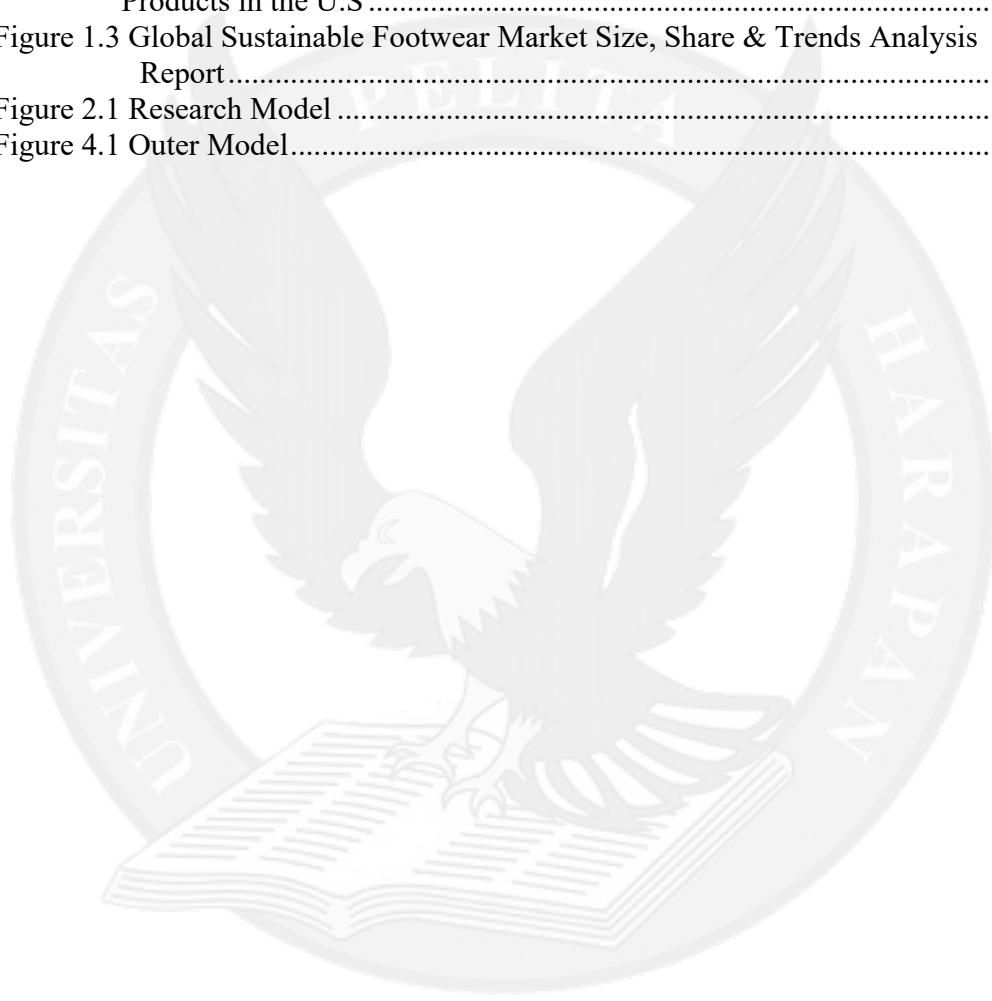


2.4.4 Green Extrinsic Motivation.....	18
2.4.5 Green Purchase Intention.....	19
2.5 The Relationship Between Variables	20
2.5.1 Relationship between Green Altruism and Green Purchase Intention.....	20
2.5.2 Relationship between Green Thinking and Green Purchasing Intention ..	20
2.5.3 Relationship between Green Intrinsic Motivation and Green Purchase Intention	21
2.5.4 Relationship between Green Extrinsic Motivation and Green Purchase Intention	22
2.6 Research Model	23
CHAPTER 3.....	24
RESEARCH METHOD.....	24
3.1 Research Object	24
3.2 Research Paradigm.....	25
3.3 Purpose of The Study	26
3.4 Data Collection Strategy	27
3.5 Extent of Researcher Interference.....	27
3.6 Study Setting	28
3.7 Unit of Analysis	30
3.8 Time Horizon	31
3.9 Variable Measures.....	32
3.9.1 Independent Variables.....	32
3.9.2 Dependent Variable.....	32
3.10 Data Collection Ethics.....	33
3.11 Data Collection Method	33
3.12 Design Sample & Sample Size	36
3.13 Measurement.....	37
3.13.1 Scale Design for Variables.....	39
3.14 Data Analysis	44
3.14.1 Descriptive Statistics.....	45
3.14.2 Inferential Statistics.....	45
3.14.3 Validity Test.....	46
3.14.5 Reliability Test.....	47
3.14.6 Multicollinearity Test.....	48
3.14.7 Hypothesis Testing.....	49

CHAPTER 4.....	50
RESULTS AND DISCUSSION	50
4.1 Respondent Profile	50
4.1.1 Gender	51
4.1.2 Batch	51
4.1.3 Level of Income Per Month	52
4.2 Preliminary Test	53
4.2.1 Preliminary Test - Convergent Validity	53
4.2.2 Preliminary Test - Discriminant Validity	58
4.2.3 Preliminary Test - Reliability	61
4.3 Actual Test Result	62
4.3.1 Descriptive Statistics	63
4.3.2 Outer Model	65
4.3.2.1 Validity & Reliability Testing Results of Actual Test	66
4.4 Inner Model	72
4.4.1 Variance Inflation Factor (VIF)	72
4.4.2 R-Square Testing	73
4.4.3 F-Square Testing	74
4.4.4 Q-square Predict Testing	76
4.4.5 Hypothesis Testing	77
4.5 Discussion	80
CHAPTER 5.....	83
CONCLUSION AND RECOMMENDATIONS.....	83
5.1 Conclusion.....	83
5.2 Managerial Implication	83
5.3 Research Limitation and Recommendations.....	85
REFERENCES.....	88

LIST OF FIGURES

Figure 1.1 OECD Environmental Policy Stringency	3
Figure 1.2 Sustainability and Brand Name Importance Rate in Purchasing Products in the U.S	4
Figure 1.3 Global Sustainable Footwear Market Size, Share & Trends Analysis Report	5
Figure 2.1 Research Model	23
Figure 4.1 Outer Model	65



LIST OF TABLES

Figure 3.1 Extent of Research Interference.....	28
Figure 3.2 Differences of Study Setting.....	29
Figure 3.3 Differences of Unit Analysis	30
Figure 3.4 Time Horizon.....	31
Figure 3.5 Data Collection Method.....	34
Figure 3.6 Conceptual Definition & Operational Definition	39
Figure 3.7 Cronbach Alpha Coefficient	48
Figure 4.1 Gender Percentage	51
Figure 4.2 Batch percentage	51
Figure 4.3 Level of Income per Month	52
Figure 4.4 Preliminary Test Convergent Validity Result (Green Altruism).....	54
Figure 4.5 Preliminary Test Convergent Validity Result (Green Thinking)	54
Figure 4.6 Preliminary Test Convergent Validity Result (Green Intrinsic Motivation)	55
Figure 4.7 Preliminary Test Convergent Validity Result (Green Extrinsic Motivation)	55
Figure 4.8 Preliminary Test Convergent Validity Result (Green Purchase Intention).....	56
Figure 4.9 Preliminary Test Convergent Validity Result (Compilation).....	56
Figure 4.10 Preliminary Test Convergent Validity AVE Results.....	58
Figure 4.11 Preliminary Test Convergent Validity Result (Fornell-Larcker).....	59
Figure 4.12 Preliminary Test Convergent Validity Result (Cross Loading)	60
Figure 4.13 Preliminary Test Reliability Result	61
Figure 4.14 Descriptive Statistics	63
Figure 4.15 Outer Loading Result.....	66
Figure 4.16 Cronbach Alpha, Composite Reliability, and Average Variance Extracted	68
Figure 4.17 Actual Test Discriminant Validity Result (Fornell-Larcker).....	69
Figure 4.18 Actual Test Discriminant Validity Result (Cross Loading)	70
Figure 4.19 Variance Inflation Factor	71
Figure 4.20 R-square Testing Result.....	73
Figure 4.21 F-square Testing Result	74
Figure 4.22 Q-square Testing Result	75
Figure 4.23 Hypothesis Testing Result	77

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B PRELIMINARY TEST	A-2
APPENDIX C ACTUAL TEST.....	A-3
APPENDIX D TURNITIN CHECK.....	A-4
APPENDIX F MONITORING SHEET.....	A-5

