

Peran moderasi dukungan pemerintah untuk meningkatkan niat membeli terhadap produk hijau: perpanjangan teori perilaku terencana = The moderating role of government support to increase the purchase intention of green products: the extended theory of planned behaviour framework

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Abstrak

The purpose of this study is to understand how the Extended Theory of Planned Behaviour, which comprises of Attitude, Subjective Norm, and Perceived behavioural Control can affect the purchase intention of Green Products. Antecedents were also added as an extension, which are environmental knowledge and environmental concern to add on within the framework, so that readers will understand how these to antecedents are affecting our daily behaviour as consumers of green products. Additionally, the moderating role of government support is also added the analyse the effectiveness of government in inciting consumers to purchase green products, which is important in the current state of our environment.