

# Green Product Purchase Intention in Emerging Country: An UTAUT-2 Adoption

Ivan Diryana Sudirman, Doni Purnama Alamsyah, Okky Rizkia Yustian, Iston Dwija  
Utama, Mulyani

Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara  
University, Bandung Campus, Bandung, Indonesia, 40181

[ivan.sudirman@binus.ac.id](mailto:ivan.sudirman@binus.ac.id), [doni.alam@binus.edu](mailto:doni.alam@binus.edu), [okky.yustian@binus.ac.id](mailto:okky.yustian@binus.ac.id),  
[iston.utama@binus.edu](mailto:iston.utama@binus.edu), [mulyani@binus.edu](mailto:mulyani@binus.edu)

## Abstract

Environmental damage is getting worse at this time, encouraging various countries to carry out environmental conservation campaigns. For example, in big cities in Indonesia, the ban on the use of plastic waste is being promoted. Sales of green products began to increase. However, even though sales increased, they still lost compared to conventional product sales. Many studies have shown a gap between environmental concerns and the purchase of green products. This research tries to adopt UTAUT-2 which is commonly used to study the behavior of information technology usage. The results show that Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation, and Price Saving Orientation have a significant influence on Purchase Intention.

## Keywords

UTAUT-2, Purchase intention, Green marketing, Green product

## 1. Introduction

The increasing consumption of products that are not environmentally friendly has caused various pollution, natural damage, and climate change. Green products can be one way out to reduce various environmental problems (Elliott, 2013; Ritter et al., 2015). Green products are referred to as goods intended to reduce the use of the necessary natural resources and reduce negative environmental impacts over the lifecycle of such items (Liobikienė et al., 2017; Zhao & Zhong, 2015). Several businesses are now beginning to manufacture environmentally friendly goods to address environmental issues and win the green consumer market (De Silva et al., 2020). Green products (organic food or biologically-based cosmetics, etc.) must be mainly Green product friendly, without chemicals or industrial waste to produce and without harmful substances; the use of genetically modified organisms is however limited; the kit must also be environmentally safe (Liobikienė et al., 2016).

But even though the commodities are branded green, the next question is how they can be translated into consumer purchase intention. Specific research shows a disparity between environmental awareness and the purchasing of green goods. In 2006, Defra found, for example, that 30% of UK customers have notified their environmental concerns but barely converted their worry into a purchase intention. Hughner, et al (2007) reported that although many customers had a favorable outlook about purchasing organic products (67 percent), these items were actually bought by just a limited number of customers (4 percent).

Amid ecological concerns and constructive consumer attitudes, the market share of green goods remains limited to just 1-3% of the global industry. (Bray et al., 2011). This indicates that environmental concerns serve a small factor in consumer buying behavior, and consumers typically ignore the environmental effects of their transactions (Mohr et al., 2005). This disparity or difference between the favorable mindset of customers and the real buying behavior of green commodities is attributed to as 'green purchasing inconsistency' or 'economic behavior-behavior distance.' This means that the optimistic mindset of the customer about green products often does not convert into practice (Joshi & Rahman, 2015).

It is important to analyze customer environmental buying patterns. Purchasing intention is a deciding element in the purchasing conduct, as there is a difference between the purchasing behavior and the real buying behavior, but the purchase intention should be identified in this analysis as it is more likely to be studied (Xu et al., 2020). Due to the significance of researching the intention to purchase green products as well as the void which has been found, several researchers have looked at causes that would forecast these parameters. This is anticipated that, with so much study on purchase intentions for environmentally sustainable products, customer preferences for similar products will be better understood. Particularly nowadays the usage of green products in emerging countries is growing (Yadav & Pathak, 2017). Knowing the predictors of the green/ecological purchasing intention of customers will also help eliminate barriers in green use (Welsch & Kühling, 2009).

This study has used the Expected Behavior Theory (TPB) paradigm to explain customer attitudes regarding the consumption of green products. TPB is known to be one of the most important mechanisms for understanding human behavior in a broad variety of disciplines and, most importantly, has considerable usefulness in the area of environmental psychology (Stern, 2005). Yadav and Pathak (2017) are trying to understand customer green buying conduct using the TPB paradigm (including belief constructs) in the Indian context. In addition to their study, they have expanded the TPB system by using constructs (perceived interest and willingness to pay premiums) in the TPB to measure their effect on customer green buying intentions and behavior. The addition of the construct they are doing is actually close to another framework that is a derivative of the TPB framework, namely UTAUT or Unified Theory of Acceptance and Use of Technology.

However knowledge and concern for the environment are not directly translated into environmentally friendly behavior by buying environmentally friendly products. There are other factors that influence the purchase of environmentally friendly products. This study tries to explore this gap by using the UTAUT 2 model which is more advanced than the TPB. Because UTAUT, then developed into UTAUT 2, is a derivative of TPB, in this study the framework of UTAUT 2 will be examined for its effect on the intention to buy green products. Furthermore, the technology definition in the Britannica encyclopedia that says that technology is the application of scientific knowledge to the practical aims of human life or, as it is sometimes phrased, to the change and manipulation of the human environment, thus green products can also be categorized as a technology, or at least a product of technology.

## 2. Literature Review

A variety of models and frameworks have been proposed to predict the adoption of technology by users, and these frameworks incorporate variables that influence the adoption of users, such as; Theory of Planned Behavior, Theory of Reasoned Action, Technology Acceptance Model, Unified Theory of Acceptance and Use of Technology.

The Theory of Reasoned Action (TRA) framework has been formulated in 1975 by Fishbein and Ajzen for Sociological and Psychological Research and has progressively become a basis for research into the decisions of humans using information technology (Kuo et al., 2015). In this framework, any human action is projected and clarified by 3 major cognitive elements, comprising attitudes (unfavorability or favorability of a person's sense of actions), social norms (social influence), and intentions (an individual's judgment to act or not to act). This human action ought to be involuntary, comprehensive, and reasonable. The theory of planned behavior was introduced by Icek Ajzen in 1985. The Theoretical framework notes that individual behavior is determined by three types of considerations: behavioral beliefs, normative beliefs, and control beliefs, which also manifest in many consequences, like behavioral attitudes, subjective norms, and perceived behavioral control. Besides, behavioral attitudes, subjective norms, and perceived behavioral control all together contribute to the development of behavioral intention (Yadav & Pathak, 2017).

Technology Acceptance Model (TAM) The framework is considered from the TRA model. Compared to the ambiguous conceptual and personality psychology status of the TRA framework, the TAM framework removes the subject norms of the client (Muk & Chung, 2015). TAM describes the reasons for clients by three variables: perceived usefulness, perceived ease of use, and attitude to use. Therefore, not only should Behavioural Intention be included in TAM, but two key values, such as perceived usefulness and ease of use, have a significant effect on the user's behavior. This can be defined as an unfavorable and favorable disposition towards the system. Certain considerations referred to as external factors (user training, system characteristics, user participation in the design, and the complexity of the implementation process) are also included in the TAM model. (Lin et al., 2011). In terms of technological adoption, TAM is potentially one of the most frequently cited models (Wu, 2009).

The Unified Theory of Acceptance and Use of Technology is founded from an analysis of available research, (Venkatesh et al., 2003) UTAUT has been developed as a systematic analysis of prior technology acceptance studies. UTAUT has four main constructs (i.e., performance expectations, effort expectations, social impact, and facilitating conditions) that affect the behavioral purpose of using technology. UTAUT has acted as a theoretical framework it has been used to research a range of innovations in both organizational and non-organizational environments (University of Arkansas et al., 2016). The first UTAUT, initially created to describe worker technology adoption and use, is eventually evolved became UTAUT 2, with the purpose of the research being to give special consideration to the sense of customer usage.

UTAUT-1 attempts to clarify the adoption of ICTs across four main constructs: performance expectations, effort expectations, social influence, and facilitating conditions. The first three of these structures affect the decision of using, and the last one influences the use of technology (Venkatesh et al., 2003). Additionally, these relationships are moderated by gender, age, experience, and voluntariness of use. UTAUT-2 has been developed to better fit the consumer use environment, an expanded version of UTAUT-1 (Venkatesh et al., 2012), Three new variables were introduced: the hedonic incentive, value for money, and habit.

Performance expectations are explained as the extent to which a person believes that the use of the program can allow him or her to achieve task performance improvements. In this study, performance expectations are characterized as the degree to which a person believes that, by using green products, consumers feel that they have contributed to environmental conservation.

Effort Expectation is explained as the extent of ease correlated with the use of the framework. In this research, effort expectations are characterized as the level of ease of use of green products to protect the environment.

Social influence is characterized as the extent to which an entity believes that the new framework can be used. For this study, social influence is characterized as the degree to which a person feels that others must agree that a green product should be used to protect the environment.

Facilitating conditions are characterized as the degree to which a person believes that the organizational and technological framework is structured to facilitate the use of the program. It seems very difficult to incorporate this element into a green product. Nonetheless, we decided to describe the facilitation criteria as the degree to which individuals feel that there is an organizational and infrastructure to facilitate the use of green goods.

Hedonic motivation is characterized as fun or enjoyment derived from the use of technology and has been shown to play an important role in deciding the acceptance and use of technology (Brown & Venkatesh, 2005). In this study hedonic motivation is characterized as enjoyment or satisfaction that emerges from the use of green products.

Price value as the psychological exchange between the perceived benefits of the technologies and the economic expense of using them as users (Dodds et al. , 1991). The price value is positive because it is considered that the benefits of using technology are greater than the economic cost, and that price value has a positive influence on the intention. However, Palu-Saumell et al (2019) use Price saving Orientation refers to the financial benefits that technological consumers obtain; that is, any use of technology enables customer goods or services to be purchased at a cheaper cost. In previous research into UTAUT-2, therefore, the price value structure was substituted with the price savings guideline (Escobar-Rodríguez & Carvajal-Trujillo, 2014), and these authors found a positive relationship with the intentions to use. Thus, in this study, Price Saving Orientation will be used.

As conceptualized in previous studies, experience and habit represent the potential to use the desired technology and are usually used as the timeframe from a person's first use of the technologies. In this study, the notion of habit is more focused on habits in green behavior such as the habit of throwing trash in its place.

### 3. Methodology

The variables in this study are Performance expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Condition (FC), Hedonic Motivation (HM), Price Saving Orientation (PSO) and Habit (Ha). The variables in this study are Performance expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating

Condition (FC), Hedonic Motivation (HM), Price Saving Orientation (PSO) and Habit (Ha). These variables will then be studied for their effect on Purchase Intention (PI).

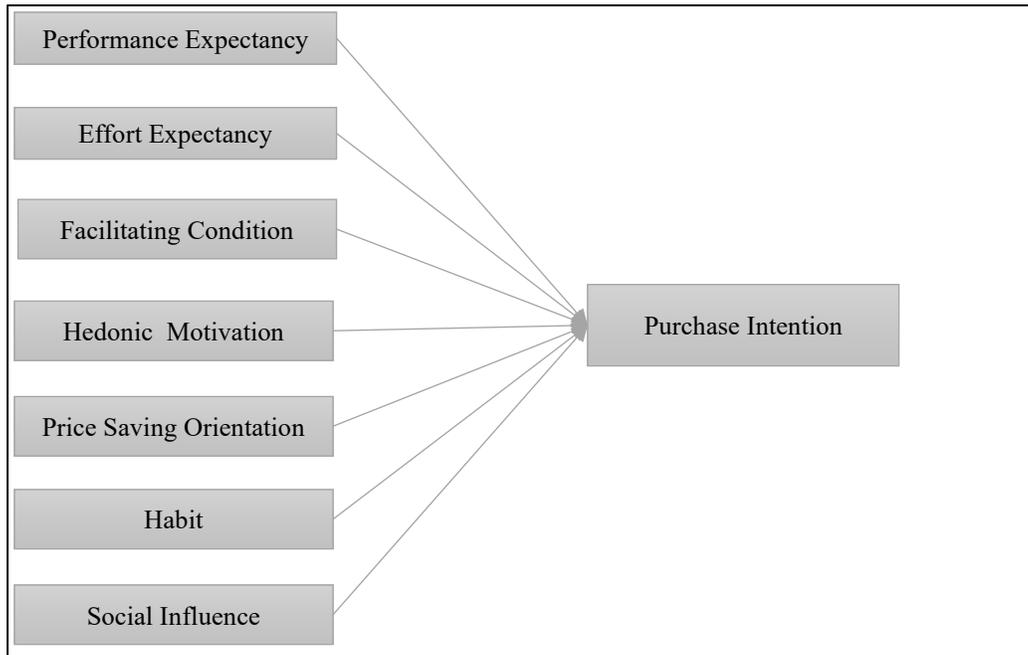


Figure 1. Research Model

In Figure 1, it can be seen how this research model was built. The questionnaire is then made based on the variables that will be observed. Then distributed and obtained as many as 104 respondents. Respondents are those who have used or bought green products. Non probability random sampling was used and the results of the questionnaire were then processed using Smart PLS.

#### 4. Results and Discussion

Table 1. Reliability and Validity Result

	Cronbach's Alpha	rho A	Composite Reliability	AVE
EE	0.865	0.867	0.918	0.789
FC	0.877	0.817	0.901	0.754
HM	0.973	0.974	0.982	0.948
Ha	0.885	0.89	0.929	0.813
PE	0.963	0.971	0.976	0.932
PI	0.938	0.939	0.97	0.941
PSO	0.877	1.045	0.919	0.792
SI	0.831	0.844	0.898	0.746

Cronbach's alpha defines the consistency index between each build and offers scores from 0 to 1. The lower bound for structural acceptability is usually set around 0.6 to 0.7. (J. F. Hair et al., 1998). As can be seen in Table 1, the highest validity will be in values close to 1. All the variables indicated minimum validity. Most widely accepted for evaluating convergent validity in PLS-SEM is the average extracted variance (AVE). Using the same rationale as that used in the component metrics, and AVE value of 50 percent and more means that, on average, the structure contributes more than half of the variability of its metrics. (Fornell & Larcker, 2018; Joe Hair et al., 2016). Figure 2

shows that all the constructs meet this criterion. Besides, another indicator known as rho\_A is verified (Dijkstra & Henseler, 2015), where all constructs exceed the value 0.7.

Table 2. Discriminant Validity Result

	EE	FC	HM	Ha	PE	PI	PSO	SI
EE	0.888							
FC	0.512	0.868						
HM	0.278	0.131	0.974					
Ha	0.125	0.182	0.325	0.902				
PE	0.166	0.199	0.247	0.481	0.965			
PI	0.268	0.156	0.404	0.318	0.493	0.97		
PSO	0.176	0.311	0.183	0.402	0.373	0.106	0.89	
SI	0.072	0.202	0.157	0.409	0.484	0.363	0.96	0.0864

The similarities between the structures are shown in Table 2. On the diagonal of the whole table are the square roots of the AVE. A structure should have more differences than any other structure in a given model with its measurements or predictor (Liobikienė et al., 2017). The square root of the AVE (in bold) is, therefore, higher than the correlation between the AVE as well as the rest of the variables in the study.

Table 3. Collinearity Statistics Result

Inner VIF Values	
EE	1.46
FC	1.468
HM	1.209
Ha	1.506
PE	1.53
PI	
PSO	1.626
SI	1.709

Multicollinearity happens when multiple or even more determinants in the equation are correlated and also provide duplicate response information. Multicollinearity is calculated by variance inflation (VIF) and tolerance variables. If the VIF value exceeds 4.0, or if the tolerance is less than 0.2 then there is a problem of multicollinearity (J. Hair et al., 2009). Based on Table 3, the VIF value is no more than 4.0 so it can be said that there is no multicollinearity.

Table 4. Model Fit Result

	Saturated Model	Estimated Model
SRMR	0.087	0.087
d-ULS	2.077	2.077
d G	1.417	1.417
Chi-Square	776.005	776.005
NFI	0.698	0.698

The SRMR is described as the variation between the observed correlation and the model of the implicit correlation matrix. This, therefore, makes it possible to determine the average magnitude of the variations between observed and predicted correlations as an absolute indicator of the (model) fit criterion. A value of less than 0.10 or 0.08 is known to be a reasonable value. The NFI is specified as 1 minus the Chi<sup>2</sup> number of the suggested model divided by the Chi<sup>2</sup> number of the null model. As a consequence, the NFI consists of ranging from 0 to 1. The nearer the NFI is to 1, the better the fit. Normally, NFI values above 0.9 reflect acceptable fit (Lohmöller, 1989). Based on Table 4, the fit model produced is quite good with an SRMR of 0.087 and an NFI of 0.698.

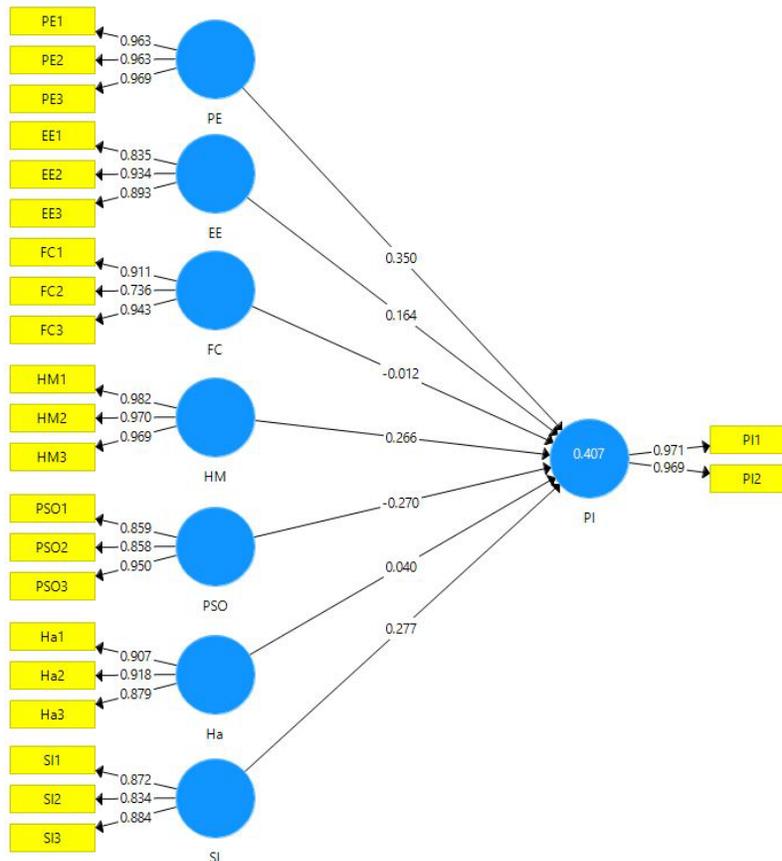


Figure 2. PLS-SEM Path Model

Figure 2 shows the magnitude of the correlation coefficient of each variable observed against purchase intention. To see whether the influence on Purchase Intention is significant or not, bootstrapping is performed.

Table 5. P Values from Bootstrapping Result

	P Values
EE->PI	0.012
FC->PI	0.878
HM->PI	0.013
Ha->PI	0.705
PE->PI	0.017
PSO->PI	0.019
SI->PI	0.024

Based on the results of bootstrapping in Table 5, it can be seen that the effect of Facilitating Condition and Habit is not significant. For facilitating conditions, this variable is indeed difficult to translate to green products. Information technology does require infrastructure to run properly. While green products, to be used by consumers do not need their infrastructure. So it is natural if the results do not significantly influence the purchase intention. Habit also apparently has no significant effect on purchase intention. Habit in this study is more about habits related to the environment. As with previous studies, environmental awareness does not always translate into purchasing green products. In this study also, it turns out that environmental awareness which can be interpreted as a habit related to the environment does not mean having the intention to purchase green products.

## 5. Conclusions

Many studies have tried to study the factors that influence green purchase behavior, one of which is research using TPB. In this study, a model derived from TPB, namely UTAUT-2, was adopted to see how it affects the purchase intention on green products. Many studies have tried to study the factors that influence green purchase behavior, one of which is research using TPB. In this study, a model derived from TPB, namely UTAUT-2, was adopted to see how it affects the purchase intention on green products. The results of this study indicate that Performance Expectancy, Social Influence, Price of Saving, Hedonic Motivation, and Effort Expectancy have a significant influence on Purchase Intention.

Based on the results of this study, then to be able to increase purchase intentions for consumers, what needs to be done is to pay attention to the variables that affect purchase intention. So that green products must be perceived to be able to preserve the environment. Social influence is also very influential, here the role of social media is important because influencers can easily spread their influence through social media. The price is inversely proportional to the purchase intention, so if the price decreases the purchase intention will increase. Based on this, companies must be able to reduce their costs so that they can produce green products at a more affordable cost. Another approach could be to use hedonic motivation where consumers are made to be proud and happy to use green products.

The limitation of this study is the small number of samples, only 104 respondents. But even so, it can give an idea in the use of UTAUT-2 in the field of green marketing. More respondents can be used as further research.

## References

- Bray, J., Johns, N., & Kilburn, D. (2011). An Exploratory Study into the Factors Impeding Ethical Consumption. *Journal of Business Ethics*, 98(4), 597–608. <https://doi.org/10.1007/s10551-010-0640-9>
- Brown, S., & Venkatesh, V. (2005). Model of Adoption of Technology in Households: A Baseline Model Test and Extension Incorporating Household Life Cycle. *MIS Quarterly*, 29, 399–436. <https://doi.org/10.2307/25148690>
- De Silva, M., Wang, P., & Kuah, A. T. H. (2020). Why wouldn't green appeal drive purchase intention? Moderation effects of consumption values in the UK and China. *Journal of Business Research*, S0148296320300229. <https://doi.org/10.1016/j.jbusres.2020.01.016>
- Dijkstra, T. K., & Henseler, J. (2015). Consistent and asymptotically normal PLS estimators for linear structural equations. *Computational Statistics & Data Analysis*, 81, 10–23. <https://doi.org/10.1016/j.csda.2014.07.008>
- Elliott, R. (2013). The taste for green: The possibilities and dynamics of status differentiation through “green” consumption. *Poetics*, 41(3), 294–322. <https://doi.org/10.1016/j.poetic.2013.03.003>
- Escobar-Rodríguez, T., & Carvajal-Trujillo, E. (2014). Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. *Tourism Management*, 43, 70–88. <https://doi.org/10.1016/j.tourman.2014.01.017>
- Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*. <https://doi.org/10.1177/002224378101800313>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2009). *Multivariate data analysis*. Prentice Hall. London.
- Hair, J. F., Tatham, R. L., Anderson, R. E., & Black, W. (1998). *Multivariate Data Analysis* (5th edition). Prentice Hall.
- Hair, Joe, Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 2nd edition.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>

- Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour*, 6(2–3), 94–110. <https://doi.org/10.1002/cb.210>
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, 3(1), 128–143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Kuo, B., Roldan-Bau, A., & Lowinger, R. (2015). Psychological Help-Seeking among Latin American Immigrants in Canada: Testing a Culturally-Expanded Model of the Theory of Reasoned Action Using Path Analysis. *International Journal for the Advancement of Counselling*, 37. <https://doi.org/10.1007/s10447-015-9236-5>
- Lin, F., Fofanah, S. S., & Liang, D. (2011). Assessing citizen adoption of e-Government initiatives in Gambia: A validation of the technology acceptance model in information systems success. *Government Information Quarterly*, 28(2), 271–279. <https://doi.org/10.1016/j.giq.2010.09.004>
- Liobikienė, G., Grincevičienė, Š., & Bernatoniene, J. (2017). Environmentally friendly behaviour and green purchase in Austria and Lithuania. *Journal of Cleaner Production*, 142, 3789–3797. <https://doi.org/10.1016/j.jclepro.2016.10.084>
- Liobikienė, G., Mandravickaitė, J., & Bernatoniene, J. (2016). Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study. *Ecological Economics*, 125, 38–46. <https://doi.org/10.1016/j.ecolecon.2016.02.008>
- Lohmöller, J.-B. (1989). *Latent Variable Path Modeling with Partial Least Squares*. Physica-Verlag Heidelberg. <https://doi.org/10.1007/978-3-642-52512-4>
- Mohr, L., Webb, D., & Harris, K. (2005). Do Consumers Expect Companies to Be Socially Responsible? The Impact of Corporate Social Responsibility on Buying Behavior. *Journal of Consumer Affairs*, 35, 45–72. <https://doi.org/10.1111/j.1745-6606.2001.tb00102.x>
- Muk, A., & Chung, C. (2015). Applying the technology acceptance model in a two-country study of SMS advertising. *Journal of Business Research*, 68(1), 1–6. <https://doi.org/10.1016/j.jbusres.2014.06.001>
- Palau-Saumell, R., Forgas-Coll, S., Sánchez-García, J., & Robres, E. (2019). User Acceptance of Mobile Apps for Restaurants: An Expanded and Extended UTAUT-2. *Sustainability*, 11(4), 1210. <https://doi.org/10.3390/su11041210>
- Ritter, Á. M., Borchardt, M., Vaccaro, G. L. R., Pereira, G. M., & Almeida, F. (2015). Motivations for promoting the consumption of green products in an emerging country: Exploring attitudes of Brazilian consumers. *Journal of Cleaner Production*, 106, 507–520. <https://doi.org/10.1016/j.jclepro.2014.11.066>
- Stern, P. C. (2005). Understanding Individuals' Environmentally Significant Behavior. *Environmental Law Reporter News & Analysis*, 35, 10785.
- University of Arkansas, Venkatesh, V., Thong, J., Hong Kong University of Science and Technology, Xu, X., & The Hong Kong Polytechnic University. (2016). Unified Theory of Acceptance and Use of Technology: A Synthesis and the Road Ahead. *Journal of the Association for Information Systems*, 17(5), 328–376. <https://doi.org/10.17705/1jais.00428>
- Venkatesh, Morris, Davis, & Davis. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, 27(3), 425. <https://doi.org/10.2307/30036540>
- Venkatesh, Thong, & Xu. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, 36(1), 157. <https://doi.org/10.2307/41410412>
- Welsch, H., & Kühling, J. (2009). Determinants of pro-environmental consumption: The role of reference groups and routine behavior. *Ecological Economics*, 69(1), 166–176. <https://doi.org/10.1016/j.ecolecon.2009.08.009>
- Wu, P. (2009). *User acceptance of emergency alert technology: A case study*.
- Xu, X., Hua, Y., Wang, S., & Xu, G. (2020). Determinants of consumer's intention to purchase authentic green furniture. *Resources, Conservation and Recycling*, 156, 104721. <https://doi.org/10.1016/j.resconrec.2020.104721>
- Yadav, R., & Pathak, G. S. (2017). Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. *Ecological Economics*, 134, 114–122. <https://doi.org/10.1016/j.ecolecon.2016.12.019>
- Zhao, R., & Zhong, S. (2015). Carbon labelling influences on consumers' behaviour: A system dynamics approach. *Ecological Indicators*, 51, 98–106. <https://doi.org/10.1016/j.ecolind.2014.08.030>

## Biographies

**Ivan Diryana Sudirman**, graduated from Doctoral of Business Management, he has an experience in industry for 2 years then focusing in education field as a lecturer. He also has a business in culinary area for more than eight years. Interest area of research and lecturing in entrepreneurship, marketing, business, and management

**Doni Purnama Alamsyah** is Faculty Member and Researcher from Bina Nusantara University in Creativepreneurship Program. Has focused research on Green Customer Behavior also interest in collaboration research.

**Okky Rizkia Yustian** is a Faculty Member in Entrepreneurship Department at Bina Nusantara University. He earned Bachelor degree in Accounting and Master in Management from Widyatama University, Indonesia. He has published journals, conference papers, and book chapter. Okky's research interests include entrepreneurship, business and management, and creative industries.

**Iston Dwija Utama** is a Faculty Member in the Entrepreneurship Department at Bina Nusantara University. He graduated from the Master in Business Administration program from Bandung Institute of Technology, passionate about entrepreneurship, marketing, and management field. Experienced in the industry field for more than 8 years and having own business in culinary. Besides teaching, he is also active in a professional organization that is a concern in SMEs namely LUNAS (Layanan UMKM Naik Kelas) as a business mentor and HIPMI Kab Bandung.

**Dr. Mulyani**, graduated from Doctoral of Economic program. Mulyani has a passion in research about art and humanity, management and leadership. She is a Lecturer of Entrepreneurship program of BINUS University. Her concern about teaching and research made her become part of lecturer association namely Ikatan Dosen Republik Indonesia.