

CHAPTER V

CLOSING AND CONCLUSION

5.1. Conclusion

5.1.1. Result of Respondents profile

1. The number of respondents who filled the questionnaire is 199 with 38 not fulfilling the criteria, therefore there are 159 accepted respondents.
2. Based on the data, the most green cosmetics consumer are between 17-25 years old with 84 respondents.
3. Most of green cosmetics consumer taken from the data are women with a total of 142 respondents.
4. Most of the respondents knows Mineral Botanica with total of 77 respondents as green local cosmetics based on brand name, followed by ESQA with 76 respondents.

5.1.2. Result According to PLS-SEM

1. The research concludes that there is a positive and significant effect, leading to the acceptance of hypothesis 1 (H1). The journal taken from Chin et al. (2018), Mustikasari (2023), and Lestari and Roostika (2022) in this case is proven to be right and accepted meaning the data conducted by the research is valid. So it can be said that there is a positive and significant influence between enterprise green marketing behavior toward consumer green consumption intention.
2. Hypothesis 2 (H2) reveals a positive and significant relationship between enterprise green marketing behavior and consumer perceived effectiveness. This finding is supported by previous studies, such as the one conducted by Kim and Choi (2005), which highlight that when businesses offer eco-friendly products and promote them through green marketing, consumers perceive these products as environmentally beneficial. This perception of environmental benefits strengthens consumers' perception of the effectiveness of green

marketing efforts. Consequently, consumers are more inclined to participate in green consumption, as they recognize the value in supporting environmentally friendly products and practices. Thus, the positive effect between enterprise green marketing behavior and consumer perceived effectiveness contributes to an increased intention among consumers to engage in green consumption.

3. Analysis of the hypothesis 3 (H3) confirms a positive and significant relationship between customer perceived effectiveness and consumer green consumption intention. This finding is consistent with previous research conducted by Chan (2001), de Pelsmacker, Driesen, and Rayp (2005), and Ottman (2006), which highlight the positive impact of customer perceived effectiveness on consumer green consumption intention. When customers perceive a green product or behavior as effective in reducing environmental harm, their intention to engage in green consumption is heightened. This perception of effectiveness is influenced by factors such as personal efficacy, social influences, and the specific attributes of green products. Therefore, the positive effect between customer perceived effectiveness and consumer green consumption intention demonstrates the importance of effective communication and the perception of tangible environmental benefits in driving green consumer behavior.
4. The analysis of the hypothesis 4 (H4) reveals an insignificant effect between the moderation of consumer environmental awareness and enterprise green marketing behavior on consumer perceived effectiveness. The results do not meet the requirements of statistical significance or provide sufficient evidence of a moderating effect. This suggests that the relationship between enterprise green marketing behavior and consumer perceived effectiveness is not significantly influenced by consumer environmental awareness. In other words, regardless of the level of consumer environmental awareness, the impact of enterprise green marketing behavior on consumers' perceived effectiveness remains constant.

5. The analysis of the hypothesis 5 (H5) reveals an insignificant effect between the moderation of the types of green marketing activities, enterprise green marketing behavior, and consumer green consumption intention. This suggests that the effectiveness of green marketing behavior in influencing consumer green consumption intention may depend on the specific types of green marketing activities employed by the enterprise. In other words, the impact of enterprise green marketing behavior on consumer green consumption intention may vary depending on the nature and execution of the specific green marketing activities implemented.
6. The analysis of the hypothesis 6 (H6) indicates an insignificant effect between the moderation of the presence of others, enterprise green marketing behavior, and consumer green consumption intention. This implies that there is no significant evidence supporting the moderating role of the presence of others in influencing the relationship between enterprise green marketing behavior and consumer green consumption intention. Therefore, the hypothesis is rejected, indicating that the presence of others does not significantly impact the relationship between enterprise green marketing behavior and consumer green consumption intention.

5.2. Managerial Implication

1. In this research, enterprises green marketing behavior influences green consumption intention through awareness , value , social influence , personal values and trustworthiness. Local green cosmetics educate customers by bringing attention and giving information about sustainable and the importance to the environment. If local green cosmetics in Indonesia keep raising awareness and persuaded consumers to choose green products it will strengthens a customer's intention to engage in green purchasing. For instance,

every purchase of green cosmetics they will get a paper seed from any kind of plants.

2. In this research, enterprises green marketing behaviour influences consumer perceived effectiveness. Enterprises green marketing behavior continues to have a significant influence on the consumer local green cosmetics by educating consumers, increasing environmental message and spending money on product development so local green cosmetics consumer will be more trusted in the effectiveness of green marketing efforts, leading to their intention and involvement in green consumption.
3. In this research, customer perceived effectiveness influence consumer green consumption intention. When consumers perceive that green cosmetics products are effective for skin and also ecologically friendly, it will support consumers' decision to engage in green consumption. For instance, a consumer prioritize and choose green cosmetics when they believe that these products effectively deliver skincare advantages while reducing harm to environmental, customer are likely to buy and use green cosmetics because of the natural ingredients so the perception of effectiveness in idea to achieve skincare outcomes are strengthened by consumer intention to engage in green consumption within local green cosmetic industry.

5.3. Research Limitations

1. In this research, the limitations lies in the research process, the researcher realizes that in this study the researcher using limit five local green cosmetics brand however it would have been preferable to use a broader industry, as this would have allowed the company that developed the product to influence government policy in the field of environmental protection to take action.
2. In this research, information gathered through questionnaires from participants occasionally does not accurately reflect the respondents' genuine thoughts. This

happens due to a variety of reasons, including the respondent's level of honesty while giving their thoughts and the occasionally divergent beliefs, assumptions, and understandings of green meaning held by each responder.

5.4. Future Research Suggestions

1. For future researchers who will conduct the same field of study, the current researcher advises focusing on just one brand so that the questionnaire's direction is clearer and more detailed, or local brands of green cosmetics that are not limited so that they can reach a wider audience and concentrate on general industries.
2. For future researchers who will conduct the same field of study, the current researchers advise a higher sample size in order to increase statistical power and improve data quality.

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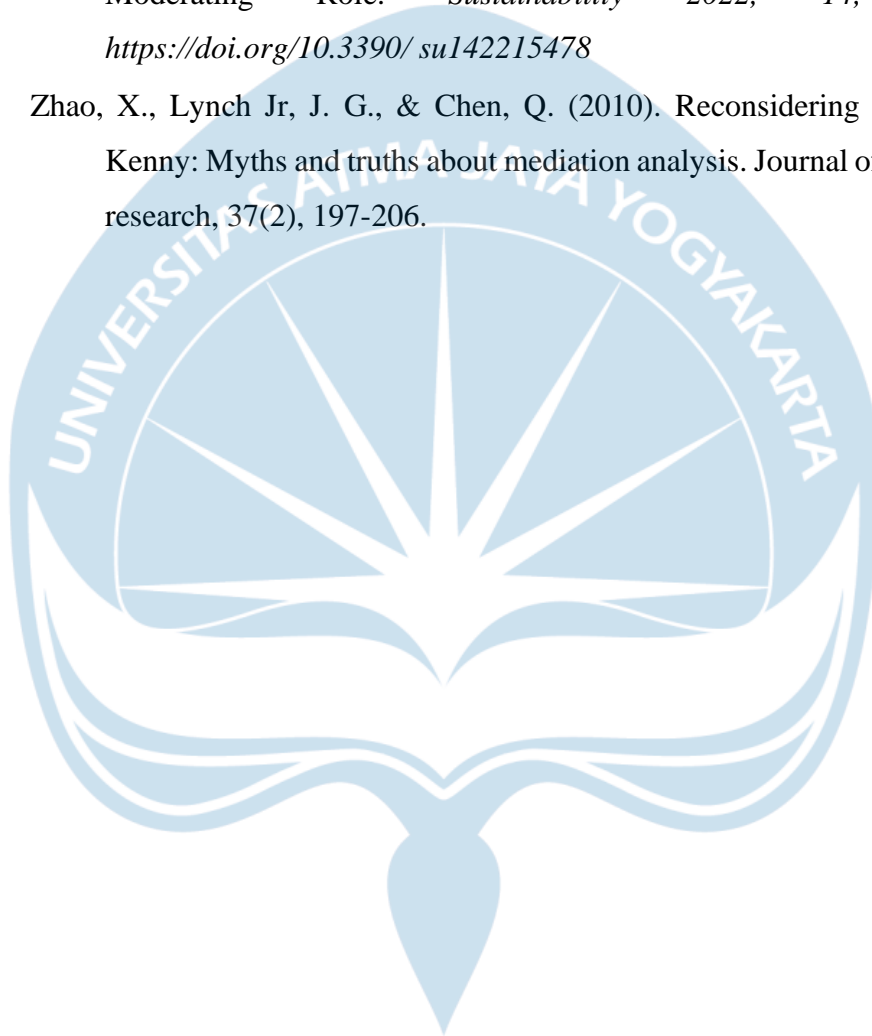
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ATTACHMENT

APPENDIX 1 Draft of Questionnaire

Surat Pengantar (Bahasa Indonesia)

Responden yang terhormat,

Perkenalkan, nama saya Irvinia Juventya Cantika dengan NPM (191225210), mahasiswa Program Studi Manajemen Internasional, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang menempuh tugas akhir sebagai syarat untuk menyelesaikan studi S1 dengan melakukan penelitian skripsi mengenai "*The Impact of Business Green Marketing Behaviour On Consumers Green Consumption Intention — The Case of Local Cosmetics in Indonesia*".

Adapun kriteria responden dalam penelitian ini:

1. Responden yang mengetahui minimal 2 diantara 5 merek Mineral Botanica, ESQA, Looke, Rollover Reaction dan Posy Beauty.
2. Responden yang pernah melakukan pembelian minimal 2 diantara 5 merek Mineral Botanica, ESQA, Looke, Rollover Reaction dan Posy Beauty dalam 6 bulan terakhir.
3. Responden yang mengaplikasikan minimal 2 diantara 5 merek Mineral Botanica, ESQA, Looke, Rollover Reaction dan Posy Beauty minimal 1 kali dalam 6 bulan terakhir.

Berkaitan dengan hal tersebut, saya mohon kesediaan Bapak/Ibu/Saudara(i) untuk mengisi kuesioner ini. Segala bentuk informasi yang diberikan akan dijaga kerahasiannya dan hanya digunakan untuk kepentingan penelitian semata. Saya ucapkan terima kasih atas waktu dan kesediaan Bapak/Ibu/Saudara(i) untuk mengisi kuesioner ini.

Apabila terdapat pertanyaan berkaitan dengan kuesioner ini, silahkan hubungi contact person di bawah ini:

Helloirvinia@gmail.com

Link: <https://bit.ly/BantuIrviWisuda>

Surat Pengantar (English)

Dear Respondent,

My name is Irvinia Juventya Cantika with NPM (191225210), a student of International Management Study Program, Faculty of Business and Economics, Atma Jaya University Yogyakarta. Currently, I am organizing my final project as a requirement for completing my undergraduate study by conducting thesis research on *The Impact of Business Green Marketing Behaviour On Consumers Green Consumption Intention — The Case of Local Cosmetics in Indonesia*”.

The criteria for respondents in this study:

1. Respondents who know at least 2 among these 5 brand of Mineral Botanica, ESQA, Looke, Rollover Reaction and Posy.
2. Respondents who have purchased at least 2 times among these 5 brand of Mineral Botanica, ESQA, Looke, Rollover Reaction and Posy in the past 6 months.
3. Respondents who apply at least 2 on their skin among these 5 brands of Mineral Botanica, ESQA, Looke, Rollover Reaction and Posy at least 1 times in the past 6 months..

In this regard, I request your willingness to fulfill this questionnaire. All information provided will be kept confidential and will only be used for research purposes. Thank you for your time and willingness to fulfill this questionnaire. If you have any questions regarding this questionnaire, please do not hesitate to contact the person below:

Helloirvinia@gmail.com

Link : <https://bit.ly/BantuIrviWisuda>

Filter Questions

<p>1. Apakah Anda mengetahui 2 merek diantara 5 lokal kosmetik dibawah ini (Mineral Botanica, ESQA, Looke,Rollover Reaction dan Posy Beauty)?</p> <ul style="list-style-type: none"> • Ya • Tidak
<p>2. Apakah Anda pernah melakukan transaksi setidaknya 1 kali dalam kurun waktu 6 bulan pada salah satu merek dibawah ini (MineralBotanica, ESQA, Looke,Rollover Reaction dan Posy Beauty)?</p> <ul style="list-style-type: none"> • Ya • Tidak
<p>3. Apakah Anda pernah menggunakan setidaknya 1 kali dalam kurun waktu 6 bulan terakhir pada salah satu dari merek dibawah ini (Mineral Botanica, ESQA, Looke,Rollover Reaction dan Posy Beauty)?</p> <ul style="list-style-type: none"> • Ya • Tidak

Demographic Questions

<p>Jenis Kelamin</p> <ul style="list-style-type: none"> • Pria • Wanita
<p>Usia</p> <ul style="list-style-type: none"> • 17-25 • 26-35 • 36-45 • 45 ke atas
<p>Pendapatan (perbulan)</p> <ul style="list-style-type: none"> • Kurang dari Rp 1.000.000 • Rp 1.000.001 – Rp 4.000.000 • Rp 4.000.001 – Rp 7.000.000 • Rp 7.000.001 – Rp 10.000.000 • Lebih dari 10.000.000

Pengeluaran rata-rata untuk transaksi terhadap pembelian kosmetika dalam kurunwaktu 6 Bulan

- Kurang dari Rp 500.000
- Rp 500.000 – Rp 2.000.000
- Lebih dari Rp 2.000.000

Manakah diantara beberapa merek berikut yang menurut anda adalah produk kosmetik yang ramah lingkungan?

- Mineral Botanica
- ESQA
- Looke Cosmetics
- Rollover Reaction
- Posy Beauty

Pertanyaan Penelitian

Kesadaran Lingkungan Konsumen

Sikap Lingkungan :

1. Saya mengetahui apa yang dimaksud dengan produk hijau.
2. Saya dapat menilai produk hijau berdasarkan apa yang di tampilkan pada logo produk.
3. Saya bersedia berdonasi kepada organisasi perlindungan lingkungan untuk berkontribusi pada peningkatan ekologi alam.
4. Saya bersedia menolak untuk membeli produk kosmetik yang tidak ramah lingkungan karena saya tahu itu akan membawa ketidak nyaman pada kondisi wajah saya.
5. Saya senang menyiapkan tas ramah lingkungan (Eco-friendly) ketika berbelanja.
6. Saya ingin membeli produk kosmetik yang ramah lingkungan agar wajah saya tidak terkena bahan kimia.
7. Saya khawatir ketika melihat informasi tentang binatang yang disakiti atau ekologi yang tercemar karena bahan kimia.
8. Saya merasa khawatir terhadap kondisi kulit yang rusak akibat menggunakan bahan kimia yang berlebihan.

Perilaku Lingkungan :

1. Saya pernah membeli produk kosmetik ramah lingkungan dan menanamkan perilaku konsumsi ramah lingkungan.

Perilaku pemasaran ramah lingkungan perusahaan

1. Perusahaan lokal green kosmetik harus mengurangi penggunaan sumber daya yang tidak perlu.
2. Perusahaan lokal green kosmetik harus mengurangi konsumsi kemasan yang tidak perlu
3. Perusahaan lokal green kosmetik harus mencoba penggunaan bahan baku yang tidak beracun dan tidakberbahaya dalam proses produksi dan pengolahannya.
4. Limbah sisa produk/jasa yang dihasilkan oleh perusahaan lokal green kosmetik tidak boleh menimbulkan dampak yang merugikan lingkungan.

5. Perusahaan lokal green kosmetik harus berusaha sebaik mungkin untuk menyediakan produk/jasa yang dapat digunakan kembali.
6. Perusahaan lokal green kosmetik harus melakukan pekerjaan yang baik dalam pemulihan dan pembuangan produk limbah.
7. Perusahaan lokal green kosmetik sebaiknya lebih memilih untuk mengembangkan produk/jasa dengan masa pakai yang lama.
8. Perusahaan lokal green kosmetik sebaiknya menggunakan sumber daya terbarukan dengan stok yang cukup saat memproduksi, memproses, dan menyediakan layanan.
9. Perusahaan lokal green kosmetik harus mengakhiri penggunaan hewan-hewan sebagai bahan eksperimen pembuatan produk.
10. Perusahaan lokal green kosmetik harus melakukan segala upaya untuk menghindari dampak merugikan dari perilakunya terhadap status kehidupan organisme lain.
11. Setiap kegiatan perusahaan lokal green kosmetik tidak boleh menimbulkan kerusakan serius terhadap lingkungan alam nasional.

Intensi menggunakan produk ramah lingkungan oleh konsumen

1. Saya bersedia membeli produk yang dihasilkan oleh perusahaan kosmetik yang mematuhi prinsip-prinsip terkait ramah lingkungan.
2. Saya bersedia membayar lebih untuk produksi produk kosmetik yang sesuai dengan prinsip-prinsip ramah lingkungan.
3. Dimasa depan, saya cenderung membeli produk kosmetik yang sesuai dengan prinsip perilaku ramah lingkungan berkali-kali..

Efektivitas yang dirasakan konsumen

1. Saya akan memperhatikan dampak perilaku pembelian kosmetik saya terhadap ekologi alam.
2. Saya yakin bahwa perilaku konsumsi kosmetik hijau saya akan berkontribusi pada perlindungan lingkungan ekologis.
3. Saya setuju bahwa dalam proses konsumsi kosmetik hijau terus menerus, persepsi perlindungan lingkungan akan semakin efektif.

Tipe Kegiatan Pemasaran Hijau

1. Kegiatan usaha dari green kosmetik ini dapat mengurangi dampak lingkungan yang merugikan dari proses produksi.
2. Kegiatan usaha dari green kosmetik dapat menciptakan produk ramah lingkungan baru atau mengurangi dampak negatif dari produk yang ada.
3. Kegiatan perusahaan lokal green kosmetik mengurangi atau meniadakan produksi bahan berbahaya disemua tahap produksi.
4. Kegiatan produk green kosmetik usaha ini merupakan perilaku inovasi teknologi yang berpusat pada perlindungan lingkungan dan konservasi sumber daya.
5. Perusahaan lokal green kosmetik telah melakukan kegiatan seperti mengajukan merek dagang hijau.

Kehadiran Orang Lain

1. Saya dapat membuat keputusan pembelian produk green kosmetik sendiri tanpa mempertimbangkan pendapat orang lain
2. Keputusan pembelian saya terhadap green kosmetik tidak akan diketahui orang lain.



APPENDIX 2 Prove of Submission**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25 Years Old	84	52,8	52,8	52,8
	26-35 Years Old	68	42,8	42,8	95,6
	36-45 Years Old	6	3,8	3,8	99,4
	>45 Years Old	1	,6	,6	100,0
	Total	159	100,0	100,0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	17	10,7	10,7	10,7
	Women	142	89,3	89,3	100,0
	Total	159	100,0	100,0	

Mineral Botanica

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not knows	82	51,6	51,6	51,6
	Knows	77	48,4	48,4	100,0
	Total	159	100,0	100,0	

ESQA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not knows	83	52,2	52,2	52,2
	Knows	76	47,8	47,8	100,0
	Total	159	100,0	100,0	

Looke Cosmetics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not knows	108	67,9	67,9	67,9
	Knows	51	32,1	32,1	100,0
	Total	159	100,0	100,0	

Rollover Reaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not knows	116	73,0	73,0	73,0
	Knows	43	27,0	27,0	100,0
	Total	159	100,0	100,0	

Posy Beauty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not knows	136	85,5	85,5	85,5
	Knows	23	14,5	14,5	100,0
	Total	159	100,0	100,0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CEA.1	159	1	5	4,30	,776
CEA.2	159	1	5	4,21	,988
CEA.3	159	1	5	4,14	,802
CEA.4	159	1	5	4,09	,979
CEA.5	159	1	5	4,35	,695
CEA.6	159	1	5	4,13	,946
CEA.7	159	1	5	4,40	,713
CEA.8	159	1	5	4,19	,781
CEA.9	159	1	5	4,33	,725
CEA.10	159	1	5	4,24	,823
CEA	159	1,0	5,0	4,238	,6775
Valid N (listwise)	159				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EGMB.1	159	1	5	4,30	,840
EGMB.2	159	1	5	4,40	,771
EGMB.3	159	1	5	4,43	,698
EGMB.4	159	1	5	4,45	,735
EGMB.5	159	1	5	4,35	,779
EGMB.6	159	1	5	4,47	,719
EGMB.7	159	1	5	4,34	,818
EGMB.8	159	1	5	4,40	,763
EGMB.9	159	1	5	4,37	,831
EGMB.10	159	1	5	4,47	,701
EGMB.11	159	1	5	4,35	,772
EGMB	159	1,0	5,0	4,393	,6157
Valid N (listwise)	159				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CGCI.1	159	1	5	4,42	,649
CGCI.2	159	1	5	4,27	,847
CGCI.3	159	1	5	4,21	,812
CGCI	159	1,0	5,0	4,298	,6962
Valid N (listwise)	159				

Descriptive Statistics

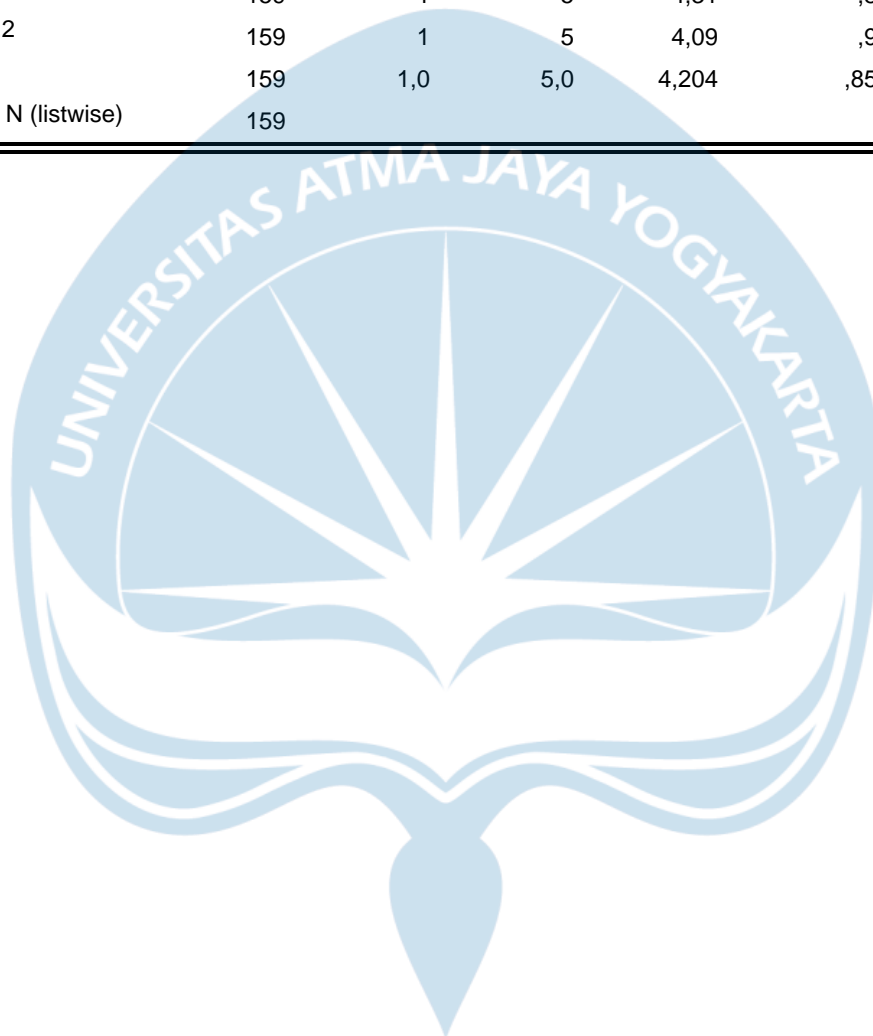
	N	Minimum	Maximum	Mean	Std. Deviation
CPE.1	159	1	5	4,24	,759
CPE.2	159	1	5	4,39	,754
CPE.3	159	1	5	4,25	,752
CPE	159	1,0	5,0	4,291	,6953
Valid N (listwise)	159				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TGMA.1	159	1	5	4,25	,855
TGMA.2	159	1	5	4,28	,805
TGMA.3	159	1	5	4,33	,777
TGMA.4	159	1	5	4,35	,797
TGMA.5	159	1	5	4,19	,836
TGMA	159	1,0	5,0	4,281	,6877
Valid N (listwise)	159				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TPO.1	159	1	5	4,31	,805
TPO.2	159	1	5	4,09	,973
TPO	159	1,0	5,0	4,204	,8591
Valid N (listwise)	159				

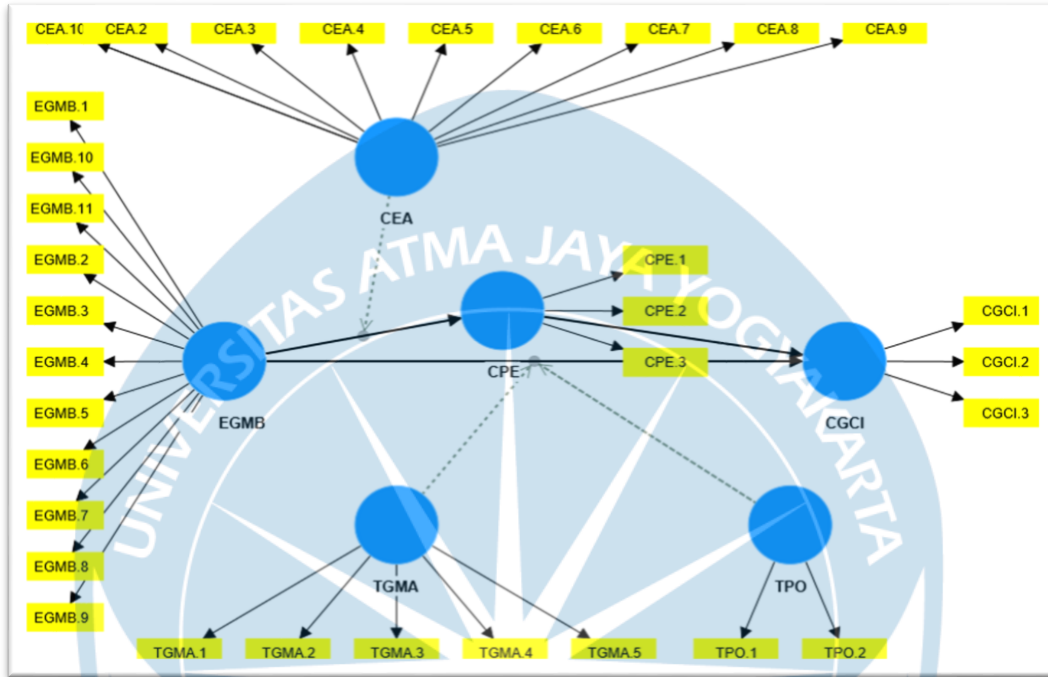


APPENDIX 3 PROVE OF SPREADING QUESTIONNAIRE

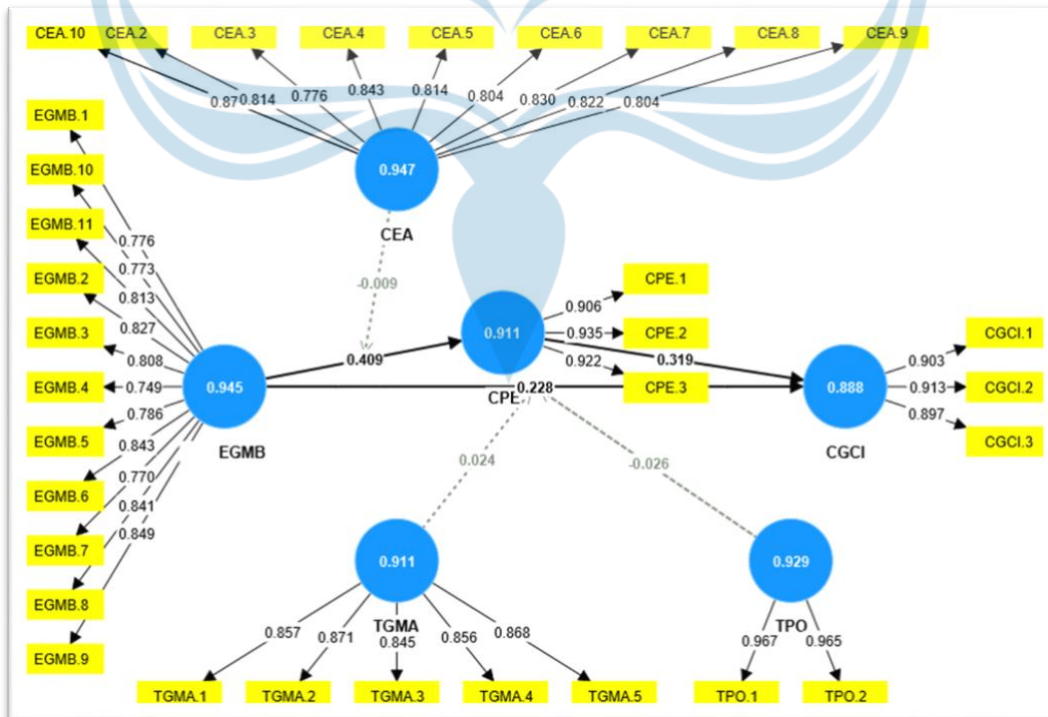


APPENDIX 4 SmartPLS Data

Structural Model



Construct Model



Outer Model

Outer Loadings

Outer Loadings

Mean, STDEV, T-Values, P-Values
 Confidence Intervals
 Confidence Intervals Bias Corrected
 Samples

	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (Q/ST)	P Values
CEA.1 <- Consu...	0.879	0.874	0.029	30.591	0.000
CEA.1 * EGMB...	1.964	1.800	0.467	4.209	0.000
CEA.1 * EGMB...	1.960	1.762	0.537	3.647	0.000
CEA.1 * EGMB...	1.971	1.799	0.483	4.077	0.000
CEA.1 * EGMB...	1.949	1.782	0.481	4.053	0.000
CEA.1 * EGMB...	1.966	1.768	0.538	3.668	0.000
CEA.1 * EGMB...	1.939	1.730	0.562	3.448	0.001
CEA.1 * EGMB...	1.944	1.751	0.578	3.679	0.000
CEA.1 * EGMB...	2.000	1.820	0.494	4.050	0.000
CEA.1 * EGMB...	1.974	1.800	0.487	4.055	0.000
CEA.1 * EGMB...	1.962	1.797	0.477	4.116	0.000
CEA.1 * EGMB...	1.941	1.785	0.468	4.154	0.000
CEA.10 <- Con...	0.638	0.554	0.037	22.848	0.000
CEA.10 * EGMB...	1.909	1.736	0.493	3.873	0.000
CEA.10 * EGMB...	1.940	1.738	0.548	3.540	0.000
CEA.10 * EGMB...	1.961	1.777	0.488	3.996	0.000
CEA.10 * EGMB...	1.937	1.764	0.491	3.949	0.000
CEA.10 * EGMB...	1.962	1.764	0.539	3.639	0.000
CEA.10 * EGMB...	1.922	1.707	0.574	3.349	0.001
CEA.10 * EGMB...	1.918	1.727	0.526	3.646	0.000
CEA.10 * EGMB...	1.972	1.782	0.515	3.828	0.000
CEA.10 * EGMB...	1.944	1.757	0.514	3.783	0.000
CEA.10 * EGMB...	1.946	1.776	0.483	4.029	0.000
CEA.10 * EGMB...	1.905	1.738	0.483	3.948	0.000
CEA.2 <- Consu...	0.814	0.812	0.035	23.502	0.000
CEA.2 * EGMB.1 <- Moderating Effect 3	1.688	0.439	4.156	0.000	0.000

Outer Loadings

Mean, STDEV, T-Values, P-Values
 Confidence Intervals
 Confidence Intervals Bias Corrected
 Samples

	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (Q/ST)	P Values
CEA.2 * EGMB...	1.873	1.731	0.452	4.147	0.000
CEA.2 * EGMB...	1.894	1.741	0.454	4.151	0.000
CEA.2 * EGMB...	1.941	1.782	0.519	3.743	0.000
CEA.2 * EGMB...	1.875	1.696	0.509	3.684	0.000
CEA.2 * EGMB...	1.879	1.709	0.493	3.813	0.000
CEA.2 * EGMB...	1.915	1.762	0.465	4.123	0.000
CEA.2 * EGMB...	1.776	1.654	0.449	3.953	0.000
CEA.2 * EGMB...	1.837	1.697	0.458	4.006	0.000
CEA.2 * EGMB...	1.783	1.669	0.438	4.071	0.000
CEA.3 <- Consu...	0.776	0.773	0.046	16.998	0.000
CEA.3 * EGMB...	1.930	1.767	0.478	4.038	0.000
CEA.3 * EGMB...	1.921	1.716	0.558	3.441	0.001
CEA.3 * EGMB...	1.961	1.788	0.488	4.020	0.000
CEA.3 * EGMB...	1.938	1.765	0.493	3.934	0.000
CEA.3 * EGMB...	1.927	1.715	0.575	3.355	0.001
CEA.3 * EGMB...	1.910	1.712	0.549	3.477	0.001
CEA.3 * EGMB...	1.898	1.700	0.553	3.435	0.001
CEA.3 * EGMB...	1.989	1.812	0.494	4.024	0.000
CEA.3 * EGMB...	1.939	1.770	0.489	3.969	0.000
CEA.3 * EGMB...	1.957	1.786	0.488	4.008	0.000
CEA.3 * EGMB...	1.930	1.769	0.475	4.062	0.000
CEA.4 <- Consu...	0.843	0.842	0.025	33.404	0.000
CEA.4 * EGMB...	1.743	1.633	0.446	3.907	0.000
CEA.4 * EGMB...	1.924	1.736	0.522	3.686	0.000
CEA.4 * EGMB...	1.889	1.727	0.451	4.146	0.000
CEA.4 * EGMB...	1.892	1.740	0.453	4.174	0.000

Outer Loadings

Mean, STDEV, T-Values, P-Values
 Confidence Intervals
 Confidence Intervals Bias Corrected
 Samples

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	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (QST)	P Values
CEA.4 * EGMB....	1.934	1.748	0.512	3.779	0.000
CEA.4 * EGMB....	1.903	1.726	0.503	3.785	0.000
CEA.4 * EGMB....	1.885	1.712	0.494	3.819	0.000
CEA.4 * EGMB....	1.943	1.785	0.484	4.183	0.000
CEA.4 * EGMB....	1.810	1.677	0.453	3.997	0.000
CEA.4 * EGMB....	1.854	1.711	0.480	4.028	0.000
CEA.4 * EGMB....	1.832	1.707	0.437	4.189	0.000
CEA.5 <- Consu...	0.814	0.810	0.041	20.003	0.000
CEA.5 * EGMB....	1.948	1.782	0.477	4.082	0.000
CEA.5 * EGMB....	1.944	1.738	0.560	3.470	0.001
CEA.5 * EGMB....	1.943	1.763	0.508	3.827	0.000
CEA.5 * EGMB....	1.979	1.809	0.484	4.093	0.000
CEA.5 * EGMB....	1.957	1.748	0.584	3.471	0.001
CEA.5 * EGMB....	1.920	1.720	0.545	3.521	0.000
CEA.5 * EGMB....	1.932	1.730	0.548	3.523	0.000
CEA.5 * EGMB....	1.966	1.780	0.517	3.801	0.000
CEA.5 * EGMB....	1.923	1.749	0.499	3.857	0.000
CEA.5 * EGMB....	1.980	1.810	0.483	4.102	0.000
CEA.5 * EGMB....	1.955	1.788	0.482	4.059	0.000
CEA.6 <- Consu...	0.804	0.801	0.047	17.171	0.000
CEA.6 * EGMB....	1.832	1.559	0.463	3.523	0.000
CEA.6 * EGMB....	1.937	1.752	0.515	3.764	0.000
CEA.6 * EGMB....	1.878	1.734	0.453	4.142	0.000
CEA.6 * EGMB....	1.865	1.725	0.457	4.082	0.000
CEA.6 * EGMB....	1.939	1.750	0.517	3.751	0.000
CEA.6 * EGMB....	1.907	1.732	0.500	3.619	0.000

Outer Loadings

Mean, STDEV, T-Values, P-Values
 Confidence Intervals
 Confidence Intervals Bias Corrected
 Samples

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	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (QST)	P Values
CEA.6 * EGMB....	1.903	1.729	0.495	3.846	0.000
CEA.6 * EGMB....	1.947	1.790	0.465	4.190	0.000
CEA.6 * EGMB....	1.800	1.669	0.457	3.936	0.000
CEA.6 * EGMB....	1.911	1.763	0.457	4.183	0.000
CEA.6 * EGMB....	1.820	1.697	0.443	4.107	0.000
CEA.7 <- Consu...	0.830	0.825	0.040	20.774	0.000
CEA.7 * EGMB....	1.949	1.797	0.454	4.296	0.000
CEA.7 * EGMB....	1.966	1.773	0.529	3.717	0.000
CEA.7 * EGMB....	1.941	1.778	0.475	4.091	0.000
CEA.7 * EGMB....	1.978	1.822	0.461	4.294	0.000
CEA.7 * EGMB....	1.973	1.782	0.521	3.787	0.000
CEA.7 * EGMB....	1.956	1.770	0.513	3.815	0.000
CEA.7 * EGMB....	1.960	1.776	0.507	3.865	0.000
CEA.7 * EGMB....	1.987	1.817	0.482	4.124	0.000
CEA.7 * EGMB....	1.920	1.760	0.475	4.045	0.000
CEA.7 * EGMB....	1.975	1.818	0.461	4.289	0.000
CEA.7 * EGMB....	1.947	1.800	0.453	4.229	0.000
CEA.8 <- Consu...	0.822	0.818	0.036	22.704	0.000
CEA.8 * EGMB....	1.925	1.771	0.452	4.255	0.000
CEA.8 * EGMB....	1.938	1.745	0.527	3.875	0.000
CEA.8 * EGMB....	1.919	1.752	0.472	4.065	0.000
CEA.8 * EGMB....	1.920	1.758	0.471	4.080	0.000
CEA.8 * EGMB....	1.938	1.740	0.535	3.822	0.000
CEA.8 * EGMB....	1.908	1.713	0.529	3.606	0.000
CEA.8 * EGMB....	1.881	1.694	0.516	3.644	0.000
CEA.8 * EGMB....	1.960	1.786	0.483	4.054	0.000

Outer Loadings

Mean, STDEV, T-Values, P-Values
 Confidence Intervals
 Confidence Intervals Bias Corrected
 Samples
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	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (QJST)	P Values
CEA.8 * EGMB...	1.891	1.729	0.473	3.997	0.000
CEA.8 * EGMB...	1.830	1.674	0.488	3.753	0.000
CEA.8 * EGMB...	1.907	1.757	0.456	4.180	0.000
CEA.9 <- Consu...	0.804	0.801	0.038	20.982	0.000
CEA.9 * EGMB...	1.945	1.776	0.476	4.086	0.000
CEA.9 * EGMB...	1.842	1.734	0.559	3.476	0.001
CEA.9 * EGMB...	1.937	1.759	0.498	3.886	0.000
CEA.9 * EGMB...	1.935	1.752	0.509	3.805	0.000
CEA.9 * EGMB...	1.931	1.717	0.571	3.385	0.001
CEA.9 * EGMB...	1.920	1.714	0.586	3.455	0.001
CEA.9 * EGMB...	1.914	1.708	0.553	3.463	0.001
CEA.9 * EGMB...	1.955	1.763	0.523	3.740	0.000
CEA.9 * EGMB...	1.906	1.728	0.503	3.792	0.000
CEA.9 * EGMB...	1.844	1.763	0.501	3.878	0.000
CEA.9 * EGMB...	1.844	1.770	0.486	4.002	0.000
COCL1 <- Conso...	0.903	0.900	0.023	39.206	0.000
COCL2 <- Conso...	0.913	0.912	0.018	50.691	0.000
COCL3 <- Conso...	0.896	0.895	0.023	38.225	0.000
CPE.1 <- Consu...	0.906	0.904	0.022	40.360	0.000
CPE.2 <- Consu...	0.935	0.933	0.016	59.325	0.000
CPE.3 <- Consu...	0.921	0.918	0.019	48.044	0.000
EGMB.1 <- Ente...	0.776	0.773	0.047	16.621	0.000
EGMB.10 <- Ent...	0.773	0.761	0.065	11.917	0.000
EGMB.11 <- Ent...	0.813	0.809	0.043	18.739	0.000
EGMB.2 <- Ente...	0.827	0.820	0.041	19.986	0.000
EGMB.3 <- Ente...	0.808	0.798	0.065	14.567	0.000

Outer Loadings

Mean, STDEV, T-Values, P-Values
 Confidence Intervals
 Confidence Intervals Bias Corrected
 Samples
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	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (QJST)	P Values
EGMB.4 <- Ente...	0.749	0.736	0.075	10.009	0.000
EGMB.5 <- Ente...	0.786	0.780	0.055	14.392	0.000
EGMB.6 <- Ente...	0.843	0.836	0.040	21.217	0.000
EGMB.7 <- Ente...	0.770	0.766	0.052	14.732	0.000
EGMB.8 <- Ente...	0.841	0.838	0.041	20.701	0.000
EGMB.9 <- Ente...	0.849	0.847	0.029	29.042	0.000
TGMA.1 <- Typ...	0.857	0.854	0.031	27.465	0.000
TGMA.1 * EGMB...	2.000	1.915	0.414	4.977	0.000
TGMA.1 * EGMB...	2.099	1.906	0.512	4.097	0.000
TGMA.1 * EGMB...	2.057	1.896	0.446	4.611	0.000
TGMA.1 * EGMB...	2.054	1.899	0.440	4.667	0.000
TGMA.1 * EGMB...	2.088	1.897	0.508	4.109	0.000
TGMA.1 * EGMB...	2.064	1.872	0.514	4.015	0.000
TGMA.1 * EGMB...	2.039	1.862	0.486	4.199	0.000
TGMA.1 * EGMB...	2.103	1.944	0.435	4.833	0.000
TGMA.1 * EGMB...	2.004	1.867	0.424	4.730	0.000
TGMA.1 * EGMB...	1.997	1.818	0.468	4.206	0.000
TGMA.1 * EGMB...	1.993	1.864	0.408	4.885	0.000
TGMA.2 <- Typ...	0.871	0.868	0.028	31.141	0.000
TGMA.2 * EGMB...	2.028	1.885	0.494	4.679	0.000
TGMA.2 * EGMB...	2.110	1.916	0.508	4.151	0.000
TGMA.2 * EGMB...	2.005	1.850	0.466	4.306	0.000
TGMA.2 * EGMB...	2.116	1.955	0.439	4.820	0.000
TGMA.2 * EGMB...	2.099	1.901	0.519	4.043	0.000
TGMA.2 * EGMB...	2.085	1.891	0.515	4.048	0.000
TGMA.2 * EGMB...	2.085	1.899	0.491	4.244	0.000

Outer Loadings

Mean, STDEV, T-Values, P-Values
 Confidence Intervals
 Confidence Intervals Bias Corrected
 Samples
 Copy to Clipboard: [Excel Format](#) [R Format](#)

	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (Q/ST)	P Values
TOMA.2 * EGMB...	2.013	1.872	0.430	4.679	0.000
TOMA.2 * EGMB...	2.026	1.869	0.477	4.247	0.000
TOMA.2 * EGMB...	2.073	1.925	0.420	4.938	0.000
TOMA.3 <- Typ...	0.845	0.837	0.041	20.517	0.000
TOMA.3 * EGMB...	2.112	1.931	0.478	4.417	0.000
TOMA.3 * EGMB...	2.095	1.877	0.565	3.707	0.000
TOMA.3 * EGMB...	2.092	1.895	0.514	4.074	0.000
TOMA.3 * EGMB...	2.097	1.907	0.502	4.176	0.000
TOMA.3 * EGMB...	2.084	1.867	0.563	3.701	0.000
TOMA.3 * EGMB...	2.083	1.865	0.564	3.695	0.000
TOMA.3 * EGMB...	2.083	1.878	0.534	3.900	0.000
TOMA.3 * EGMB...	2.120	1.926	0.504	4.208	0.000
TOMA.3 * EGMB...	2.090	1.904	0.490	4.261	0.000
TOMA.3 * EGMB...	1.996	1.811	0.536	3.724	0.000
TOMA.3 * EGMB...	2.096	1.913	0.484	4.833	0.000
TOMA.4 <- Typ...	0.856	0.853	0.030	28.988	0.000
TOMA.4 * EGMB...	2.087	1.929	0.430	4.783	0.000
TOMA.4 * EGMB...	2.093	1.881	0.560	3.802	0.000
TOMA.4 * EGMB...	2.055	1.877	0.485	4.238	0.000
TOMA.4 * EGMB...	2.109	1.930	0.460	4.581	0.000
TOMA.4 * EGMB...	2.072	1.866	0.542	3.824	0.000
TOMA.4 * EGMB...	2.086	1.878	0.545	3.831	0.000
TOMA.4 * EGMB...	2.067	1.872	0.515	4.011	0.000
TOMA.4 * EGMB...	2.107	1.931	0.470	4.486	0.000
TOMA.4 * EGMB...	2.076	1.915	0.446	4.661	0.000
TOMA.4 * EGMB...	2.011	1.845	0.495	4.056	0.000

Outer Loadings

Mean, STDEV, T-Values, P-Values
 Confidence Intervals
 Confidence Intervals Bias Corrected
 Samples
 Copy to Clipboard: [Excel Format](#) [R Format](#)

	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (Q/ST)	P Values
TOMA.5 <- Typ...	0.868	0.867	0.030	29.324	0.000
TOMA.5 * EGMB...	2.097	1.943	0.422	4.964	0.000
TOMA.5 * EGMB...	2.086	1.881	0.534	3.905	0.000
TOMA.5 * EGMB...	2.073	1.902	0.465	4.460	0.000
TOMA.5 * EGMB...	2.105	1.940	0.446	4.715	0.000
TOMA.5 * EGMB...	2.096	1.898	0.520	4.030	0.000
TOMA.5 * EGMB...	2.068	1.847	0.549	3.746	0.000
TOMA.5 * EGMB...	2.057	1.869	0.503	4.092	0.000
TOMA.5 * EGMB...	2.116	1.945	0.456	4.638	0.000
TOMA.5 * EGMB...	2.033	1.878	0.439	4.633	0.000
TOMA.5 * EGMB...	2.013	1.851	0.484	4.162	0.000
TOMA.5 * EGMB...	2.060	1.908	0.427	4.821	0.000
TPO.1 <- The pr...	0.967	0.967	0.008	123.332	0.000
TPO.1 * EGMB...	2.022	1.915	0.349	5.799	0.000
TPO.1 * EGMB...	1.991	1.825	0.466	4.270	0.000
TPO.1 * EGMB...	1.997	1.861	0.439	4.550	0.000
TPO.1 * EGMB...	2.054	1.937	0.348	5.903	0.000
TPO.1 * EGMB...	1.997	1.837	0.458	4.380	0.000
TPO.1 * EGMB...	1.918	1.767	0.482	3.976	0.000
TPO.1 * EGMB...	1.936	1.785	0.460	4.212	0.000
TPO.1 * EGMB...	2.052	1.914	0.424	4.842	0.000
TPO.1 * EGMB...	2.024	1.912	0.358	5.657	0.000
TPO.1 * EGMB...	2.035	1.920	0.347	5.862	0.000
TPO.1 * EGMB...	1.989	1.895	0.335	5.934	0.000
TPO.2 <- The pr...	0.865	0.865	0.008	123.763	0.000
TPO.2 * EGMB...	1.922	1.840	0.324	5.941	0.000

Outer Loadings

Mean, STDEV, T-Values, P-Values
 Confidence Intervals
 Confidence Intervals Bias Corrected
 Samples
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Original Sample (C	Sample Mean (M)	Standard Deviation	T Statistics (QST)	P Values	
TGMA.5 * EGM...	2.013	1.851	0.484	4.162	0.000
TGMA.5 * EGM...	2.060	1.908	0.427	4.821	0.000
TPO.1 <- The pr...	0.967	0.967	0.008	123.332	0.000
TPO.1 * EGM...	2.022	1.915	0.349	5.799	0.000
TPO.1 * EGM...	1.991	1.825	0.466	4.270	0.000
TPO.1 * EGM...	1.997	1.861	0.439	4.550	0.000
TPO.1 * EGM...	2.054	1.937	0.348	5.903	0.000
TPO.1 * EGM...	1.997	1.837	0.456	4.380	0.000
TPO.1 * EGM...	1.918	1.767	0.482	3.976	0.000
TPO.1 * EGM...	1.936	1.785	0.460	4.212	0.000
TPO.1 * EGM...	2.052	1.914	0.424	4.842	0.000
TPO.1 * EGM...	2.024	1.912	0.358	5.657	0.000
TPO.1 * EGM...	2.035	1.920	0.347	5.862	0.000
TPO.1 * EGM...	1.989	1.895	0.335	5.934	0.000
TPO.2 <- The pr...	0.965	0.965	0.008	123.763	0.000
TPO.2 * EGM...	1.922	1.840	0.324	5.941	0.000
TPO.2 * EGM...	1.982	1.820	0.460	4.313	0.000
TPO.2 * EGM...	1.916	1.806	0.417	4.593	0.000
TPO.2 * EGM...	2.041	1.934	0.329	6.201	0.000
TPO.2 * EGM...	1.991	1.833	0.440	4.524	0.000
TPO.2 * EGM...	1.859	1.792	0.447	4.164	0.000
TPO.2 * EGM...	1.902	1.762	0.442	4.304	0.000
TPO.2 * EGM...	2.002	1.870	0.419	4.780	0.000
TPO.2 * EGM...	1.939	1.849	0.338	5.744	0.000
TPO.2 * EGM...	1.976	1.871	0.344	5.750	0.000
TPO.2 * EGM...	1.928	1.843	0.313	6.152	0.000

Fornell-Larcker Criterion

Discriminant Validity

Fornell-Larcker Criterion
 Cross Loadings
 Heterotrait-Monotrait Ratio (HTMT)
 Heterotrait-Monotrait Ratio (HTMT)
 Copy to Clipboard:

	Consumer Environ	Consumer Green C	Consumer perceiv	Enterprises green	Moderating Effect	Moderating Effect	Moderating Effect	The presence of o	Types green mark
Consumer Envir...	0.823								
Consumer Gree...	0.736	0.904							
Consumer perc...	0.750	0.775	0.921						
Enterprises gre...	0.698	0.761	0.741	0.804					
Moderating Effe...	-0.537	-0.537	-0.538	-0.648	0.948				
Moderating Effe...	-0.524	-0.551	-0.528	-0.647	0.929	0.938			
Moderating Effe...	-0.519	-0.547	-0.527	-0.653	0.979	0.934	0.934		
The presence of...	0.544	0.683	0.572	0.610	-0.463	-0.479	-0.459	0.966	
Types green ma...	0.699	0.721	0.709	0.709	-0.532	-0.543	-0.554	0.517	0.859

Construct Reliability & Validity

Construct Reliability and Validity

Matrix Cronbach's Alpha rho_A Composite Reliability Average Variance ... Copy to Clipboard: Excel Format R Format

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance I
Consumer Envir...	0.947	0.948	0.954	0.677
Consumer Gree...	0.888	0.888	0.931	0.817
Consumer perc...	0.911	0.912	0.944	0.848
Enterprises gre...	0.945	0.947	0.953	0.646
Moderating Effe...	0.998	1.000	0.998	0.900
Moderating Effe...	0.993	1.000	0.994	0.879
Moderating Effe...	0.999	1.000	0.999	0.872
The presence of...	0.929	0.930	0.966	0.934
Types green ma...	0.911	0.913	0.934	0.738

Bootstrapping Testing Method

