

DAFTAR PUSTAKA

- Adi, A. (2024). *Indonesia Tekankan Urgensi Dekarbonisasi Sektor Transportasi*. Kementerian Energi Dan Sumber Daya Mineral Republik Indonesia. <https://www.esdm.go.id>
- Alberto Jeffyan, & Riza Fahrul. (2023). Electrifying Consumer Choices: Unveiling the Road to Green Intentions and EV Adoption. *Journal of Consumer Sciences*, 8(3), 257–276. <https://doi.org/10.29244/jcs.8.3.256-276>
- Albrecht, M., Green, M., & Hoffman, L. (2023). *Principles of Marketing*. Rice University.
- Anggraini, D. (2022). Pengaruh Pengalaman Pembelian, Kesadaran Lingkungan Dan Sikap Ramah Lingkungan Terhadap Minat Beli Produk Perawatan Kulit Ramah Lingkungan Innisfree.
- BPS. (2024). Jumlah Kendaraan Bermotor Menurut Provinsi dan Jenis Kendaraan (unit), 2023. Bps. <https://www.bps.go.id>
- Busaini, H., Yasin, M., Nasir, M., Sutanto, H., & Jufri, A. (2024). Pemberdayaan Usaha Kios Pengecer Pupuk Bersubsidi Usaha Mikro Kecil Menengah (UMKM) Dalam Penjualan Dan Pendistribusian Pupuk Di. *Jurnal Pengabdian Magister Pendidikan IPA*, 7(4), 1601–1604.
- Carolina, M. (2022). Pengaruh Pengeluaran Pemerintah di Bidang Subsidi, Pendidikan dan Kesehatan terhadap Kemiskinan. *Jurnal Budget*, 7(1), 165–180.
- Chan, E., Hoyer, W., Macinnis, D., Pieters, R., & Northey, G. (2021). *Consumer Behaviour* (Second). Cengage Learning.
- Chin, W.W., & Dibbern, J. (2010). *Handbook of partial least squares*. Springer.
- Cnbcindonesia. (2025). Duh! Banyak Orang Tunda Beli Motor Listrik, Ternyata Ini Penyebabnya.Cnbcindonesia. <https://www.cnbcindonesia.com>
- cnnindonesia. (2025). Isyarat Subsidi Motor Listrik 2025 Pakai Skema Diskon PPN.Cnnindonesia. <https://www.cnnindonesia.com>

- Costa, C. S. R., Costa, M. F. da, Maciel, R. G., Aguiar, E. C., & Wanderley, L. O. (2021). Consumer antecedents towards green product purchase intentions. *Journal of Cleaner Production*, 313(June). <https://doi.org/10.1016/j.jclepro.2021.127964>
- Crippa, M., G. (2024). GHG emissions of all world countries. In *Publications Office of the European Union*. <https://doi.org/10.2760/0115360>
- Delasta, F. G., Ismail, R., & Muchammad. (2023). Pengujian Konversi Sepeda Motor Berbahan Bakar Bensin Dengan Transmisi Cvt Menjadi Bertenaga Listrik. *Jurnal Teknik Mesin*, 11(3), 219–222. <https://ejournal3.undip.ac.id/index.php/jtm/article/view/40591>
- Ehsan, F., Habib, S., & Gulzar, M. M. et al. (2024). Analyzing policy implications by considering adoption barriers on consumer adoption intention for electric vehicles: a comprehensive overview. *Environment, Development and Sustainability*, 1–52. <https://doi.org/10.1007/s10668-024-05473-w>
- Engkus, H. (2022). Kebijakan Publik (Konsep, Formulasi, Implementasi dan Evaluasi serta Perubahan). PT Kimshafi Alung Cipta.
- Enhanced Nationally Determined Contribution Republic of Indonesia. (2022). <https://unfccc.int>
- Fadjarajani, S., Rosali, E. S., Patimah, S., Liriwati, F. Y., Nasrullah, Srikaningsih, A., Daengs, A., Pinem, R. J., Harini, H., Sudirman, A., Ramlan, Falimu, Safriadi, Nurdiyani, N., Lamangida, T., Butarbutar, M., Wati, N. M. N., Rahmat, A., Citriadin, Y., ... Nugraha, M. S. (2020). Metodologi Penelitian: Pendekatan Multidisipliner. In *Metodologi Penelitian*. Ideas Publishing.
- Ferdinand, A. (2014). Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen (5th ed.). Badan Penerbit Universitas Diponegoro.
- Franzen, A., & Mader, S. (2021). Testing the measurement of environmental concern: How do single items perform in comparison to multi-item scales? In *Research Handbook on Environmental Sociology* (pp. 63–78). Edward Elgar

Publishing Ltd. <https://doi.org/10.4337/9781800370456.00012>

Friedlingstein, P., O’Sullivan, M., Jones, M. W., Andrew, R. M., Hauck, J., Landschützer, P., Le Quéré, C., Li, H., Luijkx, I. T., Olsen, A., Peters, G. P., Peters, W., Pongratz, J., Schwingshackl, C., Sitch, S., Canadell, J. G., Ciais, P., Jackson, R. B., Alin, S. R., ... Zeng, J. (2024). Global Carbon Budget 2024. *Earth System Science Data*, 17(3), 965–1039. <https://doi.org/10.5194/essd-17-965-2025>

Green, M. C., & Keegan, W. J. (2020). *MARKETING GLOBAL EDITION* (tenth). Pearson.

Ha, T. T., Nguyen, T. C., Tu, S. S., & Nguyen, M. H. (2023). Investigation of Influential Factors of Intention to Adopt Electric Vehicles for Motorcyclists in Vietnam. *Sustainability (Switzerland)*, 15(11). <https://doi.org/10.3390/su15118765>

Hair Jr., J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2019). Multivariate Data Analysis. In *Book* (Vol. 87, Issue 4). www.cengage.com/highered

Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer.

Hamzah, M. I., & Tanwir, N. S. (2021). Do pro-environmental factors lead to purchase intention of hybrid vehicles? The moderating effects of environmental knowledge. *Journal of Cleaner Production*, 279. <https://doi.org/10.1016/j.jclepro.2020.123643>

Howlett, M., Ramesh, M., & Perl, A. (2020). *Studying Public Policy* (Fourth). Oxford University Press.

Hoyer, W., MacInnis, D., & Pieters, R. (2023). *Consumer Behavior* (Eight). Cengage Learning.

IESR. (2023). Indonesia Electric Vehicle Outlook 2023. In *Pwc* (Issue September). <https://www.pwc.com>

IndustriKontan. (2025). Penjualan Motor Listrik Januari 2025 Anjlok 70% YoY, Ini

- Penyebabnya. IndustriKontan. <https://industri.kontan.co.id>
- International Energy Agency. (2022). International Energy Agency (IEA) World Energy Outlook 2022. *International Information Administration*, 524. <https://www.iea.org/reports/world-energy-outlook-2022>
- International Energy Institute (IEI). (2024). Statistical Review of World Energy 2024. In *BP Energy Outlook 2024*.
- Irma, M., & Gusmira, E. (2024). Tingginya Kenaikan Suhu Akibat Peningkatan Emisi Gas Rumah Kaca Di Indonesia. *JSSIT: Jurnal Sains Dan Sains Terapan*, 2(1), 26–32. <https://doi.org/10.30631/jssit.v2i1.49>
- Ismail, R., & Wardhani, N. (2024). The Effect of Brand Credibility on Purchase Intention in Citilink Airline in Surabaya. *SULTANIST: Jurnal Manajemen Dan Keuangan*, 12(2), 192–199. <https://doi.org/10.37403/sultanist.v12i2.624>
- Itsnaini, F., & Hilda, A. (2024). Kemenko Marves Sebut 4 Hal Penting Transisi Energi, Ada Elektrifikasi. *Lestari Kompas*. <https://lestari.kompas.com>
- Jayasingh, S., Girija, T., & Arunkumar, S. (2021). Factors influencing consumers' purchase intention towards electric two-wheelers. *Sustainability (Switzerland)*, 13(22), 1–20. <https://doi.org/10.3390/su132212851>
- Katadata. (2025). Penjualan Motor Listrik Anjlok Setelah Tidak Ada Subsidi. *Katadata*. <https://katadata.co.id>
- Khurana, A., Kumar, V. V. R., & Sidhpuria, M. (2020). A Study on the Adoption of Electric Vehicles in India: The Mediating Role of Attitude. *Vision*, 24(1), 23–34. <https://doi.org/10.1177/0972262919875548>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *Principles of Marketing* (19th ed.). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson.
- Kristiana, R., & Aqmala, D. (2023). Pengaruh Kesadaran Lingkungan, Kepedulian Lingkungan, Pengetahuan Produk dan Kesiediaan Membayar Terhadap Minat Pembelian Produk Ramah Lingkungan Pada “The Body Shop” Di

- KotaSemarang. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 16(2), 422–436.
- Laheri, V. K., Lim, W. M., Arya, P. K., & Kumar, S. (2024). A multidimensional lens of environmental consciousness: towards an environmentally conscious theory of planned behavior. *Journal of Consumer Marketing*, 41(3), 281–297. <https://doi.org/10.1108/JCM-03-2023-5875>
- Laksana, V. C., & Mahadwartha, P. A. (2024). Government Incentives and Consumer Motives on Electric Vehicle Purchase Intent in Indonesia. *International Journal of Business Economics (IJBE) Vol.*, 6(1), 36–45. <https://doi.org/10.30596/ijbe.v6i1.20955%0ACite>
- Lampo, A., Silva, S. C., & Duarte, P. (2023). The role of environmental concern and technology show-off on electric vehicles adoption: the case of Macau. *International Journal of Emerging Markets*, 20(2), 561–583. <https://doi.org/10.1108/IJOEM-10-2021-1637>
- Lavuri, R. (2021). Extending the theory of planned behavior: factors fostering millennials' intention to purchase eco-sustainable products in an emerging market. *Journal of Environmental Planning and Management*, 65(8), 1507–1529. <https://doi.org/10.1080/09640568.2021.1933925>
- Li, G., Yang, L., Zhang, B., Li, X., & Chen, F. (2021). How do environmental values impact green product purchase intention? The moderating role of green trust. *Environmental Science and Pollution Research*, 28(33), 46020–46034. <https://doi.org/10.1007/s11356-021-13946-y>
- Lu, J., Li, B., Li, H., & Al-Barakani, A. (2021). Expansion of city scale, traffic modes, traffic congestion, and air pollution. *Cities*, 108(December 2019). <https://doi.org/10.1016/j.cities.2020.102974>
- Mahalana, A., Yang, Z., & Posada, F. (2023). *The consumer cost of ownership of electric passenger cars in Indonesia* (Issue January).
- Marshall, G., & Johnston, M. (2023). *Marketing Management* (Fourth). Mc Graw Hill. <https://doi.org/10.2307/1250781>
- Masra, M. E., Kumala Sari, H. M., & Sukmono, R. A. (2022). Environmental

- Concern , Lifestyle Influence and Product Uniqueness Factors Driving Public to Purchase Intention in Electric Motorcycles. *Repository Universitas Muhammadiyah Sidoarjo*, 1–15.
- Mengukur Dan Reduksi Gas Rumah Kaca. (n.d.). Perpustakaan Kementerian Lingkungan Hidup. Retrieved March 19, 2025, from <http://perpustakaan.menlhk.go.id>.
- Milton H. Spencer & Orley M. Amos, J. (1993). *Contemporary Economics* (8th ed.). Worth Publishers.
- Mothersbaugh, L., Hawkins, D., & Kleiser, S. (2020). *Consumer Behavior* (Fourteenth). Mc Graw Hill.
- Nguyen-Phuoc, D. Q., Su, D. N., Truong, A., Li, Z. C., & Oviedo-Trespalacios, O. (2025). How do perceptions of risk influence the adoption of electric motorcycles? A theory-based investigation considering the multidimensional nature of risk. *Transportation Research Part F: Traffic Psychology and Behaviour*, 109(December 2024), 689–710. <https://doi.org/10.1016/j.trf.2024.12.034>
- Noer, L. R., Prihananto, P., Asokawati, A., Ninglasari, S. Y., & Rai, N. G. M. (2024). Pengaruh Fear of Missing Out (FOMO) dan Social Media Marketing terhadap Niat Pembelian pada Produk Healthy. *Jurnal Sosial Humaniora*, 17(1), 103–122. <https://doi.org/10.12962/j24433527.v17i1.20562>
- Nurdianto, N. R., Kultsum, G., Puspitawati, E., & Pambudi, A. (2023). The Determinants of Household Willingness to Use Biodiesel. *Jurnal Ekonomi Dan Kebijakan Pembangunan*, 12(1), 69–83. <https://doi.org/https://doi.org/10.29244/jekp.12.1.2023.69-83>
- Peraturan Menteri Perindustrian Nomor 21 Tahun 2023 Tentang Perubahan Atas Peraturan Menteri Perindustrian Nomor 6 Tahun 2023 Tentang Pedoman Pemberian Bantuan Pemerintah Untuk Pembelian Kendaraan Bermotor Listrik Berbasis Baterai Roda Dua, Berita Negara Republik Indonesia Tahun 2023 Nomor 676 1 (2023).

Peraturan Menteri Perindustrian Republik Indonesia Nomor 6 Tahun 2023 Tentang Pedoman Pemberian Bantuan Pemerintah Untuk Pembelian Kendaraan Bermotor Listrik Berbasis Baterai Roda Dua, Berita Negara Republik Indonesia Tahun 2023 Nomor NOMOR 25 1 (2023).

Peraturan Presiden Nomor 79 Tahun 2023 Tentang Perubahan Atas Peraturan Presiden Nomor 55 Tahun 2019 Tentang Percepatan Program Kendaraan Bermotor Listrik Berbasis Baterai (Battery Electric Vehucle) Untuk Transportasi Jalan (2023).

Peraturan Presiden Republik Indonesia Nomor 55 Tahun 2019 Tentang Pecepatan Program Kendaraan Bermotor Listrik Berbasis Baterai (Battery Electric Vehicle) Untuk Transportasi Jalan (2019).

Permana, R., Yuliati, E., & Wulandari, P. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Konsumen Terhadap Purchase Intention Kendaraan Listrik di Indonesia. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 6(2), 217–232. <https://doi.org/10.31842/jurnalinobis.v6i2.270>

Phuong, T. T. L., Huong, T. T. L., Dat, T. T., & Truong, D. D. (2024). Determinants of electric motorbike purchasing intention among consumers in Hanoi City, Vietnam. *Environmental Research Communications*, 6(7). <https://doi.org/10.1088/2515-7620/ad578b>

Pramono, I., Ariyanti, M., & Iskanto, D. (2025). Factors Influencing Purchase Intention To Buy Electric Motorcycles In Indonesia With Attitude As A Mediation Variable. *International Journal of Science, Technology & Management*, 6(1), 214–229. <https://doi.org/10.46729/ijstm.v6i1.1264>

Pratiwi, A. (2020). Pengaruh Persepsi Manfaat Dan Kepribadian Calon Konsumen Terhadap Niat Membeli Sepeda Motor Listrik : Kasus Di Indonesia.

Program Bantuan Pemerintah untuk Pembelian Kendaraan Bermotor Listrik Berbasis Baterai Roda Dua. (2023). <https://landing.sisapira.id/>

Purwanto, S., & Rini, H. P. (2022). Analysis of Green Self Identity and Environment Concern on Adopt Electric Vehicle Intention With Perception of

- Ev. *International Journal of Social Service and Research*, 2(10), 964–976.
<https://dx.doi.org/10.46799/ijssr.v2i10.168>
- Putri, R., Putri, R. (2023). Satu NIK KTP Bisa Dapat Insentif Motor Listrik Rp 7 Juta, Cek 5 Fakta Berikut. *Tempo*. <https://www.tempo.co>
- Rajper, S. Z., & Albrecht, J. (2020). Prospects of electric vehicles in the developing countries: A literature review. *Sustainability (Switzerland)*, 12(5), 1–19.
<https://doi.org/10.3390/su12051906>
- Ramadhani, S., Dewi, I., Anindra, N., Issanti, N., & Muhammad, J. (2024). Analisis Komparasi Kebijakan Subsidi Pajak Mobil Listrik Di Indonesia Dan Thailand. *JURNALNOVA IDEA*, 1(2), 53–62. https://doi.org/10.14710/nova_idea.47990
- Reken, F., Erdawati, Rahayu, S., Apriansyah, R., Herman, H., Sulfitri, V., Hermanto, Fatmawati, Suprihartini, L., Masliardi, A., Hariyanti, N., & Tawil, R. (2024). *Pengantar Ilmu Manajemen Pemasaran (Pertama)*. CV. Gita Lentera.
- Ridwan, G., Widiyatmoko, P., Wulandari, W., Hasly, I. R. J., & Niam, M. (2023). *Riset Kredibilitas Anggaran Dana Kompensasi Jenis Bahan Bakar Minyak Tertentu (JBT) Solar Untuk Nelayan Riset Kredibilitas Anggaran Dana Kompensasi Jenis Bahan Bakar Minyak Tertentu (JBT) Solar Untuk Nelayan*.
- Rosiana, Y., & Purwanto, S. (2022). Pengaruh Selebritis, Gambaran Merek dan Kualitas Poduk terhadap Minat Beli Pembalut Wanita Merek Laurier. *Jurnal PendidikanEkonomi(JURKAMI)*, 7(2), 6. <https://doi.org/10.31932/jpe.v7i2.175>
- Setiawan, S. (2025). Insentif Berakhir, Penjualan Motor Listrik Anjlok 70 Persen pada Januari 2025. *Kompas*. <https://money.kompas.com>
- Shaikh, S., Talpur, M. A. H., Baig, F., Tariq, F., & Khahro, S. H. (2023). Adoption of Electric Motorcycles in Pakistan: A Technology Acceptance Model Perspective. *World Electric Vehicle Journal*, 14(10), 1–15.
<https://doi.org/10.3390/wevj14100278>
- Sheldon, T. L., Dua, R., & Alharbi, O. A. (2023). Electric vehicle subsidies: Time to accelerate or pump the brakes? *Energy Economics*, 120(March), 106641.

<https://doi.org/10.1016/j.eneco.2023.106641>

- Shije, P., & Fitriyah, Z. (2023). The Influence Of Electronic Word Of Mouth And Perceived Value On Purchase Intention On Uniqlo Products In Surabaya Pengaruh Electronic Word Of Mouth Dan Persepsi Nilai Terhadap Minat Beli Pada Produk Uniqlo Di Surabaya. *Management Studies and Entrepreneurship Journal*, 4(6), 6095–6101. <http://journal.yrpiiku.com/index.php/msej>
- Sholekhah, E. (2024). Indonesia's Regulation and Implementation of Subsidies in View of Agreement on Subsidies and Countervailing Measures 1995-WTO. *ActivaYuris:JurnalHukum*, 4(1), 1–10. <https://doi.org/10.25273/ay.v4i1.18154>
- Soen, A. S., Sugianto, H., Theodorus, R., & Mapusari, S. A. (2022). Subsidi di Indonesia. *WACANA EKONOMI (Jurnal Ekonomi, Bisnis Dan Akuntansi)*, 21(1), 84–92. <https://doi.org/10.22225/we.21.1.2022.84-92>
- Solomon, R. (2020). *Consumer Behavior* (Thirteenth). Pearson.
- Sopha, B., Setiowati, & Ma'mun, S. (2017). Environmental Assessment of Motorcycle using a Life-Cycle Perspective Environmental Assessment of Motorcycle using a Life-Cycle Perspective. *Indonesian Journal of Life Cycle Assessment and Sustainability (IJoLCAS)*, 1(1), 22–28. <https://doi.org/10.52394/ijolcas.v1i1.3>
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (30th ed.). Alfabeta.
- Sukma, A., Suroso, A. I., & Hermadi, I. (2023). The Effect of Environmental Concerns and Government Policies on The Intention to Buy Electric Car. *Business Review and Case Studies*, 4(1), 52–61. <https://doi.org/10.17358/brcs.4.1.52>
- Suparmoko, M. (2003). *Kuangan Negara dalam Teori dan Praktik* (ke-5). BPFE.
- Supriadi, D., Iman, A. H., & Saputra, Y. (2024). Studi Intensi Pembelian Kendaraan Listrik pada Generasi-Z: Pendekatan Teori Perilaku Terencana yang diperluas. *EKOMABIS: Jurnal Ekonomi Manajemen Bisnis*, 5(01), 83–98. <https://doi.org/10.37366/ekomabis.v5i01.1444>

- Surabaya, B. (2025). Pertumbuhan Ekonomi Kota Surabaya Tahun 2023. Surabayakotabps.<https://surabayakota.bps.go.id>
- Syahza, A. (2021). Metodologi Penelitian (Revisi). UR Press.
- Tambunan, V. A., & Samaria, S. (2024). Pengaruh Marketing Campaign Pada Minat Beli Motor Listrik Program Subsidi Motor Listrik GESITS G1 (PT WIKA INDUSTRI MANUFAKTUR). *OMNICOM: Jurnal Ilmu Komunikasi*, 10(2),47–61.<https://ejournal.unsub.ac.id/index.php/FIKOM/article/view/2202>
- Tang, X., Feng, J., Feng, B., Mao, X., & Zhuo, X. (2024). Policy analysis on the promotion of new energy vehicles in China considering consumers ’ car purchasing choices in the “ post - subsidy era ”: based on the study of a three - party evolutionary game. *Environment, Development and Sustainability*, 1–32. <https://doi.org/10.1007/s10668-024-04774-4>
- Transportasi Umum Massal Indonesia Menuju Zero Emission. (n.d.). Biro Komunikasi Dan Administrasi Publik. Retrieved March 13, 2025, from <https://dephub.go.id>
- Wang, C., Yao, X., Sinha, P., Hong, S., & Yong Ki, L. (2022). Why do government policy and environmental awareness matter in predicting NEVs purchase intention? Moderating role of education level. *Cities*, 131(March), 103904. <https://doi.org/10.1016/j.cities.2022.103904>
- Wang, S., Wang, J., Li, J., Wang, J., & Liang, L. (2018). Policy implications for promoting the adoption of electric vehicles: Do consumer’s knowledge, perceived risk and financial incentive policy matter? *Transportation Research Part A: Policy and Practice*, 117(January), 58–69. <https://doi.org/10.1016/j.tra.2018.08.014>
- Wang, X., Cao, Y., & Zhang, N. (2021). The influences of incentive policy perceptions and consumer social attributes on battery electric vehicle purchase intentions. *Energy Policy*, 151(February), 19 <https://doi.org/10.1016/j.enpol.2021.112163>
- Wijayanto, J. (2024). Populasi Kendaraan Listrik di Jatim Capai 13.248 Unit hingga

Juli2024,BeginiPerinciannya.Radarsurabayajawapos.<https://radarsurabaya.jawapos.com>

Wirawan, Y. R. (2023). *Orientasi Pasar pada Kinerja UMKM*. UNIPMA Press Universitas PGRI Madiun.

Xuan, V. N. (2024). Determinants of environmental pollution: Evidence from Indonesia. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(4), 100386. <https://doi.org/10.1016/j.joitmc.2024.100386>

Yanuar, Y. (2024). Pemerintah Siapkan Rp7 Triliun untuk Subsidi Sepeda Motor Listrik, Cukup Modal KTP Tidak Tertarik? Tempo. <https://www.tempo.co>

Yeğin, T., & Ikram, M. (2022). Analysis of Consumers' Electric Vehicle Purchase Intentions: An Expansion of the Theory of Planned Behavior. *Sustainability (Switzerland)*, 14(19), 1–27. <https://doi.org/10.3390/su141912091>

Yuniaristanto, Utami, D., Sutopo, M., Hisjam, W., & Muhammad. (2022). Investigating Key Factors Influencing Purchase Intention of Electric Motorcycle in Indonesia. *Transactions on Transport Sciences*, 13(1), 54–64. <https://doi.org/10.5507/tots.2022.002>

Zeng, Z., Zhong, W., & Naz, S. (2023). Can Environmental Knowledge and Risk Perception Make a Difference The Role of Environmental Concern and ProEnvironmental Behavior in Fostering Sustainable Consumption Behavior Sustainability. *Sustainability*, 15(6), 23. <https://doi.org/10.3390/su15064791>

Zhen, X., Xu, S., Shi, D., & Liu, F. (2020). Pricing decisions and subsidy preference of government with traditional and green products. *Nankai Business Review International*, 11(3), 459–482. <https://doi.org/10.1108/NBRI-10-2019-0048>