



The Antecedent Intention to Purchase Eco-Friendly Motorcycles

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Abstract. The aims of this study to analyze the factors that influence consumer intentions to buy eco-friendly motorcycles. The data are collected through an online survey. This research involved 190 respondents. The Structural Equation Model (SEM) with Partial Least Square software used as analysis technique in this study. There are four hypotheses are accepted, namely the influence of environmental concern to perceived environment, the effect of environmental concern on economic sacrifice for the environment, the influence of perceived environment to purchased intention, as well as the effect of the economic sacrifice for environmental has a positive effect on purchased intention. But the hypothesis about the influence of environmental concern to purchased intention is not accepted.

Keywords: Purchase Intention, Environmental Concern, Perceived Environment, Concern on Economic Sacrifice.

1 Introduction

Motorcycles are the main means of transportation used in Indonesia. A motorcycle is defined as an automotive vehicle with two parallel wheels. The motorcycle was first invented in 1867 by Ernest, son of Pierre Michaux, a famous bicycle inventor. At that time, he managed to fit a steam engine into his bicycle design. In 1885, the first modern motorcycle model is produced by Gottlieb Daimler and Wilhelm Maybach. The motorcycle was eventually also sold in Indonesia and was the first motorcycle in Indonesia to be purchased by an Englishman named John C Potter. Since then, the number of motorcycles has grown significantly.

Every year, motorcycle sales in Indonesia always increase six times from the previous year. Per year, sales of new motorcycles in Indonesia amount to around 6.7 million units. Based on data taken from the Indonesian Motorcycle Industry Association (AISI), in January-June 2019, two-wheel sales rose by 7.4 percent compared to the previous year. As of August 2019, a total of 3,226,619 units of new motorcycles have been delivered from the factory to dealers compared to cars which only reached 481,577 units. In developing countries such as Indonesia, it is very common for motorbikes to be used as the main transportation, unlike developed countries which use motorbikes as a form of recreation or a symbol of identity. Most choose motorbikes as their main vehicle because of their low price, and efficient size for all places [1] [2] [3].

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Despite these advantages, there are disadvantages that come with owning a motorbike. One of the biggest losses that result is air pollution. The pollution produced by motorcycles can also reduce life expectancy and cause dangerous respiratory diseases, especially in young and elderly people [4] [5]. Even the 4-stroke engine, which produces significantly lower emissions than the 2-stroke, degrades local air quality. Therefore, one solution to reduce pollution from motorcycles is to switch to electric bicycles or electric bicycles.

The switch from motorcycles to electric bicycles will reduce pollution and improve local air quality. In China, it is evident that the switch from motorcycles to electric power will improve local air quality [6]. This can happen because electric motors do not produce harmful gases such as hydrocarbons, greenhouse gases and so on which are usually produced from internal engine combustion. the transition from motorcycles to electric bicycles will have a large positive influence on environment, especially in a country that uses a lot of motorcycles such as Indonesia. Although pollution is still generated and the use of fossil fuels for power generation [6] [7]. The adoption of electric vehicles will improve air quality in urban areas if the area is not close to power plants as proven in Texas [8]. In addition, the government also supports the development of electric vehicles. In addition, the Indonesian government is targeting Indonesia as a center for electric vehicle production in Southeast Asia.

In order for people to want to switch from motorbikes to electric motorbikes, there needs to be a purchase intention or purchase intention from the community. The purchase intention is a condition that indicates that in the future consumers are likely to be willing or planning to purchase a product [9]. Therefore, this study wants to find out the intention to buy electric motorbikes in Indonesia so that with a high purchase intention, people can switch to electric motorbikes so that the environment in Indonesia is clean. In environmentally friendly products, purchase intentions can be caused by environmental concerns or concerns about the environment [10] [11].

2 Literature Review

2.1 Green Marketing

According to [12] that green marketing is a process of planning, implementing, and controlling of creating, pricing, promoting, and distributing products that meet the requirements of meeting customer needs, achieving organizational goals, and having processes that are compatible with the environment. The concept of green marketing itself changes with the times. As found by [13] that green marketing emerged because of an event. For example, in the 1970s green marketing emerged because of the oil shock, some major pollution, and pollution from chemicals and air pollution from lead metal. This concern is mostly directed at the production that causes such environmental damage (such as cars, oil, and chemicals). Then in the 1980s, environmental concerns resurfaced after the incident in Bhopal, namely the environmental damage caused by the explosion of the Exxon-Valdez chemical plant. In addition, there are other environmental damage such as deforestation, holes in the ozone layer and global warming. This has led to a boom, and increased consumer interest in environmentally friendly products, such as unleaded gasoline, consuming organic food, and so on. The

effect of all this is that green marketing has a much wider impact on other markets than it did in the 1970s.

In research [14] on green marketing theory, they found a development in the number of researches on green marketing. There has been rapid growth from 2008 and peaked in 2012. This proves that there is interest in this topic proving that environmental sustainability is not a trend to do important things in designing, developing and marketing new products.

2.2 Environmental Concern

The term environmental concern emerged from political discourse where it is used to refer to 'the whole range of perceptions, emotions, knowledge, attitudes, values and behaviors related to the environment [15]. Environmental concern has been represented as an evaluation of individual or collective behavior with consequences for the environment. While concern the emergence of the term environmental concern comes from political discourse which is used to refer to the overall attitude, perception, knowledge, emotion and behavior towards the surrounding environment [16, 15]. Concern for the environment has been interpreted as an evaluation of the behavior of individuals and groups that have consequences for environmental sustainability. Concern for the environment includes aspects of community values, attitudes and policies [16]. Meanwhile, awareness of clean energy as well as awareness of the need for alternative energy sources, climate change issues, and energy conservation are explicit dimensions of environmental concern [17]. Thus, the concern for the natural environment plays an important role for consumers in purchasing decisions of environmentally friendly products.

2.3 Perceived Environment

Perceived value is defined as a thorough evaluation process carried out by consumers regarding the superiority of a product. Thus, perceived green value or Perceived environment or perceived environmental value is defined as an assessment made by consumers as a whole on the benefits of a product based on what they want, also in harmony with the environment that is maintained and friendly to the environment [18]. According to [10] in researching electric vehicles, Perceived environment is the consumer's perception of positive results for the environment when driving an electric vehicle. For example: driving EVs where consumers feel they are making a positive impact on the environment. With so much environmental damage, Consumers today have a tendency to pay more attention to environmental attributes in consuming products and considering the environmental impact of these behaviors [19]. Although electric vehicles do not produce pollution and are environmentally friendly, the electricity used by electric vehicles is not yet environmentally friendly, especially in Indonesia. In Indonesia, power plants on average still produce pollution such as PLTU (Steam Power Plant), PLTG (Gas Power Plant), and PLTD (Gas Power Plant).

2.4 Economic Sacrifice for Environment

The willingness to accept economic sacrifices in order to protect the environment has a positive effect on attention in direct to environmentally friendly (non-specific) products, which in turn led to pro-environmental purchase intentions [20]. The relationship between value and consumers' availability to pay for green products found that individuals who stated that they were collectivism and had concern for others and their surroundings were people who were aware of environmental sustainability and thus more accept to shop for products that are more environmentally friendly than those of individuals [21]. In a previous study [22] which examined the relationship between economic sacrifices for the environment in the tourism sector, it was found that visitors or tourists who have concerns about environmental conditions prefer to stay in environmentally friendly hotels because the hotel reflects their concern for the environment.

2.5 Hypothesis Development

Concern for the environment is indicated by the extent to which people are aware of environmental problems and provide support to solve these problems, and make a real contribution to the search for solutions [23]. Environmental concern can increase the influence of consumers' purchased intention in buying a product, especially green products or environmentally friendly products. The higher the level of consumer concern for the environment, the higher the influence of consumers on the purchase intention of green products. The higher the consumer's concern with the environment, the higher their purchase intention. On the other hand, the lower their level of concern for the environment, the lower their purchase intention. This is supported by research [10] which examines the interest in buying electric vehicles in China, they find that environmental concern can strengthen the purchase intention of electric vehicles because according to researchers, those who care about the environment pay more attention to innovation on environmental friendliness and are more concerned with the environment. intention to buy the product. In addition, in previous studies [11]; It was found that consumers with high environmental concerns influenced consumers' purchase intentions in renewable energy.

H1: Environmental concern has a positive effect on purchased intention

Environmental concern can increase the influence of the perceived environment of a product. Perceived environment is defined as the impact of what happens to the environment if consumers use a product or service. Consumers expect to have a positive impact on the environment when using environmentally friendly products such as electric motors. Thus, if consumers have a high environmental concern value, consumers will pay more attention to the perceived environment of a product. On the other hand, if the environmental concern value is lower, the attention to the perceived environment will be lower. This is supported by the research of [10] where in this study it was found that environmental concern was positively related to the perceived environment. Researchers assume this relationship occurs because consumers who care about the environment will pay attention to environmentally friendly innovations for a

product. In addition, [24] found that the consumers consider environmental factors carefully before switching to hybrid cars.

H2: Environmental concern has a positive effect on the perceived environment

Environmental concern shows how worried consumers are about the environment as well as their support for their efforts to find solutions or their contribution to the environment. From there it can be seen that consumers with high environmental concerns will seek solutions to environmental problems even to the point of sacrificing their economy to find these solutions. Economic sacrifice for the environment shows how much consumers sacrifice their economy to protect the environment. This is usually evidenced in the price of products where environmentally friendly products are more expensive than similar products that are not environmentally friendly. Therefore, it can be said that consumers with a high environmental concern value will be more willing to sacrifice their economy for the environment. Meanwhile, consumers with low environmental concern values will be more unwilling to sacrifice their economy. This can be supported by previous research which found that environmental concerns affect the economic sacrifice for the environment [22].

H3: Environmental concern has a positive effect on economic sacrifice for the environment

Perceived environment is a consumer's overall assessment of the benefits or advantages of a product or service between what is received and what is given based on consumer desires, environmental desires, sustainable expectations, and green needs. Consumers will see whether a product, especially an environmentally friendly product, is truly environmentally friendly from the manufacturing process to the time of use before determining whether they intend to buy the product. So that the perceived environment can affect the purchase intention where the higher the consumer's assessment of the perceived environment of a product, the higher the consumer's purchase intention of the product. On the other hand, the lower the consumer's assessment of the perceived environment of a product, the lower the consumer's purchase intention for the product. This theory can be supported from the research of [25] which found that consumers prefer to adopt eco-innovations such as electric cars rather than carrying out pro-environmental behavior such as reducing vehicle use or saving water. Consumers feel that they are already responsible for the environment by adopting eco-innovation and do not need to carry out pro-environmental behavior. However, in previous research [10], it was found that there was no relationship between perceived environment and purchase intention.

H4: perceived environment has a positive effect on purchased intention

Knowing that consumers are paying more or sacrificing the economy to protect the environment makes consumers interested in buying. This is because consumers feel they have a positive impact in buying this product. So it can be determined that consumers who are willing to sacrifice their economy for the environment will have a high purchase intention on green products while on the contrary consumers who are not willing to sacrifice their economy for the environment will have low purchase intentions on green products. This is evidenced in previous research [22] where it was

found that consumers are willing to pay more to stay in hotels that are more concerned with the environment.

H5: economic sacrifice for environmental has a positive effect on purchased intention

2.6 Research Model

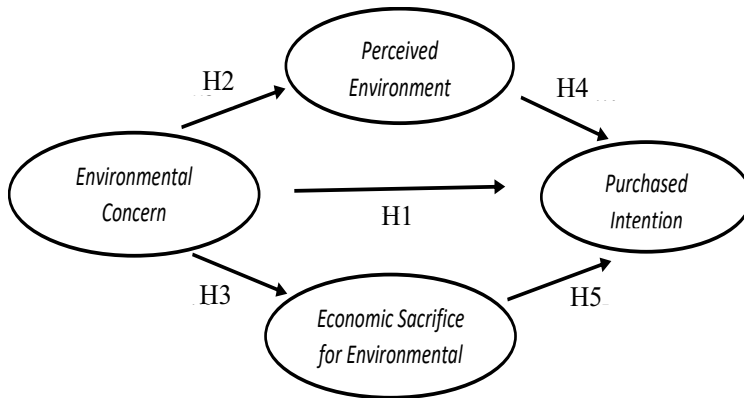


Fig. 1. Research Model

3 Research Methods

This study uses a quantitative analysis approach. Environmental concern exogenous variables, the endogenous variables are perceived environment, economic sacrifice for the environment, and purchased intention. The sampling technique used in this research is purposive sampling. The samples were selected with the following criteria: do not have an environmentally friendly motorcycle and are at least 18 years old. This study uses the SEM analysis technique, with PLS software.

4 Result and Discussion

The discussion in this study is focused on testing the outer model and inner model. In testing outer model, convergent and discriminant validity tests were carried out, as well as reliability tests. While the outer model testing is intended for hypothesis testing

4.1 Measurement Model (Outer Model)

Convergent Validity. The convergent validity is that data can be trusted to be true in accordance with reality. The validity test uses the outer loading value and must have a value of more than 0.7 to be declared valid.

Table 1. Convergent Validity.

Variables	Indicators	Outer Loading	Remark
Environmental Concern (EC)	EC1	0.949	Valid
	EC2	0.721	Valid
	EC3	0.779	Valid
Economic Sacrifice for Environment (ESfE)	ESfE1	0.863	Valid
	ESfE2	0.865	Valid
	ESfE3	0.868	Valid
	ESfE4	0.873	Valid
	ESfE5	0.855	Valid
	ESfE6	0,890	Valid
Perceived Environment (PE)	PE1	0.874	Valid
	PE2	0.744	Valid
	PE3	0.859	Valid
	PE4	0.783	Valid
	PE5	0.766	Valid
Purchased Intention (PI)	PI1	0.850	Valid
	PI2	0.861	Valid
	PI3	0.806	Valid
	PI4	0.831	Valid
	PI5	0.813	Valid

From Table 1 describe that the results of testing the validity of all variables from the dependent variable and the independent variable are valid, because the loading factor value of all variables is more than 0.6.

Discriminant Validity Test. Discriminant validity is used to test the extent to which indicators of a construct are truly different from other constructs [26]. The way to test discriminant validity is to look at cross loading, where discriminant validity is fulfilled when the cross-loading value of the variable indicators has the greatest value in the variable itself. Based on Table 2, it can be seen that all indicators have the highest cross loading factor values found in the variable itself. Therefore, it can be concluded that the indicators from different constructs do not have a high correlation so that the evaluation of discriminant validity has been fulfilled.

Table 2. Cross Loading.

	ESfE	PE	EC	PI
EC1	0.198	0.216	0.949	0.172
EC2	0.049	0.099	0.721	0.087
EC3	0.007	0.054	0.879	0.006
ESfE1	0.863	0.355	0.113	0.528
ESfE2	0.865	0.303	0.157	0.537
ESfE3	0.868	0.314	0.183	0.500
ESfE4	0.873	0.320	0.236	0.577
ESfE5	0.855	0.355	0.065	0.556
ESfE6	0.890	0.347	0.117	0.549
PE1	0.340	0.874	0.149	0.405
PE2	0.245	0.744	0.159	0.317
PE3	0.351	0.859	0.204	0.393
PE4	0.195	0.783	0.163	0.309
PE5	0.393	0.766	0.141	0.351
PI1	0.521	0.429	0.169	0.850
PI2	0.570	0.420	0.086	0.861
PI3	0.434	0.246	0.141	0.806
PI4	0.500	0.378	0.214	0.831
PI5	0.553	0.342	0.063	0.813

Reliability Test. The reliability test uses the composite reliability value. This test has a composite reliability value requirement > 0.60 . It appears that all latent variables meet the reliability test, because they have a composite reliability value > 0.6 .

Table 3 Reliability Test.

Variables	Composite Reliability	Remark
Economic Sacrifice for Environment	0.949	Reliable
Perceived Environment	0.903	Reliable
Environmental Concern	0.774	Reliable
Purchase Intention	0.919	Reliable

4.2 Structural Model (Inner Model)

The significance test was used to test whether there was a relationship between the research variables. The requirement of this test is that if the t value ≥ 1.645 or the P -value < 0.05 , it is stated that there is a significant effect between variables.

Table 4. Hypothesis Testing.

Relationship between Variables	t Statistics	P Values
Environmental Concern -> Purchased Intention	0.406	0.342
Environmental Concern -> Perceived Environment	2.719	0.003
Environmental Concern -> Economic Sacrifice for Environment	2.063	0.020
Perceived Environment -> Purchased Intention	2.731	0.003
Economic Sacrifice for Environment -> Purchased Intention	7.453	0.000

4.3 Discussion

Hypothesis 1 is that environmental concern affects purchased intention. From the table above, it can be found that the statistical t value is 0.406 and the P values is 0.342 so it can be concluded that there is no significant effect of environmental concern with purchased intention. From these results it can be found that the first hypothesis is rejected. These results are very different from previous studies [11] where environmental concerns affect the purchase intention of renewable energy. However, this finding is in line with the findings in the research of [24] where environmental concern does not affect the purchased intention of hybrid vehicles. In the study, it was concluded that consumers will own the vehicle if they have the confidence and ability to own a hybrid vehicle. Most likely, this also happens in this study because, this research was conducted in Indonesia where the infrastructure for electric vehicles is not large enough so that it can be a factor of consideration in having an environmentally friendly motorcycle.

Hypothesis 2 is that environmental concern affects the Perceived Environment. From the table above, it can be found that the t statistic value is 2.719 and the P Values is 0.003 so it can be concluded that there is a significant influence on environmental concern with the perceived environment. Based on the results of hypothesis testing, it can be found that environmental concern has a significant influence on the perceived environment. From these results it can be found that the second hypothesis which reads "Environmental concern has a positive effect on the perceived environment of environmentally friendly motorcycles" can be declared accepted. From previous research, [10] found that environmental concern is positively related to the perceived environment for electric vehicles in China. This is in line with the findings in this study where environmental concern has a positive effect on the perceived environment of environmentally friendly motorcycles. As in previous studies, in this study it can be assumed that this relationship is created because consumers who are concerned about the environment will certainly pay attention to the environmentally friendly aspects of environmentally friendly motorcycles because as electric motorcycles, consumers

expect environmentally friendly motorcycles as environmentally friendly motorcycles, especially consumers who are environmentally friendly. concerned about the environment. This theory is also supported in the research of [24]. In their research, it was found that consumers consider the environmental aspects of a hybrid car before switching to a hybrid car.

The third hypothesis is that environmental concern affects the economic sacrifice for environment has a significant influence on the economic sacrifice for environment. This can be seen from the statistical t value = 2.063 and P value = 0.020, it's mean meets the requirements. From these results it can be found that the third hypothesis is accepted. From previous research [22] it was found that environmental concern is positively related to economic sacrifice for environment for alternative tourism that is more environmentally friendly. This is in line with the findings obtained in this study. This proves that consumers who care about the environment are willing to pay more for environmentally products. This can be used by marketers in marketing environmentally friendly motorcycles to pay more attention to or highlight features or innovations of environmentally friendly motorcycles that are considered environmentally friendly. This theory is also supported by the research of [10] which found that consumers are willing to pay more for environmentally friendly innovations in electric vehicles.

Hypothesis 4 is that the Perceived Environment affects Purchased Intention. From the table above, it can be found that the t value is 2.731 and the P value is 0.003 so it can be concluded that there is a significant effect of Perceived Environment with purchased intention. Thus, the fourth hypothesis is accepted. From previous research, [10] found that there is no effect the perceived environment to purchased intention. This is different from the results of this study because in this study the perceived environment has a positive effect on purchased intention. In this study, the object used is an environmentally friendly motorcycle where motorcycles in Indonesia are the most widely used vehicles on the road. So that respondents are most likely to use a motorcycle as their main vehicle so that switching to a more environmentally friendly motorcycle will affect the environment around them. In contrast to the previous research [10] where the research was conducted in China where there are many people who use public transportation compared to motorbikes or two-wheeled vehicles. In the research of [25] it was found that consumers prefer to adopt eco-innovations such as electric cars rather than doing pro-environmental behavior. Consumers feel they are responsible if they use eco-innovation instead of pro-environmental behavior or an environmentally friendly attitude. This causes consumers to pay attention to the environmental aspects of the product with eco-innovation to find out whether the product is truly environmentally friendly. Just like in this study, consumers will pay attention to whether environmentally friendly motorcycle products are really environmentally friendly before they buy this product.

The last hypothesis, namely economic sacrifice for Environment has a positive effect on Purchased Intention. From the table above, it can be found that the t value = 7.453 and the P value = 0.000, so it can be concluded that there is a significant effect of economic sacrifice for environment with purchased intention. This indicates that the fifth hypothesis is accepted. The consumers are willing to pay more to stay in hotels that are more concerned with the environment [22]. This is in line with the results of this finding where Economic Sacrifice for Environment has a positive effect on

Purchased Intention. This finding proves that consumers are willing to buy environmentally friendly motorcycles at any price in order to get environmentally friendly products. This theory is also supported by the research of [10] which found that consumers are willing to pay more for eco-innovation so that the perception of prices for electric vehicles is low.

5 Conclusion and Implication

In this study four of the five hypotheses were accepted, namely H2, H3, H4, and H5. Meanwhile, one hypothesis is not accepted, namely H1. The findings of this study indicate that the environmental concern has a positive effect on the perceived environment, the positive effect of environmental concern to economic sacrifice for the environment, perceived environment has a positive effect on purchased intention, and the economic sacrifice for environmental has a positive effect on purchased intention. The H1 that is not accepted is that environmental concern has not a positive effect on purchased intention.

This research is limited to using two-wheeled motorized vehicles as the object of study. Further studies are very likely to be carried out on 4-wheeled vehicles and so on, as well as on products other than motorized vehicles. This research is limited to using environmental concern, perceived environment, economic sacrifice for environment, and purchased intention variables. It is recommended for further research to use other variables such as infrastructure for electric vehicles, environmentally friendly motorcycle performance.

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