



Sustainability Meets Technology: Understanding the Drivers of Purchase Intention for Induction Electric Stoves

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Abstract. This study investigates how sustainability perception and technological innovation perception influence the purchase intention for induction electric stoves, with product attitude as a mediator. Using a quantitative methodology, data were collected from Millennial and Generation Z consumers in South Sulawesi interested in eco-friendly products. The results show that sustainability perception positively affects purchase intention, whereas technological innovation perception influences product attitude but not purchase intention directly. Product attitude mediates the relationship between sustainability and technological innovation perceptions and purchase intention. This study emphasises the integration of environmental benefits and technological advancements into marketing strategies for green household products. The results provide insights for companies seeking to enhance consumer adoption of sustainable products in emerging markets. This study examines the factors influencing consumer behaviour towards environmentally friendly household appliances, specifically induction electric stoves. By studying Millennial and Generation Z consumers in South Sulawesi, this study shows how sustainability and technological innovation perceptions shape purchase intentions in emerging markets. The findings reveal that sustainability directly influences purchase decisions, whereas the impact of technological innovation is mediated through product attitudes. The implications of this study extend beyond academic interest, offering practical insights for marketers and product developers. By showing the mediating role of product attitude, this study suggests that companies should emphasise environmental benefits while ensuring that consumers develop positive attitudes through education about technological and sustainability aspects. The study's focus on younger generations in an emerging market provides data for companies expanding their eco-friendly product lines, informing marketing and product development strategies.

Keywords: Sustainability perception, Attitude toward Product, Technological Innovation, Purchase intention, Environmental.

1 Introduction

In recent years, eco-friendly household products have gained increasing attention in the Indonesian market [1]. One such product that has made a notable impact is the induction electric stove, which offers a more efficient and environmentally friendly alternative to conventional gas stoves [2]. Induction stoves utilize electromagnetic technology to generate heat, making them more energy-efficient and reducing carbon emissions, thus positioning them as a better choice for sustainability compared to fossil fuel-based stoves [3].

The shift in consumer consumption patterns, prioritising sustainability in household products, is a major driving force behind the adoption of green technologies, such as induction stoves [2]. The Indonesian government has actively supported renewable energy initiatives and eco-friendly alternatives as part of its climate change mitigation efforts [4]. This growing trend is expected to drive changes in consumer buying behavior, where considerations go beyond price and functionality to include environmental and sustainability factors [4]. However, despite the various benefits of induction electric stoves, their penetration in the Indonesian market remains relatively low compared to gas stoves or other fossil fuel-based appliances [5]. Understanding the factors that influence the purchase intention of this product is crucial, particularly the perceptions consumers have regarding sustainability and technological innovation in induction stoves [6].

Existing research on purchase intention generally focuses on conventional products or well-established technologies [7]. However, studies on the purchase intentions of eco-friendly products, such as induction electric stoves, remain limited, especially in the Indonesian context. Moreover, while many studies have investigated consumer perceptions of sustainability and technological innovation [8], few have examined the interaction between these two factors in the context of household products that emphasise energy efficiency and environmental friendliness. Additionally, many studies overlook [9] the role of attitude toward products as a mediator between consumer perceptions of sustainability and technology and their purchase intentions [8]. This presents a significant gap that this research aims to fill by exploring how both sustainability and technological perceptions influence purchase intention through consumer attitudes.

This study is novel in that it examines two key factors, namely sustainability perception and technological innovation perception, and their influence on attitudes toward a product and, ultimately, the purchase intention for induction electric stoves. Most previous studies have focused on either sustainability or technology in isolation; however, this study integrates both factors into a single framework to provide a more comprehensive understanding of how these perceptions affect consumer purchase intentions.

Furthermore, this study fills a gap in the literature by focusing on the Indonesian market, a developing country with unique consumer behaviours and consumption patterns, making this study particularly relevant for markets in similar socio-economic contexts. The primary objective of this study was to explore the influence of sustainability and technological innovation perceptions on the purchase intention for

induction electric stoves, both directly and through attitude toward the product as a mediator.

This study is expected to make significant theoretical contributions to the field of marketing, particularly concerning purchase intentions for eco-friendly products. By examining the factors that influence the purchase intention of induction electric stoves, this study enriches the existing literature on the influence of sustainability and technological innovation on consumer decision-making for household products. From a practical perspective, this study provides valuable insights for marketers of green household products in Indonesia, enabling them to develop more effective marketing strategies. By understanding how perceptions of sustainability and technological innovation influence consumer attitudes toward products and, ultimately, purchase intentions, producers of induction electric stoves can craft marketing messages that appeal to increasingly environmentally conscious and tech-savvy consumers.

2 Literature Review

2.1 Introduction to Non-Technological Innovation and Technological Innovation

Innovation has become a cornerstone of business strategy, influencing not only product development but also the way companies interact with their consumers [10]. Historically, research on innovation has focused primarily on technological advancements [11]. However, in recent years, the scope of innovation has broadened to include non-technological innovations, which refer to activities within a firm that do not necessarily involve technical components [12]. This shift has moved beyond purely technology-based innovation models to encompass intangible dimensions of innovation, such as organizational structures, management practices, and marketing strategies [13].

Technological innovations typically refer to improvements in products, services, processes, and technologies that offer enhanced functionality and efficiency [14]. Conversely, non-technological innovations, such as administrative innovations, focus on organizational processes, structures, and management practices [14].

2.2 The Role of Sustainability Perception in Purchase Intention

The perception of sustainability has gained significant importance in influencing consumer behaviour in recent years [15]. As environmental concerns continue to rise, consumers are increasingly prioritizing eco-friendly and energy-efficient products when making purchase decisions [16]. Sustainability in the context of induction stoves relates to factors such as energy efficiency, reduced carbon footprint, and the use of environmentally friendly materials and processes in product manufacturing [17].

Previous research has consistently highlighted that consumers with positive sustainability perceptions are more likely to exhibit stronger purchase intentions toward environmentally friendly products [15]. For example, Bhatia and Jain indicated that sustainability is a powerful driver of consumer behaviour, particularly in green product

markets [18]. In the context of induction stoves, it can be hypothesised that consumers who perceive these products as energy-efficient and environmentally friendly will be more inclined to purchase them.

Sustainability perceptions influence not only consumer attitudes toward a product but also their broader purchase intention [19]. Consumers' environmental concerns are often translated into behavioral intentions to purchase products that reflect these values [20]. Therefore, it is expected that perceptions of sustainability will positively influence the purchase intention for induction electric stoves in Indonesia, a market that is increasingly becoming more environmentally conscious.

2.3 The Impact of Technological Innovation on Consumer Behavior

Technological innovation plays a critical role in shaping consumer behavior, particularly when it enhances product functionality, convenience, and overall user experience [6]. Induction stoves are often perceived as technologically advanced appliances, offering faster cooking times, better energy efficiency, and ease of use compared to traditional gas stoves [6]. Technological innovations, such as digital interfaces, smart cooking settings, and energy-saving modes, add significant value to these products, influencing consumer perceptions and ultimately their purchase intentions [21].

The Technology Acceptance Model (TAM) [22], has been widely used to explain how technological innovations affect consumer behavior. According to TAM, the perceived ease of use and usefulness of a product are key determinants of its adoption. Research in various technology sectors has demonstrated that when consumers perceive a product as easy to use and beneficial, their purchase intentions significantly increase [23]. For induction electric stoves, features such as efficiency, smart functionality, and ease of use likely enhance consumers' attitudes toward the product, thereby increasing their likelihood of purchase [24].

2.4 The Mediating Role of Attitude toward Product

Attitude toward product is a well-established concept in consumer behavior literature, referring to an individual's overall evaluation of a product, which is influenced by perceptions, emotions, and prior experiences [19]. In this study, attitude toward product is posited to mediate the relationship between sustainability perception, technological innovation perception, and purchase intention.

Consumer attitudes are shaped by both sustainability and technological innovation perceptions [19]. Studies show that when consumers perceive a product as both sustainable and innovative, their overall attitude toward the product becomes more positive, which, in turn, enhances their purchase intention [25]. In the case of induction electric stoves, if consumers have a favorable attitude toward the product, driven by its eco-friendly features and technological innovations, they are more likely to decide to purchase it.

2.5 Hypothesis Development

In this section, we develop the hypotheses based on the literature reviewed, focusing on the relationships between sustainability perception, technological innovation perception, attitude toward product, and purchase intention for induction electric stoves. The following hypotheses are proposed:

- **H1:** Sustainability Perception positively influences the Purchase Intention of Induction Electric Stoves.
- **H2:** Sustainability Perception positively influences attitude toward induction electric stoves.
- **H3:** Technological Innovation Perception positively influences attitude toward induction electric stoves.
- **H4:** Technological Innovation Perception positively influences the Purchase Intention of Induction Electric Stoves.
- **H5:** Attitude toward the product positively influences the Purchase Intention of Induction Electric Stoves.

3 Research Methodology

This study used a quantitative descriptive approach to test hypotheses and understand the relationships between variables. The research design adopted was a cross-sectional design, which allowed data to be collected at a single point in time from a specific population segment [26]. This design is suitable for understanding consumers' perceptions of sustainability and technological innovation in the context of induction electric stoves. Data collection is carried out through an online survey using a Google Form, targeting consumers who have purchased or expressed interest in eco-friendly products, specifically induction electric stoves. A Likert scale is used for ease of understanding and consistency in responses. The sample for this research consists of Millennial and Generation Z consumers who are married and reside in South Sulawesi. The sampling technique used was convenience sampling, and the sample size was determined to be 150 respondents based on the calculation method from Jobson et al. [27].

The variables measured in this study are as follows: The dependent variable, purchase intention toward induction electric stoves, is assessed by measuring the consumer's likelihood of purchasing the product. The independent variables include sustainability perception (X1), which reflects the consumer's belief in the environmental benefits of induction stoves, such as energy efficiency and reduced carbon footprint, and technological innovation perception (X2), which measures the consumer's view of the technological advancements in the product. The mediator variable, attitude toward product (M), reflects how positively the consumer evaluates the induction electric stove based on its sustainability and technological features. Each variable is measured through observed indicators, and the measurement model will be validated using Structural Equation Modeling (SEM).

Data analysis will be conducted using Structural Equation Modeling (SEM) to examine both the measurement model and the structural model. SEM will help assess the validity and reliability of the constructs and test the relationships between sustainability perception, technological innovation perception, attitude toward product, and purchase intention. The model fit will be evaluated using standard indices like CFI and RMSEA, with composite reliability (CR) and average variance extracted (AVE) used to test the reliability and validity of the constructs [27]. The significance of the relationships will be determined using p-values, with a threshold of $p < 0.05$ indicating statistical significance for hypothesis testing.

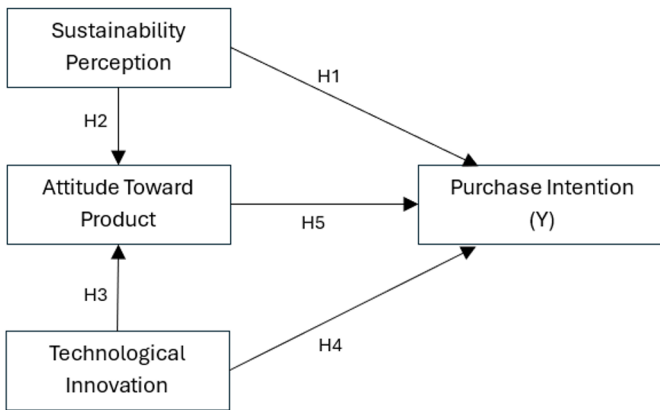


Fig. 1. Conceptual Framework

4 Result

4.1 Validity Test and Reliability Test

Table 1. Results of Validity Test and Reliability Test

Latent Variable	Indicator	Validity Test		Reliability Test		
		Validity Test (SLF ≥ 0.5)	Conclusion	AVE ≥ 0.5	CR ≥ 0.7	Conclusion
Sustainability Perception	S1	0.878	Valid	0.650	0.892	Reliable
	S2	0.834	Valid			
	S3	0.792	Valid			
Technological Innovation Perception	T1	0.814	Valid	0.682	0.831	Reliable
	T2	0.812	Valid			
	T3	0.786	Valid			
	A1	0.801	Valid	0.622	0.877	Reliable

Latent Variable	Indicator	Validity Test		Reliability Test		
		Validity Test (SLF ≥ 0.5)	Conclusion	AVE ≥ 0.5	CR ≥ 0.7	Conclusion
Attitude toward Product	A2	0.829	Valid	0.614	0.883	Reliable
	A3	0.813	Valid			
	A4	0.758	Valid			
Purchase Intention	P1	0.839	Valid			
	P2	0.784	Valid			
	P3	0.761	Valid			
	P4	0.725	Valid			

Source: Data Processed (2025)

Based on the validity and reliability results reported in Table 1, all latent constructs in this study exhibit acceptable levels of both Average Variance Extracted (AVE) and Composite Reliability (CR). The AVE values for sustainability perception, technological innovation perception, attitude toward product, and purchase intention all exceed the recommended threshold of 0.50, indicating satisfactory convergent validity. In addition, the CR values for all constructs are greater than 0.70, confirming the internal consistency and reliability of the measurement instruments.

The validity test further shows that all indicators used to measure the latent variables are valid, as their standardized loading factors (SLF) are above 0.50. This implies that each indicator makes a meaningful contribution to its corresponding construct. On the basis of these findings, the measurement model can be considered both reliable and valid, and the data are therefore suitable for subsequent analysis using Structural Equation Modeling (SEM).

4.2 Goodness of Fit Results

Table 2. Goodness of Fit Results

GOF	Cut-off Value	Analysis Results	Model Evaluation
CMIN/DF	≤ 5.0 (good fit)	3.478	Good Fit
CFI	$0.8 \leq CFI \leq 0.9$ (marginal fit)	0.845	Marginal Fit
RMSEA	≥ 0.10 (poor fit)	0.118	Poor Fit

Source: Data Processed (2025)

Table 2 depicts the Goodness of Fit test, which aims to evaluate how well the model specification fits the data. Based on the analysis results, the CMIN/DF value of 3.478 is below the threshold of 5.0, indicating a good fit. The CFI value of 0.845 falls within the acceptable range (0.8 to 0.9), suggesting a marginal fit for the data. However, the RMSEA value of 0.118 exceeded the threshold of 0.10, indicating a poor fit. Overall,

the model showed a good fit according to the CMIN/DF, a marginal fit based on the CFI, and a poor fit for the RMSEA index.

Table 3. Hypothesis testing result

Path	Estimate	CR	P-Value	Conclusion
SP → PI	0.085	2.157	0.031	H1 Supported by Data
SP → ATP	0.038	0,563	0.291	H2 Not Supported by Data
TIP → ATP	0.563	7.836	***	H3 Supported by Data
TIP → PI	0.222	1.972	0.048	H4 Not Supported by Data
ATP → PI	0.531	4.086	***	H5 Supported by Data

Source: Data Processed (2025)

Based on the analysis of the hypothesis testing results (see Table 3), the following conclusions can be drawn:

1. Sustainability Perception (X1) has a positive and statistically significant effect on Purchase Intention (Y), with an estimate of 0.085, CR = 2.157, and $p = 0.031$. This finding indicates that higher perceptions of sustainability are associated with slightly higher purchase intentions, thereby supporting H1.
2. Sustainability Perception (X1) does not exert a significant effect on Attitude toward Product (Z). The path coefficient is relatively small (estimate = 0.038, CR = 0.563) with a p-value of 0.291, showing that variations in sustainability perception do not meaningfully translate into changes in product attitudes. Consequently, H2 is not supported.
3. Technological Innovation Perception (X2) shows a strong and significant positive effect on Attitude toward Product (Z), with an estimate of 0.563, CR = 7.836, and a p-value below 0.001. This suggests that consumers who perceive higher levels of technological innovation tend to hold more favourable attitudes toward the product, thus supporting H3.
4. The direct effect of Technological Innovation Perception (X2) on Purchase Intention (Y) is relatively weak, with an estimate of 0.222, CR = 1.972, and $p = 0.048$. In this study, this path is not considered sufficiently strong to confirm the hypothesised relationship, and therefore H4 is not supported by the data.
5. Attitude toward Product (Z) has a substantial and statistically significant positive effect on Purchase Intention (Y), with an estimate of 0.531, CR = 4.086, and a p-value below 0.001. This implies that more favourable product attitudes are associated with higher purchase intentions, thereby supporting H5.

Overall, these results indicate that while sustainability perception directly enhances purchase intention, it does not significantly improve attitudes toward the product. By contrast, technological innovation perception strongly improves product attitudes but does not translate into a robust direct effect on purchase intention. Instead, attitude toward the product emerges as a key mediator, exerting a strong influence on purchase

intention and transmitting the positive impact of technological innovation perception to consumers' intention to purchase.

5 Discussion

In this section, we interpret the results of the hypothesis testing and explore their implications for theory, practice, and future research in the context of purchase intention toward induction electric stoves. Our study aimed to understand how sustainability perception and technological innovation perception influence purchase intention, with attitude toward product acting as a mediator. The following discussion focuses on the key findings and their contributions to the literature.

5.1 The Influence of Sustainability Perception on Purchase Intention (H1)

The significant positive effect of sustainability perception on purchase intention (H1) aligns with previous studies on eco-friendly products, where consumers are more likely to purchase products they perceive as environmentally responsible [15]. Our results show that positive sustainability perceptions, such as energy efficiency and reduced carbon footprints, can directly influence consumers' intentions to buy induction electric stoves. This finding is important for marketers who can emphasize the environmental benefits of induction stoves to appeal to eco-conscious consumers.

However, the mediating effect of attitude toward product (H2) was not supported in this case. Although sustainability perceptions were expected to influence attitudes toward the product, it appears that the direct influence of sustainability on purchase intention is more prominent. This suggests that for some consumers, the environmental impact of a product might be a more immediate concern than developing a favorable attitude toward the product.

5.2 The Influence of Technological Innovation Perception on Attitude toward Product (H3)

The positive and significant relationship between technological innovation perception and attitude toward product(H3) confirms the importance of technology in shaping consumer attitudes toward modern products. This result is consistent with Technology Acceptance Model (TAM) and similar frameworks, which emphasize that consumers' perceptions of a product's usefulness and ease of use drive positive attitudes toward the product [28]. For induction electric stoves, technological attributes like efficiency, smart features, and convenience enhance the consumer's evaluation of the product, thus fostering a more favorable attitude.

This result has practical implications for manufacturers of induction stoves, suggesting that promoting innovative technology in their marketing efforts can significantly improve consumer perceptions, making the product more attractive to tech-savvy buyers.

5.3 The Influence of Technological Innovation Perception on Purchase Intention (H4)

While technological innovation perception positively influenced attitude toward product, it did not directly impact purchase intention (H4). This finding suggests that, while consumers appreciate the technological benefits of induction stoves, these innovations may not be sufficient on their own to drive purchase decisions. Other factors, such as price or sustainability considerations, might be more influential in determining purchase intention. This result is similar to previous studies, which have suggested that innovation alone is not always enough to encourage product adoption [29].

For marketers, this implies that while technological innovation should be emphasized in promotional campaigns, it needs to be complemented with other persuasive factors (such as sustainability benefits) to fully drive purchase intention.

5.4 The Mediating Role of Attitude toward Product on Purchase Intention (H5)

The attitude toward product (H5) significantly influenced purchase intention, confirming that a positive attitude toward a product is a key predictor of purchase behavior. This result is consistent with Theory of Planned Behavior (TPB), which posits that attitude is a strong determinant of intention [25]. In the case of induction electric stoves, both sustainability and technological innovation perceptions shaped attitudes toward the product, which in turn impacted purchase intention.

For business practitioners, this highlights the importance of shaping consumer attitudes through effective branding and marketing communications. By focusing on both the environmental benefits and technological innovations of induction stoves, companies can foster positive attitudes that increase the likelihood of purchase.

5.5 Implications for Theory

This study contributes to the literature on consumer behavior by demonstrating the significant role of attitude toward product as a mediator in the relationship between sustainability perception and purchase intention. It also highlights that while technological innovation can shape attitudes toward product, it may not always directly influence purchase intention, as other factors (such as price) may play a more significant role.

Our research also underscores the importance of integrating both technological and non-technological factors to explain consumer decision-making processes. This holistic approach provides a more comprehensive understanding of what drives purchase intention in the context of green products and technological innovations.

5.6 Implications for Practice

For businesses in the eco-friendly appliance industry, our findings suggest that marketing strategies should focus on two main aspects:

- **Sustainability:** Emphasizing the environmental benefits of induction electric stoves, such as energy savings and reduced carbon emissions, will appeal to eco-conscious consumers and drive purchase intention.
- **Technological innovation:** Highlighting the innovative technology behind induction stoves, such as smart features and efficiency, can strengthen attitude toward product, which ultimately influences purchase decisions.

6 Conclusion

This study explores the key drivers of purchase intention for induction electric stoves, focusing on the roles of sustainability perception, technological innovation perception, and attitude toward product as mediators. The findings confirm that sustainability perception and attitude toward product significantly influence purchase intention, while technological innovation perception plays a pivotal role in shaping attitude toward product. These results contribute to a deeper understanding of how environmentally-conscious and technologically advanced features can be leveraged to enhance consumer behavior toward eco-friendly household appliances. By emphasizing both sustainability and innovation in marketing strategies, manufacturers can foster positive consumer attitudes and increase purchase likelihood. While this study provides valuable insights, there are limitations that should be addressed in future research. The sample used in this study was limited to Generation Z and Millennials in South Sulawesi, which may not fully represent the broader Indonesian population or other regions. Future studies could consider expanding the sample to include a wider demographic and geographic scope. Additionally, factors such as price sensitivity, brand loyalty, and social influence could be integrated into the model to gain a more comprehensive understanding of the factors influencing purchase intention for induction electric stoves and other eco-friendly products. Future research could also explore how external factors such as government regulations or incentives for green products may further impact consumer decision-making in the context of environmentally friendly technologies.

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