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Green Customer Value, Green Brand Positioning, Environmental Knowledge, Emotional Satisfaction, Government Policies, Affecting Green Purchase Intention; Mediating Attitude Toward Green Brand

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ABSTRACT

The aim of this research is to evaluate the effects of green customer value, green brand positioning, environmental knowledge, emotional satisfaction, government policies on green purchase intention. And the role of attitude toward green brand which is a mediating variable in this research. This research was conducted in Batam City, Indonesia among diffrent age groups using primary data, namely questionnaires with a total of 290 respondents. The data collection technique used in this research is based on questionnaire technique. SmartPls 3 is used as the analysis technology.

INTRODUCTION

Starting in the 1800s, the depletion of natural resources, especially the burning of fossil fuels such as natural gas, petroleum, coal, and others (Indonesia, 2022), led to climate change, resulting in a rise in the average global temperature (NASA, 2020). Climate change has caused glacier melting on Mount Everest (Kang et al., 2022), which has led to more frequent avalanches, the drying up of water sources for around 1.6 billion people living in these mountains (To Earth, 2022), and massive floods known as GLOFs, which have caused significant changes in the landscape and even altered regional climates by releasing large amounts of freshwater into the oceans (Bendle, 2024).

Based on this phenomenon, the condition of the Earth is becoming increasingly threatened, which has prompted companies to start developing solutions aimed at reducing these threats. For example, The Body Shop launched the “Bring Back Our Bottle” campaign,

which encourages customers to return their empty product bottles to the store, where they will receive rewards in the form of points that can later be used as discounts on their purchases (Azzahra & Fachira, 2022). A similar initiative has been undertaken by Tesla, which is building a fully sustainable energy ecosystem and leading the transportation industry toward a more environmentally friendly future by producing cars that do not use fossil fuels and developing various unique energy solutions at SolarCity, including the Powerwall, which can store electricity generated from solar energy (Maradin et al., 2022).

Customer awareness of the environment is also evident, as they are beginning to change their lifestyles by choosing eco-friendly products (Siyal et al., 2021). Out of 10,886 people who participated in a survey conducted by Rakuten Insight Center and McKinsey on how important the purchase of eco-friendly products is for Indonesians in 2022, 64% considered purchasing eco-friendly products to be very important, 29% considered it somewhat important, 6% considered it not very important, and 1% considered it not important at all. However, this data was only collected from major cities, and there is no information on how the residents of Batam perceive the purchase of green products (Ridwan, 2023). Therefore, research needs to be conducted in Batam City, Indonesia, to understand people's perceptions of green products. The study will use variables such as Green Customer Value, Green Brand Positioning, Environmental Knowledge, Emotional Satisfaction, and Government Policies on Green Purchase Intention, mediated by Attitude Toward Green Brand.

LITERATURE REVIEW

Theory Of Reasoned Action (Tra)

The theory of reasoned action (tra) was first developed by icek ajzen and martin fishbein (1980) to explain the relationship between attitudes and behavior in human actions. It is based on the idea that attitudes and subjective norms are the basis for individuals making reasoned decisions to engage in certain behaviors. Thus, a person's previous attitudes and intentions can be used to predict how they will behave in the future. Tra demonstrates its effectiveness in predicting people's behavior in various contexts, populations, and behaviors, and it explains behavior that is not entirely controlled by the individual. Tra also includes behavioral control as an additional predictor of intention (hagger, 2019). Previously, tra has been used to predict intentions in the field of environmentally friendly marketing, such as energy conservation, recycling practices, and eco-friendly purchasing behavior (siyal et al., 2021).

The Influence Of Green Customer Value (GCV) On Attitude Toward Green Brand (ATGB)

Green Customer Value consists of features that enhance consumers' perception of environmental value, which increases the likelihood of using eco-friendly products. Value represents a person's assessment of what is important in their life, influencing their behavior, assumptions, and views. Consumers' perception of the value of eco-friendly products affects their intention to purchase them because they care about the environment and strive to avoid buying non-eco-friendly items (Sana Batool et al., 2023). According to (Gazi et al., 2024), an individual's belief and attitude toward green brands can be positively influenced if family members, friends, or classmates use green products. Research conducted by (Liao et al., 2020; Wang et al., 2022) also indicates that GCV has a positive and significant impact on ATGB. Based on these statements, the researcher formulated the following hypothesis.

- H1: GCV influences ATGB.

The Influence Of Green Brand Positioning (GBP) On Attitude Toward Green Brand (ATGB)

According to (Wang et al., 2022), green brand positioning refers to the efforts and tactics employed by companies to position their brand in the minds of customers, such as reshaping the brand's image according to customer preferences and encouraging customers to purchase

the brand more frequently. When customers observe a company's efforts to make their products environmentally friendly, in line with their previous brand commitment, it results in a positive relationship between GBP and ATGB. (Baiquni & Ishak, 2019) state that positioning is crucial in enhancing a company's market position strength, and one strategy to differentiate a brand from competitors is through a green brand that focuses on safe and eco-friendly products. Previous research by Fatmawati & Amudi (2023), Gazi et al. (2024), and Wachidatun Tara Gading et al. (2024) has shown that GBP has a positive and significant effect on ATGB. Based on these findings, the researcher proposes the following hypothesis.

- H2: GBP influences ATGB.

The Influence Of Environmental Knowledge (EK) On Attitude Toward Green Brand (ATGB)

Environmental knowledge refers to consumers' awareness of environmental components, their effects, and the collective responsibility for sustainable development (Tan et al., 2022). A person's willingness to participate in environmental conservation efforts can be seen from their views on what they like or dislike and how they respond to environmental issues (Ayu et al., 2019). The more knowledge a person has about the environment, the more positive their attitude will be towards environmental management. Research results indicate that extensive environmental knowledge influences a person's thoughts and perceptions about their environment, which is reflected in behavior that shows a high level of environmental concern (Simanjuntak et al., 2023). EK has been proven to have a positive effect on ATGB, as demonstrated in several studies (Ayu et al., 2019; Choi & Kim, 2019; Indrajaya et al., 2023; Simanjuntak et al., 2023). Based on these statements, the researcher formulated the following hypothesis.

- **H3:** EK influences ATGB.

The Influence Of Emotional Satisfaction (ES) On Attitude Toward Green Brand (ATGB)

In the elaboration likelihood model of persuasion, emotional satisfaction can also be included. By emphasizing the central route driven by personal significance, emotional satisfaction may arise from intrinsic values and ego involvement in the process of data processing and attitude formation (Petty & Cacioppo, 1986). This is supported by research conducted by (Matin et al., 2021; Ting et al., 2019; Woo & Kim, 2019) which obtained valid results showing that ES has a positive impact on ATGB. Based on these statements, the researcher formulated the following hypothesis.

- H4: ES influences ATGB.

The Influence Of Government Policies (GP) On Attitude Toward Green Brand (ATGB)

The government can influence the consumer purchasing process and encourage them to buy more environmentally friendly products. By establishing regulations, such as green labels and subsidies for eco-friendly businesses, or by raising public awareness and highlighting the benefits of consuming eco-friendly products (Matin et al., 2021). (Meng et al., 2021) found that government policies supporting the production of green products could increase customer preference. Research conducted by Jan et al. (2019) and Matin et al. (2021) also concluded that GP can influence ATGB. Based on these statements, the researcher formulated the following hypothesis.

- H5: GP influences ATGB.

The Role Of Attitude Toward Green Brand (ATGB) As A Mediator

Research by (Zubaidi, 2020) suggests that individual values play a significant role in determining their attitude toward the environment. Furthermore, attitude successfully mediates the relationship between values and individuals' intentions to purchase green products. This

finding is also supported by studies from (Cheung & To, 2019; Situmorang et al., 2021; Wang et al., 2022), which demonstrate a causal relationship between GCV, ATGB, and GPI.

The results of (Fatmawati & Amudi, 2023) indicate that when a brand's positioning is stronger, customers' attitudes toward that brand and their purchase decisions will be more favorable. This is backed by other research from (Pebrianti & Aulia, 2021; Wachidatun Tara Gading et al., 2024; Wang et al., 2022), which also stated that ATGB plays a mediating role between GBP and GPI. However, (Gazi et al., 2024) found different results, showing that GBP has both direct and indirect but significant impacts on GPI through ATGB.

An individual's knowledge about the environment is a key factor in shaping their attitude toward green products, and a positive attitude is also necessary to enhance the intention to purchase green products (Ayu et al., 2019). Research by (Wachidatun Tara Gading et al., 2024) found that ATGB positively mediates the relationship between EK and GPI. However, (Indrajaya et al., 2023; Pebrianti & Aulia, 2021) argued that the relationship between EK and GPI is not mediated by ATGB.Additionally, consumer attitudes influence their willingness to pay more for environmentally friendly products. Moreover, customer attitudes (ATGB) show the indirect impact of emotional value (ES) on purchase intention (GPI) (Matin et al., 2021). Eco-friendly labels approved by the government and green standards can help marketers influence customer attitudes and encourage them to purchase products (Matin et al., 2021). Research by Matin et al. (2021) found that ATGB mediates the relationship between GP and GPI. Based on these statements, the researcher proposes the following hypotheses.

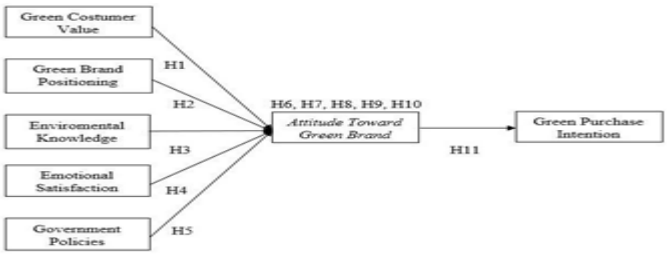
- H6: ATGB mediates the relationship between GCV and GPI.
- H7: ATGB mediates the relationship between GBP and GPI.
- H8: ATGB mediates the relationship between EK and GPI.
- H9: ATGB mediates the relationship between ES and GPI.
- H10: ATGB mediates the relationship between GP and GPI.

The Influence Of Attitude Toward Green Brand (ATGB) On Green Purchase Intention (GPI)

According to Salam et al. (2022), women tend to be more concerned about environmental impact compared to men, which makes them more inclined to choose environmentally friendly products. Attitude refers to a person's views, feelings, and tendencies toward something, typically positive toward an idea (Thilinika & Gunawardana, 2021). Research by (Ayu et al., 2019; Patel et al., 2020; Thilinika & Gunawardana, 2021) suggests that ATGB has the potential to drive GPI. However, a different result was found by (Gazi et al., 2024), which showed that a positive attitude toward a green brand does not always lead to a desire to purchase eco-friendly products. Based on these findings, the author proposes the following hypothesis.

- H11: ATGB influences GPI.

Figure 1 Model Framework



METHODS

A cross-sectional quantitative method is used in this study, employing a structured questionnaire that involves a population that has previously purchased environmentally friendly products in Batam, Indonesia. This method is utilized to collect data within a short period,

evaluate hypotheses regarding the relationships between the studied variables, and assist in identifying factors that may influence the observed phenomena. Primary data is used in this research, with respondents gathered through a questionnaire distributed online using Google Forms. With 31 indicator questions, this study requires 310 respondents. The sample size is determined by multiplying the total number of indicators by 10, as suggested by (Hair et al., 2014). By applying the partial least squares structural equation modeling (PLS-SEM) technique, this study can depict the complex relationships between latent variables that are not directly observed but are derived from measured variables (Pratono, 2024). The data processing for this research is conducted using the SmartPLS 3 application.

RESULTS

Table 1 Respondent Demographics

Characteristics	Total	Persentase
Gender		
Female	199	68.6%
Male	91	31.4%
Age		
Young Adult (17-30)	216	74.5%
Middle – Aged Adult (31-45)	60	20.7%
Old Adult (> 45)	14	4.8%
Occupation		
Student	79	27.2%
Housewife	5	1.7%
Entrepreneur	22	7.6%
Employee	173	59.7%
Other	11	3.8%
Last Education		
Junior High School	18	6.2%
High School	123	42.4%
Bachelor's Degree (S1)	109	37.6%
Postgraduate Degree (S2)	20	6.9%
Doctorate Degree (S3)	30	6.9%
Income		
< Rp. 3.000.000	75	25.9%
Rp 3.000.000 s/d Rp 5.000.000	101	34.8%
Rp 5.000.000 s/d Rp 7.000.000	96	33.1%
Rp 7.000.000 s/d Rp 9.000.000	8	2.8%
> Rp 9.000.000	10	3.4%

Source. Processed Data (2024)

In Table 1, the data collected from respondents indicates that the majority are female, accounting for 68.6%, while 31.4% are male. The young adult group (ages 17–30) comprises 74.5%, and the old adult group (over 45 years old) has the lowest percentage at 4.8%. Additionally, employees rank first in the occupation category with a percentage of 59.7%. In the last education category, high school graduates occupy the top position with a percentage of 42.4%, while those with master's and doctoral degrees have the same percentage of 6.9%. Lastly, in the income category, those earning between IDR 3,000,000 and IDR 5,000,000 hold the first

position with a percentage of 34.8%, followed closely by those earning between IDR 5,000,000 and IDR 7,000,000 at 33.2%.

Table 2 Validity Test Results

Variabels	Fact Loading	AVE	Information
GCV			
GCV1	0,770	0,584	Valid
GCV2	0,766		Valid
GCV3	0,762		Valid
GCV4	0,743		Valid
GCV5	0,780		
GBP			
GBP1	0,798	0,625	Valid
GBP2	0,756		Valid
GBP3	0,803		Valid
GBP4	0,805		Valid
EK			
EK1	0,736	0,582	Valid
EK2	0,736		Valid
EK3	0,762		Valid
EK4	0,815		Valid
ES			
ES1	0,723	0,592	Valid
ES2	0,767		Valid
ES3	0,789		Valid
ES4	0,795		Valid
GP			
GP1	0,723	0,592	Valid
GP2	0,767		Valid
GP3	0,789		Valid
GP4	0,795		Valid
ATGB			
ATGB1	0,747	0,581	Valid
ATGB2	0,806		Valid
ATGB3	0,750		Valid
ATGB4	0,746		Valid
GPI			
GPI1	0,748	0,580	Valid
GPI2	0,770		Valid
GPI3	0,767		Valid
GPI4	0,762		Valid

Source. Processed Data (2024)

Table 2 shows the results of the validity test, where the measurements refer to (Hair et al., 2014). It indicates that all indicators have met the criteria, as they yield results greater than 0.60, and the Average Variance Extracted (AVE) exceeds 0.50, demonstrating good convergent validity.

Table 3 Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Information
Green Customer Value	0,822	0,875	Reliabel
Green Brand Positioning	0,800	0,870	Reliabel
Enviromental Knowledge	0,761	0,848	Reliabel
Emotional Satisfaction	0,760	0,847	Reliabel
Government Policies	0,772	0,853	Reliabel
Attitude Toward Green Brand	0,762	0,847	Reliabel
Green Purchase Intention	0,759	0,847	Reliabel

Source. Processed Data (2024)

The reliability test results (Table 3) show the composite reliability and Cronbach's alpha values used to assess the reliability criteria (Hair et al., 2014). The results from this study indicate that each measured instrument has a value greater than 0.7, demonstrating that the instruments are reliable. Thus, it can be concluded that the information obtained from this study has a high level of confidence in assessing the characteristics of the constructs.

Table 4 Hypothesis Test Results

	Sample Mean	STDEV	P – Value	Result
GCV -> ATGB	0,198	3,114	0,002	H1, Accepted
GBP -> ATGB	0,224	3,477	0,001	H2, Accepted
EK -> ATGB	0,179	2,811	0,005	H3, Accepted
ES -> ATGB	0,252	3,735	0,000	H4, Accepted
GP -> ATGB	-0,006	0,155	0,877	H5, Rejected
ATGB -> GPI	0,425	7,128	0,000	H11, Accepted

Source. Processed Data (2024)

Table 5 Hypothesis Test Results

	Sample Mean	STDEV	P – Value	Result
GCV -> ATGB -> GPI	0,084	2,843	0,005	H6, Accepted
GBP -> ATGB -> GPI	0,096	2,961	0,003	H7, Accepted
EK -> ATGB -> GPI	0,077	2,415	0,016	H8, Accepted
ES -> ATGB -> GPI	0,107	3,227	0,001	H9, Accepted
GP -> ATGB -> GPI	-0,002	0,150	0,881	H10, Rejected

Source. Processed Data (2024)

The two tables above show the results of the hypothesis tests (Tables 4 & 5). The purpose of the coefficient test is to determine whether there is a structural relationship between variables by comparing the P-Value, which is less than 0.05, with the T Statistics (STDEV) value, which is greater than 1.96. The results were processed using the bootstrap method through Smart-PLS. Based on Tables 4 and 5, the test results for each hypothesis are as follows:

H1: GCV Influences ATGB

Based on the results of this study, Green Customer Value has a positive and significant effect on Attitude Toward Green Brand. With a p-value of 0.002 (<0.05), a t-statistic of 3.114 (>1.96), and a sample mean of 0.198, these findings align with previous research by (Gazi et al., 2024; Liao et al., 2020; Wang et al., 2022). They indicated that if consumers have greater value, they tend to have a more positive attitude toward green products and are more likely to be interested in purchasing green products. Therefore, these findings are consistent with previous studies showing that GCV has a significant effect on ATGB.

H2: GBP Influences ATGB

This study shows that Green Brand Positioning has a positive effect on Attitude Toward Green Brand, with a p-value of 0.001 (<0.05), a t-statistic of 3.477 (>1.96), and a sample mean of 0.224. These results are consistent with previous studies by (Fatmawati & Amudi, 2023; Gazi et al., 2024; Wachidatun Tara Gading et al., 2024). This indicates that the more brands market their green products to customers, the more favorable their attitudes will be toward the brand.

H3: EK Influences ATGB

This study demonstrates that Environmental Knowledge has a positive and significant impact on Attitude Toward Green Brand, with a p-value of 0.005 (<0.05), a t-statistic of 2.811 (>1.96), and a sample mean of 0.179. These findings align with previous research by (Ayu et al., 2019; Choi & Kim, 2019; Indrajaya et al., 2023; Simanjuntak et al., 2023). This indicates that a high level of environmental awareness among individuals significantly enhances their attitudes toward environmental consciousness.

H4: ES Influences ATGB

The study results indicate a positive relationship between Emotional Satisfaction and Attitude Toward Green Brand, with a p-value of 0.000 (<0.05), a t-statistic of 3.735, and a sample mean of 0.252. This means that if consumers believe they will not be disappointed with green products and if their experiences are satisfying, their attitude toward green products will continue to improve. These results are consistent with the studies conducted by (Matin et al., 2021; Ting et al., 2019; Woo & Kim, 2019).

H5: GP Influences ATGB

The findings reveal that Government Policies do not have a significant effect on Attitude Toward Green Brand, with a p-value of 0.877 (>0.05), a t-statistic of 0.877 (<1.96), and a sample mean of -0.006, thus not meeting the required criteria. These results indicate inconsistency with previous studies by (Cheung & To, 2019; Jan et al., 2019; Matin et al., 2021), which suggested that government regulations on green products aimed at reducing environmental risks would increase consumer confidence in eco-friendly products.

The Role Of ATGB As A Mediator (H6, H7, H8, H9, And H10)

In this study, the author tested the mediating role of Attitude Toward Green Brand (ATGB) on Green Purchase Intention (GPI) across five hypotheses (H6, H7, H8, H9, and H10), with the results shown in Table 5.

H6: ATGB mediates the relationship between GCV and GPI

The findings indicate that ATGB significantly mediates the relationship between Green Customer Value (GCV) and GPI, with a p-value of 0.005 (<0.05) and a t-statistic of 2.843 (>1.96). This result aligns with previous studies by (Cheung & To, 2019; Situmorang et al., 2021; Wang et al., 2022), suggesting that ATGB has a positive and significant effect in mediating GCV's impact on GPI.

H7: ATGB Mediates The Relationship Between GBP And GPI

The study shows that ATGB plays a positive and significant role in mediating the relationship between Green Brand Positioning (GBP) and GPI, with a p-value of 0.003 (<0.05), a t-statistic of 2.961 (>1.96), and a sample mean of 0.096. This finding contrasts with Gazi et al. (2024), who argued that GBP has both direct and indirect effects on GPI through ATGB. However, this study's results are consistent with those of (Pebrianti & Aulia, 2021; Wachidatun Tara Gading et al., 2024; Wang et al., 2022).

H8: ATGB mediates the relationship between EK and GPI

The results indicate that ATGB has a positive and significant impact in mediating the relationship between Environmental Knowledge (EK) and GPI, with a p-value of 0.016 (<0.05), a t-statistic of 2.415 (>1.96), and a sample mean of 0.077. This finding is in line with previous research by (Ayu et al., 2019; Wachidatun Tara Gading et al., 2024), but it contradicts the findings of (Indrajaya et al., 2023; Pebrianti & Aulia, 2021), who suggested that ATGB does not significantly mediate the relationship between EK and GPI.

H9: ATGB Mediates The Relationship Between ES And GPI

The study demonstrates that ATGB significantly and positively mediates the relationship between Emotional Satisfaction (ES) and GPI, with a p-value of 0.001 (<0.05), a t-statistic of 3.227 (>1.96), and a sample mean of 0.107. This finding is consistent with the research by(Matin et al., 2021).

H10: ATGB Did Not Mediates The Relationship Between GP And GPI

The role of ATGB as a mediator between Government Policies (GP) and GPI is not significant, as evidenced by a p-value of 0.881 (>0.05), a t-statistic of 0.150 (<1.96), and a sample mean of -0.002. This result is not in line with the findings of (Matin et al., 2021), who suggested that ATGB could mediate the effect of GP on GPI.

H11: Atgb Influences GPI

With a p-value of 0.000 (<0.05), a t-statistic of 7.128 (>1.96), and a sample mean of 0.425, the study demonstrates that Attitude Toward Green Brand (ATGB) has a positive and significant effect on Green Purchase Intention (GPI). This result aligns with previous research by (Ayu et al., 2019; Patel et al., 2020; Thilinika & Gunawardana, 2021). However, it contradicts the findings of (Gazi et al., 2024) which suggested that a positive attitude does not necessarily influence the intention to purchase green products.

DISCUSSION

Green Customer Value (GCV) emerged as a significant determinant of a positive attitude toward green brands. This suggests that consumers who perceive high value in green products such as better quality, sustainability, or a sense of contributing to environmental preservationare more likely to develop favorable attitudes toward these brands. When consumers see a direct benefit from using green products, their likelihood of supporting and choosing those products increases. This underscores the importance for brands to effectively communicate the unique benefits of their green offerings to enhance consumer perception of value.

Green Brand Positioning (GBP) also plays a crucial role in shaping consumer attitudes. When brands position themselves as environmentally friendly and emphasize their commitment to sustainability, it positively influences consumers' attitudes toward them. Effective positioning strategies that highlight the brand's dedication to green initiatives can build trust and credibility among consumers. The study supports the idea that the more clearly a brand differentiates itself as green in the marketplace, the more favorable the consumer's attitude will be toward that brand.Environmental Knowledge (EK) is another significant factor that influences attitudes toward green brands. Consumers with a higher awareness of environmental issues are more likely to develop positive attitudes toward brands that align with their values of sustainability and ecological responsibility. This finding highlights the role of education and information dissemination in shaping consumer perceptions. Brands can leverage this by focusing on educating their target audience about the environmental impact of their products and the broader ecological benefits of adopting green practices.

Emotional Satisfaction (ES) was found to have a profound impact on Attitude Toward Green Brand. When consumers experience satisfaction from using green products, it enhances their emotional connection to the brand. Emotional factors such as joy, pride, or a sense of doing the right thing by choosing sustainable options can significantly influence consumer loyalty and support for green brands. Brands that focus on creating positive and fulfilling experiences for their customers are likely to see a more robust and enduring consumer attitude towards their green offerings.In contrast, Government Policies (GP) were found to be less influential in directly shaping consumer attitudes towards green brands. This result could be attributed to several factors, such as the lack of visibility of these policies, insufficient communication to the public, or a perceived lack of enforcement and effectiveness. It suggests that while government initiatives and regulations aim to promote sustainability and environmentally friendly practices, they may not always translate into immediate or significant changes in consumer attitudes or behavior. This indicates a potential gap between policy-making and consumer perception, highlighting the need for governments to enhance their strategies in raising awareness and engagement among the public.The mediating role of Attitude Toward Green Brand (ATGB) is a crucial element in this study. ATGB serves as a bridge that translates the influence of independent factors like GCV, GBP, EK, and ES into a consumer's intention to purchase green products. This mediation highlights the importance of fostering a positive attitude as a critical step in converting consumer awareness and satisfaction into tangible purchase actions. When consumers hold a favorable attitude toward a green brand, they are more likely to demonstrate loyalty and preference, which ultimately leads to higher purchase intentions.

CONCLUSION

It can be concluded that among the six independent variables, one variable, namely Government Policies, showed a negative and insignificant result on Green Purchase Intention. The other five variables—Green Customer Value, Green Brand Positioning, Environmental Knowledge, Emotional Satisfaction, and Attitude Toward Green Brand—showed positive and significant results on Green Purchase Intention.

SUGGESTION

Given the limited research conducted on the variable of Government Policies in relation to Green Purchase Intention, the author suggests that future studies focus on this variable. Considering that some previous studies have used the Theory of Planned Behavior, future research could also utilize this theory.

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