



**MODELING ATTITUDE AND GREEN BEHAVIOR OF INDONESIA'S  
CONSUMERS.**

<sup>1</sup>Asep Hermawan , <sup>2</sup> Husna Leila Yusran

***ABSTRACT***

*Purpose – The objective of this paper is to identify factors affecting consumers' buying behavior of green products in Indonesia. This study is expected to provide valuable insights for marketers or marketing researchers regarding consumer behavior of green product in Indonesia. Keywords – environmental consciousness, consumer's knowledge, attitude and behavioral intentions towards green products. Paper type: conceptual paper*

## INTRODUCTION

Awareness towards environmental sustainability has raised environmental consciousness among consumers and government worldwide including in developing countries. This, in turn will be an opportunity for marketing environmental friendly products or green products.

“Green” is a synonym for “environmentally friendly, environmentally responsible and eco-friendly (Manakotla and Jauhari, 2007). Green vision could help marketers to design marketing strategies that meet the needs of green consumers (D’Souza, 2004).

The growing numbers of green consumer markets, have made marketers considering green consumers as their target segment (Mostafa, 2007).

“Green products are typically durable, non toxic, made of recycled materials, or minimally packaged..... green is relative, describing products with less impact on the environment than their alternatives”.(Ottman 1998, p. 89).

From literature it is revealed that there are several previous studies regarding green behavior of customers (Khare ,2014;Mostafa, 2007; D’Souza, C;Chan and Lau,2002;doPaco and Raposo,2009;Lee,2008;Chen and Chai,2010;Laroche, M et.al,2001).

Lacks of studies regarding environment-friendly consumers , their attitude and behavior have been done in Indonesia .

The objective of this paper is to identify several variables affecting green purchase behavior in Indonesia.

## LITERATURE REVIEW

### Green Purchase Behavior

Recently, the number of green consumers has been increasing (Makeower, 2009). According to Dagher and Itani (2012, 2014), consumers are trying to help sustain their environment by indicating green purchasing behavior.

Consumers are aware of the significant effect that their purchasing behavior has on the environment (Wahid, Rahbar & Shyan, 2011).

Green consumers are described as those who take into consideration the environmental consequences of their consumption patterns and willing to modify their purchase and consumption behavior to reduce the environmental impact(Kumar and Ghodeswar, 2015).

Consumer decision to purchase green products are for various reasons such as to support green companies, purchasing green products (Albayrak et al., 2013), to spend more for green products (Essioussi and linton, 2010).

Several studies (Kalafatis et.al,1999; Chan and Lau, 2002; Moser,2015) have applied Theory of Planed Behavior (Ajzen, 1991) to explain the antecedents of intention to purchase environmentally products. The theory argues that an individual’s intention to perform a behavior is influenced by a combination of behavioral attitudes (i.e. a person’s beliefs about the desirability of behaviors); subjective norms (i.e. a person’s perceived relevance and importance of opinions of significant others); and behavioral control (i.e. a

person's sense of control over behavior). Study of Uddin and Khan (2015) found that green purchasing behavior, environmental involvement, and environmental attitude, environmental

consciousness and perceived effectiveness of environmental behavior that affect green purchase behavior of young urban consumers in India. Khare (2014) found that green self-identity, peer influence and past green buying behavior influence green product purchase decision. Consumers' self-identification with environment friendly traits was a major predictor to green buying behavior.

Study of Kumar and Khan (2015) found that several factors e.g. supporting environmental protection, drive for environmental responsibility, green product experience, environmental friendliness of the firms and social appeal were identified as major factors affecting green products purchase decision.

Green consumption was influenced by altruistic values, environmental concerns and knowledge regarding green products (Mostafa, 2009). Niinimäki (2010) found that self-identity and self-concept were important in influencing consumers green purchase. Lee (2008) shown that females scored higher on environmental attitude concern, perceived seriousness towards environmental responsibility, peer influence and green purchasing behavior. Chan and Lau (2002) found that subjective norms, group conformance and perceived behavioral control affected environment friendly behavior, prices and saving resources considered to be important factors. Kalafatis et al (1999) found that social influence and norms predicted environment friendly behavior.

### **Environmental concerns and awareness**

A study of dePaco and Raposo (2009) found that environmental concerns are not always translated into environmentally friendly behavior. It was also noted that there are consumers who are prepared to base their buying decisions on purchasing products that do not harm the environment. Rozen and De Pelsmacker (2000) also found that purchase decision does not necessarily indicate environmentally attitude.

Recently there is a growing interest awareness regarding environmental issues among consumers when they are making purchases (Young et al., 2010). Environmental knowledge is related to positive environmental behavior (Tanner and Kast, 2003). Knowledge people have about Green Behavior practices positively will influence their behavior (Roberts, 1996).

Environmental awareness considered as one of the most important predictors of appropriate environmental behavior (Grob, 1995; Gatersleben et al., 2002). Environmental awareness is also considered as knowledge about the facts and general concepts relating to the environment and ecosystems (Mostafa, 2007).

### **Attitude**

Attitude toward behavior refers to personal evaluations being favorable or unfavorable to perform the behavior. According to Ajzen (1985), an individual is more likely to perform a certain behavior if he/she has a positive attitude toward performing the behavior.

## International Conference On Business Management And Economics

Several studies found the positive relationship between consumers' attitudes and behavioral intentions for green purchasing in different cultures, such as Asian, US, and European, and in different product categories (Chan and Lau, 2001; Kalafatis et al., 1999; Tarkiainen and Sundqvist, 2005).

Attitudes are better predictors of pro-environmental behavior than other variables (Padel and Foster, 2005; Tanner and Kast, 2003). Referring to Ajzens Theory of Planned Behavior it is stated that consumers' beliefs also form attitudes which are translated into intention and behavior (Baker and Ozaki, 2008). Hoyer and MacInnis (2004) argue that attitudes need to be changed to turn behavior toward environmental practices.

Roberts (1996) suggests selected attitudinal variables of ecologically conscious consumer behavior. The first is perceived consumer effectiveness which is an individual's judgement on his or her ability to have an impact on the environmental resource problems (Roberts, 1996). Liberalism was associated to democrats and liberals who were found to be more ecologically concerned than other groups of individuals (Roberts, 1996). Lastly, Environmental Concern is related to concern on social responsibility (Robert, 1996).

### Values and Norms

Values and lifestyle are important in explaining consumer preference for green buying behavior. Jansson et.al (2010) stated that values, beliefs, norms and habits influence consumers' behavior and willingness to adopt green innovation.

Thogerson and Olander (2003) found that consumer environment-friendly behavior was influenced by universalistic personal values.

### Subjective norms

Subjective norm is defined as the individual's perception of the likelihood that the potential referent group or individuals approve or disapprove of performing the given behavior (Fishbein and Ajzen, 1975; Ajzen, 1991). Subjective norm is shown as a direct determinant of behavioral intention (Ajzen, 1991).

Individuals' intention to consume organic food are likely to be strengthened if they believe that other individuals expect them to do so, or they wish to be identified with other individuals who are consuming organic food (Chen 2007). A strong relationship between subjective norm and intention has been shown in previous research (Kim and Chung, 2011; Bamberg, 2003; Kalafatis et al., 1999).

### Green self identity and demographic factors

People purchase products that are match with their identity, social status and values (Belk, 1988). Consumers perception and evaluation regarding them influence their consumption patterns (Khare, 2015). Stets and Biga (2003) investigated the influence of consumer identity on green purchase behavior. Self identity and self-concept were important in influencing green purchase.

Certain demographic factors such as education, income, gender, age and occupation were important in profiling green consumer (Khare, 2015).

### **Willingness to Pay (price)**

Consumers are price sensitive when it comes to going green (D'Souza et al., 2007). Young et al. (2010) identified price as a barrier to green Purchase behavior.

Customer willingness to pay and price perceptions have been considered as two important factors when studying price related to attitude and behavior (Oliver et al., 2011).

Price will be a barrier unless discounts and promotions are emphasized, quality and product performance are made credible and value for money is obtained (Gatersleben et al., 2002).

### **Perceived behavioral control**

Perceived behavioral control refers to the degree of control that an individual perceives over performing the behavior (Chen, 2007; Kang et al., 2006). Thus, those who perceive a higher degree of personal control tend to have stronger behavioral intention to engage in a certain behavior (Ajzen, 1991). People belief concerning higher resources such as time, money, and skills will increase their perceptions of control and hence finally will increase their behavioral intentions increase Kim and Chung (2011).

### **Directions for future research**

In the case of Indonesia, where the pro-environment movement is gaining attention, it needs to be explored whether the demand of environment-friendly or green products is in line with this increasing awareness.

Furthermore future research is needed to find out what motivate Indonesia consumers to purchase environment-friendly products? What motivates them to prefer green products over non-green products? Identifying factors responsible for purchase of green products and their willingness to pay more for these products? TPB model could be applied integrated with several variables such as social identity, value, norms, consumer knowledge, willingness to pay, perceived risks income, education, etc. that could predict green purchase behavior in Indonesia.

### **REFERENCES**

- Ahn, J.M. Koo, D.M. and Chang, H.S. (2012), Different impacts of normative influences on pro-environmental purchasing behavior explained by differences in individual characteristics, *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, Vol.22 No.2, 163-182.
- Ajzen, I. (1985), From intentions to actions: a theory of planned behavior", in Kuhl, J. and Beckmann, J. (Eds), *From Cognition to Behavior*, Springer, New York, NY: 11-39
- Ajzen, I. (1991), The theory of planned behavior", *Organizational Performance and Human Decision Processes*, Vol. 50 :179-211.

- Alwitt, L. and Berger, I. (1993), understanding the link between environmental attitudes and consumer product usage: measuring the moderating role of attitude strength”, in McAlister, L. and Rothschild, M. (Eds), *Advances in Consumer Research*, Vol. 20, Association for Consumer Research, Provo, UT, pp. 189-94.
- Arifin, Leo Wibisono.(2009). Introduction of eco-enzyme to support organic farming in Indonesia. *Asian Journal of Food and Argo Industry* :356-359.
- Baker, J. P. & Ozaki, R. (2008). Pro-environmental products: Marketing influence on consumer purchase decision, *Journal of Consumer Marketing*, 25(5): 281-293.
- Balderjahn, I. (1988), “Personality variables and environmental attitudes as predictors of ecologically responsible consumption patterns”, *Journal of Business Research*, Vol. 17, pp. 51-6.
- Bamberg.s.(2003). How does environmental concern influence specific environmentally related behavior? A new answer to an old question, *Journal of Environment Psychology*, Vol 23 No.1:21-32
- Bartels, J. & Hoogendam, K. (2011). The role of social identity and attitudes toward sustainability brands in buying behaviors for organic products. *Journal of Brand Management*, 18(9): 697-708.
- Bloemer, J., de Ruyter, K. and Wetzels, M. (1999), “Linking perceived service quality and service loyalty: a multidimensional perspective”, *European Journal of Marketing*, Vol. 33 Nos 11/12, pp. 1082-106.
- Borghuis, J., Marks, I., Meijer, L. and Zebeda, S. (2007), “Adolescents’ attitudes towards organic food: a survey of 15- to 16-year old school children”, *International Journal of Consumer Studies*, Vol. 31, pp. 349-56.
- Chan, R.Y. and Lau, L.B. (2001), Explaining green purchasing behavior: a cross-cultural study on American and Chinese consumers. *Journal of International Consumer Marketing*, Vol. 14 Nos 2/3: 9-40.
- Chan, R. (1999), “Environmental attitudes and behavior of consumers in China: survey findings and implications”, *Journal of International Consumer Marketing*, Vol. 11 No. 4, pp. 25-52.
- Chan, R. and Yam, E. (1995), Green movement in a newly industrializing area: a

## International Conference On Business Management And Economics

- survey on the attitudes and behavior of Hong Kong citizens, *Journal of Community & Applied Social Psychology*, Vol. 5, pp. 273-84.
- Cornwell, T. and Schwegler, C. (1995), Ecologically concerned consumers and their product purchases, in Polonsky, M. and Mintu-Wimsatt, A. (Eds), *Environmental Marketing: Strategies, Practice, Theory and Research*, The Haworth Press, New York, NY
- Chang, H.S. and Zepeda, L. (2005), Consumer perception and demand for organic food in Australia: focus group discussion, *Renewable Agriculture and Food System*, Vol. 20 No. 3 : 155-67
- Chen, M (2007), Consumer attitude and purchase intentions to organic foods in Taiwan: moderating effects off food-related personality traits, *Food Quality and Preferences*, Vol. 18 No. 7: 1008-21
- Chen T and Booi and Lau,T.C.(2011). Green purchase behavior: examining the influence of green environmental attitude, perceived Consumer effectiveness and specific green purchase attitude .*Australian Journal of Basic and Applied Sciences*, 5(8): 559-567.
- Chen,T.B, and Chai,L.T.(2010). Attitude towards the environment and green products: consumers' perspective, *Management Science and Engineering*, Vo.4,No.2,27-39
- Chrysochoidis, G. (2000), "Repercussions of consumer confusion for late introduced differentiated products", *European Journal of Marketing*, Vol. 34, pp. 705-22.
- Chrysochoidis, G. and Krystallis, A. (2005), "Organic consumers' personal values research: testing and validating the list of values (LOV) scale and implementing a value-based segmentation task", *Food Quality and Preference*, Vol. 16 No. 7: 585-99.
- Dagher, G. K., & Itani, O. (2014). Factors influencing green purchasing behavior: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behaviour*, 13(3), 188-195.
- Dagher, G. & Itani, O. (2012). The influence of environmental attitude, Environmental concern and social influence on green purchasing

- behavior. Review of Business Research, 12 (2),104-111
- de Ruyter, K., Wetzels, M., and Bloemer, J. (1998), On the relationship between service loyalty and switching cost, International Journal of Service Industry Management, Vol. 9 No. 5: 436-53.
- D'Souza, C., Taghian, M., Lamb, P. and Peretiatkos, R. (2007), Green decisions: demographics and consumer understanding of environmental labels”, International Journal of Consumer Studies, Vol. 31 No. 4, p. 371
- doPaco, A.D. and M. Raposo (2009). Green segmentation-An application to the Portuguese consumer market, Market Intell. Plann, 27: 364-379
- doPaço, A.M.F. and Raposo, M.L.B. (2010), Green consumer market segmentation: empirical findings from Portugal”, International Journal of Consumer Studies, Vol. 34 No. 4, pp. 429-436.
- Essousi,L.H. and Linton,J.D. (2010), New or recycled products:how much are consumers willing to pay? Journal of consumer Marketing,34,5/6, 458-468.
- Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. Reading, MA: Addison Wesley.
- Fisk, G. (1973), Criteria for a theory of responsible consumption, Journal of Marketing, Vol. 37 No. 2, pp. 24-31.
- Fraj, E. & Martinez, E. (2007). Ecological consumer behaviour: an empirical analysis. International Journal of Consumer Studies, 31: 26–33.
- Gatersleben, B., Steg, L. & Vlek, C. (2002). Measurement and determinants of environmentally significant consumer behavior. Environment and Behavior, 34(3): 335-362
- Gopi, M. And Ramayah, T., (2007), Applicability of theory of planned behavior in predicting intention to trade online: some evidence from a developing country, International Journal of Emerging Market, Vol. 2 No. 4 : 348-360
- Hansla, A., Gamble, A., Juliusson, A. & Garling, T. (2008). Psychological determinants of attitude towards and willingness to pay for green electricity. Energy Policy, 36: 768–774



## International Conference On Business Management And Economics

- Hoyer, W. & MacInnis, D. (2004). *Consumer Behavior*, Houghton Mifflin, Boston, MA
- Jansson, J., Marell, A. and Nordlund, A., (2010), Green consumer behavior: determinants of curtailment and eco-innovation adoption, *The Journal of Consumer Marketing*, vol. 27, no. 4, pp. 358-370.
- Kalafatis, S., Pollard, M., East, R. and Tsogas, M.H. (1999), Green marketing and Ajzen's theory of planned behaviour: a cross-market examination. *Journal of Consumer Marketing*, Vol. 16 No. 5: 441-60
- Kang, H., Hahn, M., Fortin, D., Hyun, Y.J., and Eom, Y., (2006), Effects of perceived behavioral control on the consumer usage intention of e-coupons, *Psychology and Marketing*. Vol 23 No. 10: 841-64.
- Kassarjain, H. (1971), Incorporating ecology into marketing strategy: the case of air pollution, *Journal of Marketing*, Vol. 35 No. 3, pp. 61-5.
- Kilbourne, W. (1995), Green advertisement: salvation or oxymoron?, *Journal of Advertisement*, Vol. 24 No. 2, pp. 7-19.
- Kilbourne, W. and Beckmann, S. (1998), Review and critical assessment of research on marketing and the environment", *Journal of Marketing Management*, Vol. 14 No. 6, pp. 513-32.
- Kinnear, T. and Taylor, J. (1973), The effects of ecological concern on brand perceptions, *Journal of Marketing Research*, Vol. 10, pp. 191-7.
- Kinnear, T., Taylor, J. and Ahmed, S. (1974), Ecologically concerned consumers: who are they? *Journal of Marketing*, Vol. 38 No. 2, pp. 20-4.
- Khare, A. (2015). Antecedents to green buying behavior: a study on consumer in emerging economy, *Marketing Intelligence & Planning*, Vol 33 Is 3, 309-329
- Kim, Hee Yeon, Chung, Jae-Eun (2011). Consumer purchase intention for organic personal care product. *Journal of Consumer Marketing* 28/1:40-47.
- Kinnear, T.C., Taylor, J.R. and Ahmed, S.A. (1974), "Ecologically concerned consumers: who are they?", *Journal of Marketing*, Vol. 38 No. 2, pp. 20-24.
- Krystallis, A. and G. Chryssohoidis. 2005. Consumers' willingness to pay for organic food: Factors that affect it and variation per organic product type. *British Food Journal* 107(5): 320- 343.



## International Conference On Business Management And Economics

- behavior”, *The Journal of Social Psychology*, Vol. 137 No. 2, pp. 189-204
- Kumar, P and Ghodeswar, B.M. (2015). Factors affecting consumers’ green product purchase decisions, *Marketing intelligence & Planning*, 33(3),330-347.
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *The Journal of Consumer Marketing*, 18 (6), 503-520.
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumer’s green purchasing behavior, *Journal of Consumer Marketing*, 26(2): 87-96.
- Lydia Inawati (2010), Indonesia Organic Alliance officially launches PAMOR Indonesia, *The Global PGS New Letter*, February, Vol. 1 No. 5
- Mainieri, T., Barnett, E.G., Valdero, T.R., Unipan, J.B. and Oskamp, S. (1997), “Green buying: the influence of environmental concern on consumer
- Manakotla, K., & Jauhari, V. (2007). Exploring consumer attitude and behavior towards green practices in the lodging industry in India. *International Journal of Contemporary Hospitality Management*, 19 (5), 364–377.
- Makeower, J. (2009) *Strategies for the Green Economy: Opportunities and Challenges in the New World of Business*. New York: McGraw-Hill.
- McEachern, M., & McClean, P. (2002) Organic purchasing motivations and attitudes: are they ethical? *International Journal of Consumer Studies*, 26(2), 85-92.
- McEachern, M.G., and Willock, J. (2004). *British Food Journal*, Vol.106, No.7:534
- Michaelidou, N. and L. M. Hassan. 2008. The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies*. 32(1): 163-170.
- Mostafa, M.M. (2007). Gender differences in Egyptian consumers' green purchase behavior: The effects of environmental knowledge, concern and attitude.



## International Conference On Business Management And Economics

- International Journal of Consumer Studies, 31, 220-229.
- Neena Sondhi , (2014),Assessing the organic potential of urban Indian consumers", British Food Journal, Vol. 116 Is 12 pp. 1864 - 1878
- Newsom, J., McFarland, B., Kaplan, M., Huguet, N. and Zani, B. (2005), "The health consciousness myth: implications of the near independence of major health behaviors in the North American population", Social Science & Medicine, Vol. 60 No. 2: 433-7.
- Niinimäki, J.K. (2010), Eco-clothing, consumer identity and ideology, Sustainable Development, Vol. 18, No. 3, 150-162.
- Ottman, J.A. (1998). Green Marketing: Opportunity for Innovation. Second Edition, Book Surge.
- Padel, S. & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. British Food Journal, 107(8): 606-625.
- Parasuraman, A., Zeithaml V., and Berry L., (1994), Moving forward in service quality research: measuring different customer expectation levels, comparing alternative scales and examining the performance-behavioral intention link, working paper: Report number 95-114 September, Marketing Science Institute, Cambridge, MA.
- Pavan Mishra, P. S. (2010). "Golden Rule of Green Marketing." Green Marketing In India: Emerging Opportunities and Challenges 3: 6
- Pellegrini, G., Farinello, F. (2009). Organic consumers and new lifestyle. An Italian country survey on consumption pattern. British Food Journal, Vol III No. 5: 948-974.
- Phau, I., and Ong, D. (2007), An investigation of effects of environmental claims in promotional messages for clothing brands, Marketing Intelligence & Planning, Vol. 25, No. 7, 772-788.
- Rios, F., Martinez, T., Moreno, F. and Soriano, P. (2006), Improving attitudes toward brands with environmental associations: an experimental approach, The Journal of Consumer Marketing, Vol. 23 No. 1, pp. 26-34
- Roberts, J.A. (1996), "Green consumers in the 1990s: profile and implications for advertising", Journal of Business Research, Vol. 36 No. 3, pp. 217-32.

## International Conference On Business Management And Economics

- Roozen, I.T.M. and De Pelsmacker, P. (1997). Consumer perception of green consumption behavior, in Amott, D. et al. (Eds), Proceedings of the 26<sup>th</sup> EMAC Conference, Warwick Business School, Warwick, 1981-90.
- Sadek, N.F., Oktarani, Y.P. (2009). Consumer knowledge and perception about organic food: a challenge for consumer education and the benefits of going organic, *Asian Journal of Food and Argo Industry*: 363-367.
- Straughan, R.D. and Roberts, J.A. (1999), "Environmental segmentation alternatives: a look at green consumer behavior in the new millennium", *Journal of Consumer Marketing*, Vol. 16 No. 6, pp. 558-575.
- Stobbelaar, D.J., Casimir, G., Borghuis, J., Marks, I., Meijer, L. and Zebede, S. (2007), Adolescents' attitudes towards organic food: a survey of 15- to 16-year old school children, *International Journal of Consumer Studies*, Vol. 31, pp. 349-56.
- Tarkiainen, A. and Sundqvist, S. (2005), Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, Vol. 107 No. 11, : 808-22.
- Thøgersen, J., Haugaard, P., and Olesen, A. (2010). Consumer responses to ecolabels. *European Journal of Marketing*, 44(11), 1787-1810.
- Uddin, S.M.F. and Khan, M.N. (2016), "Exploring green purchasing behaviour of young urban consumers", *South Asian Journal of Global Business Research*, Vol. 5 Iss 1 pp. 85 – 103
- Vlosky, R. P., Ozanne, L. K. & Fontenot, R. J. (1999). A conceptual model of US consumer willingness-to-pay for environmentally certified wood products. *Journal of Consumer Marketing*, 16(2): 122-136
- Voon J.P., Ngui, K.S., and Agrawal A., 2011, Determinants of Willingness to Purchase Organic Food: An Exploratory Study : Using Structural Equation Modelling, *International Food and Agribusiness Management Review*, Vol 14, Issue 2.
- Wahid, N. A., Rahbar, E., & Shyan, T. S. (2011). Factors influencing the green purchase behavior of Penang environmental volunteers. *International Business Management*, 5(1), 38-49.

## International Conference On Business Management And Economics

White,C. and Yu,Yi-Ting.(2005).Satisfaction emotion and behavioral intentions,Journal of Service Marketing 19/6: 411-420.

Yilmazsoy, B, and Rosch, H.S.A(2015). Green segmentation: a cross-national Study, Marketing Intelligence & Planning, Vol. 33 Iss 7 pp. 981 - 1003

Young, W., Hwang, K., McDonald, S. & Oates, C. J. (2010). Sustainable consumption: green consumer behaviour when purchasing products. Sustainable Development, 18: 20-31.

Yu,Y. And Dean.A. (2001).The contribution of emotional satisfaction to consumer loyalty, International Journal of Service Industry Management, Vol 12 No,3:234-50.

Zeithaml,V., Berry,l, and Parasuraman.A. (1996). The behavioral consequences of service quality, Journal of Marketing, Vol.60 No.2: 31-47.