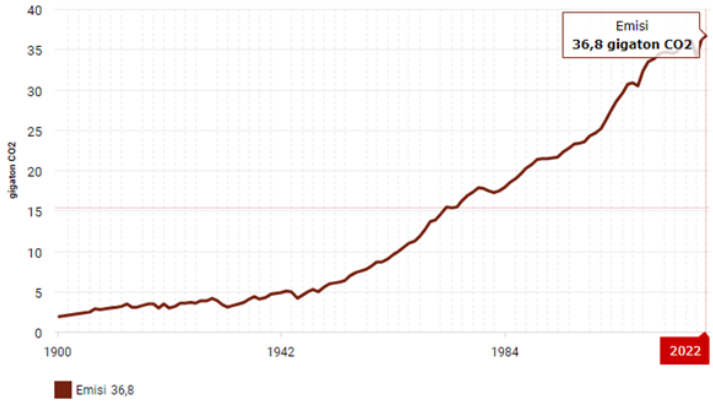

Figure 1. Carbon Dioxide (CO2) Emissions (1900-2022)

According to the *International Energy Agency* (IEA) figure 1.1, carbon emissions from energy combustion and global industrial activities reached 36.8 gigatons in 2022. This is an increase of about 0.5 gigatons compared to 2021, and a new record high in history.

The implementation of the SDGs goals by 2030 requires the support of consumers with environmentally conscious behaviour and active participation from companies. Companies that produce environmentally friendly goods can open opportunities for other producers to enter the green product market with target consumers known as green consumers (Giarti and Santoso, 2015). Chen and Chai (2010) define green consumers as individuals who have awareness and interest in environmental issues. The findings show that consumers are increasingly paying attention to their daily habits and their impact on environmental

sustainability, which is an important foundation in understanding green purchasing behaviour.

Green purchasing intentions reflect people's high awareness of environmental issues and desire to protect the ecosystem. This behaviour includes an individual's desire to take steps that support sustainability (Junaedi, 2017). In this context, consumers who have an interest in environmental issues are more likely to choose green products over conventional products. Conventional products are often produced without considering the negative impact on the environment, while green products offer more sustainable solutions (Ali & Ahmad, 2012).

In this context, green attitudes play a key role in strengthening the relationship between consumers' personal values and intention to purchase environmentally friendly products, making it relevant to be used as a mediating variable in this study. McIntyre and Milfont (2016) revealed that green attitude includes an assessment of the natural and artificial environment and the factors that influence it. The environmentally friendly attitude shown by consumers plays a role in realising their desire to maintain and preserve the surrounding environment.

According to Thøgersen (2011), consumers tend to pay attention to product attributes that can deliver results according to their expectations, which ultimately fulfil personal values. Consumption of environmentally friendly products is considered a form of terminal value that is orientated towards social value (Kahle, 1996). This terminal value is defined as the desire to engage in certain tasks (Vinson et al., 1977b). In this context, consumers' intention to buy an LCGC car is influenced by an attitude to preserve the environment, which in turn forms terminal and instrumental values.

This study aims to evaluate terminal and instrumental values through green attitudes, focusing on positive preferences for environmental protection and the use of green products such as LCGC cars. This research is different from the study of Kautish et al. (2020), which evaluates terminal and instrumental values through consumer awareness of environmental sustainability, as well as Kautish and Sharma's (2018) study, which addresses terminal and instrumental values in the context of fashion awareness. Consumers form attitudes towards products based on their desires (Dreezens et al., 2005; Hansen et al., 2018; Yadav, 2016), as supported by the findings of Rofianto et al. (2021)

Instrumental value-oriented consumption describes goal-driven consumption that is primarily motivated by the desire to make affective judgements related to environmental friendliness and pro-environmental projections, such as the purchase of environmentally friendly products and sustainable consumption (Prothero et al.2011). Instrumental value is the value required to achieve a state's desired goals by participating in certain tasks associated with it (Vinson et al., 1977b).

Besides being influenced by *terminal value* and *instrumental value*, environmentally friendly attitudes are also influenced by *green brand positioning*. *Green brand positioning* plays an important role in supporting environmentally friendly practices. Wang, et al (2016) state that green brand positioning helps organisations meet customer needs for certain brands. Hartmann, iIbáñez, and Sainz (2005) state that green brand positioning is an attribute of a brand that is environmentally friendly and provides meaningful benefits to consumers.

One of the main attractions of LCGCs is that they are relatively more affordable compared to other eco-friendly cars. This makes it easier for consumers who want to participate in preserving the environment to access environmentally friendly vehicles without having to spend a lot of money.i Consumers who have the intention to buy a car with the aim

of reducing environmental impact tend to be attracted to LCGC products, because these cars combine sustainability and lower prices. Based on the data from the Association of Indonesian Automotive Industries (Gaikindo), Daihatsu Sigra is listed as the most popular LCGC car in September 2023, with sales from factory to retail in the country totalling 5,315 units. Below it, there is the Honda Brio Satya which posted wholesales sales of 4,998 units, followed by Toyota Calya with 3,544 units, and Toyota Agya with 1,667 units.

Research examining the relationship between green brand positioning, terminal value, instrumental value, and green attitude in Indonesia is minimal. While many studies have identified these factors in the context of developed countries, their influence in the context of Indonesia - an emerging market with different consumption dynamics and environmental awareness - remains largely unexplored. Furthermore, despite the growing consumption of green products such as LCGC cars, there is limited in-depth understanding of the role of green brand positioning and value orientation in influencing consumer behaviour in Indonesia. This study aims to fill this gap by exploring how green brand positioning, terminal values, and instrumental values interact and influence consumer attitudes towards purchasing green products in Indonesia.

2. Research Method

The research method used in this research is descriptive quantitative. The quantitative method in Sugiyono (2020: 16) is quantitative or statistical data analysis with the aim of testing predetermined hypotheses.

The population in this study is prospective LCGC car consumers with the number of populations studied unknown so that it is stated to be infinite. Research conducted research in Indonesia with characteristics, namely potential consumers of LCGC vehicles, potential consumers who do not yet have a car, and potential consumers aged 25-35 years. In this study, there are 21 indicators, which can be classified as 5 variable items (X1), 4 variable items (X2), 4 variable items (X3), 5 variable items (Z), and 3 variable items (Y). Therefore, the number of samples in this study was 21 x 10 = 210 samples.

The dependent variable of our research is green purchase intention, which is measured by the intervening variable, namely green attitude. When potential customers care about the environment, potential customers are able to choose LCGC car products that are considered environmentally friendly. While our research independent variables are using terminal value, instrumental value and green brand positioning. Where value and brand positioning affect the purchase intention of an environmentally friendly car.

There are several steps that must be taken in conducting an analysis using the Partial Least Square (PLS) method, as follows: Designing the Inner Model, Designing the Outer Model, Constructing a Path Diagram, Perform Parameter Estimation or Estimation, Goodness of fit

3. Results and Discussion

3.1. Results

Data analysis results

This study uses the *Partial LeastSquare* (PLS) analysis method to conduct statistical analysis. The PLS-SEM method consists of two submodels: the measurement model, known as the outer model, and the structural model, known as the inner model. The Smart-PLS programme is a computer programme that supports the PLS-SEM method. (Ghozali & Latan, 2015).

The following is a flowchart for four interconnected variables, namely Terminal Value to Green Attitude, Instrumental Value to Green Attitude, Green Brand Positioning to Green Attitude and Green Attitude to Green Purchase Intention which we will test as in Figure 2. Algorithm Path Diagram below:

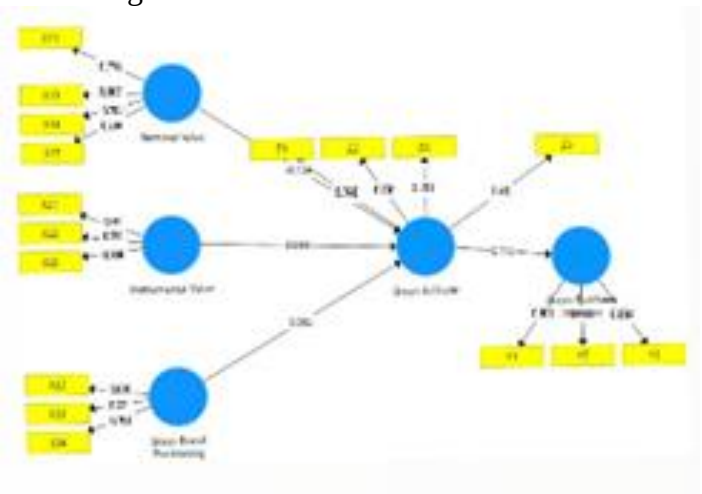

Figure 2. Algorithm Path Diagram
Source: Smart-PLS

Table 1. *Outer Loading*

Variables	Indicators	Item	Outer Loading	Description
Terminal Value	Using LCGC car products is easy	X.1.1	0.776	Valid
	Using LCGC car products is fun	X.1.3	0.880	Valid
	Using LCGC car products makes you happy	X.1.4	0.763	Valid
	Using LCGC car products despite higher prices	X.1.5	0.784	Valid
Instrumental Value	Using LCGC car products is logical	X.2.1	0.812	Valid
	Using LCGC car products that are comfortable to use	X.2.2	0.778	Valid
	Using LCGC car products that are good for health	X.2.3	0.768	Valid
Green Brand Positioning	LCGC cars represent comfort	X.3.1	0.830	Valid
	LCGC cars are low in pollution	X.3.2	0.774	Valid
	LCGC cars are well known	X.3.3	0.766	Valid
Green Attitude	Excitement about LCGC cars	Z.1	0.822	Valid
	Thinking positively about LCGC cars	Z.2	0.842	Valid
	LCGC cars help reduce pollution	Z.3	0.753	Valid
	Choosing an LCGC car over a non LCGC car	Z.5	0.765	Valid
Green purchase intention	Intend to purchase an LCGC car	Y.1	0.853	Valid
	Considering buying an LCGC car	Y.2	0.776	Valid
	Switching to LCGC type cars	Y.3	0.864	Valid

Source: Smart-PLS

In the PLS model, factor loading for reflective indicators is *outer loading*. Table 1. discusses the *loading factor* value. Statement items are considered valid if they have an *outer loading* value of more than 0.60 is considered sufficient and more than 0.70 is considered good, at the number of statement items per construct is not large, ranging from 4 to 5 indicators. Table 4.1 shows that the *loading factor* seen through the *outer loadings* value of each statement item of all indicators of the variables in this study is greater than 0.60. This shows that the variable statement items of all variables in this study are valid.

Discriminant Validity

Discriminant validity is used to prove that statements on each latent variable are not confused by respondents who answer questionnaires based on statements on other latent variables.

Table 2. Discriminant validity

Variables	*Green Attitude*	*Green Brand Positioning*	*Green Purchase Intention*
Green Attitude	0.792		
Green Brand Positioning	0.768	0.804	
Green Purchase Intention	0.736	0.834	0.839

Source: Smart-PLS

From the results of the table above, the Average Variance Extracted (AVE) value of Organisational Culture on Organisational Culture itself is smaller than the Average Variance Extracted (AVE) of *Green Attitude* (0.792) on *Green Brand Positioning* (0.768) and *Green Purchase Intention* (0.736). In addition, the Average Variance Extracted (AVE) of *Green Brand Positioning* on *Green Brand Positioning* itself is smaller than the Average Variance Extracted (AVE) of *Green Brand Positioning* (0.804) on *Green Purchase Intention* (0.834). Average Variance Extracted (AVE) *Green Purchase Intention* to *Green Purchase Intention* (0.839) is greater than *Green Brand Positioning* (0.804) and *Green Attitude* (0.792).

Test *Reliability*

The research construct reliability test is needed to determine whether the research instrument item, when used twice to measure the same symptoms, will provide relatively consistent measurement results (Putka and Sackett, 2010).

Table 3. Reliability

Variables	Cronbach's Alpha
Green Attitude	0.725
Green Brand Positioning	0.715
Green Purchase Intention	0.734

Source: Smart-PLS

Based on the results above, it can be concluded that the value of the Green Attitude, Green Brand Positioning and Green Purchase Intention variables is more than 0.715, which means that the Cronbach Alpha variables used in thisi study are very reliable. In addition, that

the instruments used in this study when used to measure the same symptoms twice or more will give relatively consistent measurement results.

R-Square

The adaptation of the influence of *Terminal Value , Instrumental Value, Green Brand Positioning* on *Green Attitude* has an r-square value of 0.653. It can be interpreted that the variable *Green Attitude* is able to be explained by the *Terminal Value, Instrumental Value, Green Brand Positioning* variable by 65.3%, while the rest is explained by other variables not in this study. The magnitude of the influence of *Green Attitude* on *Green Purchase Intention* has an r-square value of 0.625. This means that the *Green Purchase Intention* construct variable can be explained by the *Green Attitude* variable *by 62.5%,* while the rest is explained by other variables not in this study.

Bootstrapping Resampling

The bootstrapping measurement test model is used to see the relationship between constructs and the significance value in the *path coefficients* table which displays the results of the *direct effect* and then can see the *indirect effect*, through the *coefficient estimate* value and how the level of *t-statistics* or *p-values* of each variable.

Table 4. ***Measurement Bootstrapping***

Relationship	***Original Sample (O)***	***T-Statistics***	***P-Value***	**Description**
Terminal Value → Green Attitude	0.35	2.10	0.036	H1 accepted
Instrumental Value → Green Attitude	0.25	1.85	0.065	H2 rejected
Green Brand Positioning → Green Attitude	0.40	3.20	0.001	H3 accepted
Green Attitude → Green Purchase Intention	0.60	5.50	0.000	H4 accepted

Source: Smart-PLS

Based on table 4, the *direct effect* between variables is known as follows:

1. The effect of ***Terminal Value*** on ***Green Attitude*** has a coefficient with a positive value. The calculation results show that the path coefficient is 0.35 with *t-statistics* of 2.10 (p = 0.036). This can be explained that ***Terminal Value*** has a positive effect on ***Green Attitude*** . This result can be interpreted that the high ***Terminal Value*** that a person has, these results are proven to have an increasing impact on ***Green Attitude.***
2. The effect of ***Instrumental Value*** on ***Green Attitude*** has a coefficient with a positive value. The calculation results show that the path coefficient is 0.25 with t-statistics of 1.85 (p = 0.065). This can be explained that ***Instrumental Value*** does not have a positive effect on ***Green Attitude***. This result can be interpreted that the high ***Instrumental Value*** that a person has, these results are proven not to have an increasing impact on ***Green Attitude***.

3. The effect of ***Green Brand Positioning*** on **Green Attitude** has a coefficient with a positive value. The calculation results show that the path coefficient is 0.40 with t-statistics of 3.20 (p = 0.001). This can be explained that ***Green Brand Positioning*** has a positive effect on **Green Attitude**. This result can be interpreted that the high ***Green Brand Positioning*** that a person has, these results are proven to have an increasing impact on **Green Attitude .**
4. The effect of ***Green Attitude*** on ***Green Purchase Intention*** has a coefficient with a positive value. The calculation results show that the path coefficient is 0.60 with t-statistics of 5.50 (p = 0.000). It can be explained that ***Green Attitude*** has a positive effect on ***Green Purchase Intention***. This result can be interpreted that the high ***Green Attitude*** that a person has, these results are proven to have an increasing impact on ***Green Purchase Intention.***

3.2. Discussion

The influence of Terminal Value and Instrumental Value on Green Attitude

The positive effect of terminal value on green attitude indicates that consumers who have terminal values, such as the desire to preserve the environment, tend to be more concerned about the impact of their consumption decisions, such as choosing LCGC cars despite the higher price. Terminal values related to environmental sustainability encourage consumers to prioritise products that can reduce negative impacts on the environment, such as environmentally friendly cars. This result reflects that the use of LCGC cars is not only considered a functional necessity in daily mobility, but also an important step to participate in efforts to reduce air pollution.

In addition, the age of the majority of respondents being in the 29-30 years range and the female gender also indicate that this group is increasingly aware of the importance of their personal contribution in preserving the environment. They feel that despite the higher price of LCGC cars, the long-term benefits - both in terms of driving comfort and contribution to pollution reduction - make using these products a worthwhile decision. Therefore, terminal value linked to environmental concerns strengthens green attitude and motivates consumers to choose environmentally friendly products as part of their lifestyle.

Instrumental value that has a negative effect on green attitude shows that although consumers are aware of the importance of using LCGC car products that are good for health, this is not enough to encourage them to take further action, such as buying environmentally friendly products. Although the indicator "LCGC cars are good for health" has the highest average value, this more reflects that consumers feel that the health aspect of using environmentally friendly cars is important for their well-being, especially for families who care about the environmental impact. However, this awareness is more theoretical and does not continue to the intention to purchase environmentally friendly products. This phenomenon shows that although some consumers consider the importance of using LCGC cars for health and the environment, they still associate car use with personal and social goals, such as socializing and following the lifestyle of young people. At the age of the majority of respondents, namely 29-30 years, with a high school education background, LCGC cars are seen more as a tool that supports lifestyle rather than as a choice driven by environmental awareness. In other words, although they are aware of the positive impact on health, this is not enough to change their consumption behavior towards purchasing environmentally friendly products, because the orientation of instrumental value is more inclined towards fulfilling social and lifestyle needs than deeper environmental concerns.

The influence of Green Brand Positioning on Green Attitude

Green brand positioning that has a positive influence on green attitude shows that awareness and recognition of well-known LCGC car brands can shape consumers' positive attitudes towards the environment. In this case, a well-known brand provides a sense of security and comfort for consumers, allowing them to feel more confident in choosing the product. This phenomenon is increasingly evident in the test results which show that consumers feel that well-known LCGC cars are an important need, especially for families who care about environmental sustainability.

This green brand positioning also reflects the importance of brand image in the minds of consumers. When consumers know a brand and believe in its quality and commitment to sustainability, they tend to choose that brand. Especially for respondents aged 29-30 years and the majority of females, who tend to choose brands that are well-known and proven to be comfortable to use in daily activities. For housewives, the comfort factor and ease of use every day are important considerations in addition to environmental aspects. This shows that green brand positioning not only influences positive attitudes towards the environment, but can also drive purchasing decisions, because consumers feel that the brand has been proven to provide benefits to them as a whole.

The influence of Green Attitude on Green Purchase Intention

Green attitude has a positive effect on green purchase intention, indicating that caring for the environment will encourage consumers to choose environmentally friendly products, such as LCGC cars. The test results showing that the LCGC car indicator can help reduce pollution reinforce the view that this type of car is not only a more environmentally friendly choice, but is also considered an important need, especially for families with high environmental awareness. This phenomenon reflects how a positive attitude towards environmental sustainability (green attitude) can lead to greater purchase intentions for products that support this goal, such as LCGC cars that have low carbon emissions. In respondents aged 29-30 years, with the majority of women, they are more likely to choose environmentally friendly cars, both in terms of low carbon emissions and more attractive designs, such as brighter colors. The attitude of caring for the environment, which is already ingrained in these individuals, makes them more focused on choosing cars that support sustainability, while meeting their functional and aesthetic needs. This shows that awareness of environmental impacts can influence purchasing decisions, because consumers consider not only practical needs, but also the environmental impact of the products they choose..

4. Conclusion

This study shows that terminal and instrumental values, green brand positioning, and green attitude have a significant influence on purchase intention of environmentally friendly products, especially LCGC cars. Terminal value plays a role in increasing environmentally friendly attitudes, which then drive purchase intention. Strong green brand positioning also strengthens positive attitudes towards environmentally friendly products. Meanwhile, instrumental value has a greater influence on attitudes towards health and comfort, but is less effective in directly influencing purchase intention. This study supports the theory of terminal and instrumental values and attitude theory, by showing how attitudes towards environmentally friendly products can be influenced by a combination of personal values and brand image. On the other hand, manufacturers need to promote environmental values in marketing and increase consumer awareness of the benefits of environmentally friendly

products. Policy makers can use these findings to design policies that support the use of environmentally friendly products, while consumers need to be encouraged to choose products with a positive impact on the environment.

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