

GREEN PRODUCT, CONSUMER ATTITUDE, ENVIRONMENTAL AWARENESS IN PURCHASE INTENTION NPURE TONER

Luh Willa Yasmira Dewi

Universitas Udayana, Bali

luhwilla@gmail.com

Putu Saroyini Piartrini

Universitas Udayana, Bali

royetrini@unud.ac.id

Abstract

Climate change and rising public concern for environmental issues have reshaped consumer behavior toward more environmentally friendly products, including in the beauty industry. NPure, an Indonesian local skincare brand built on the concept of green beauty, faces the challenge of strengthening consumer purchase intention amid lingering skepticism toward the authenticity of green products. This study analyzes the influence of green product and consumer attitude on purchase intention, and examines environmental awareness as a moderating variable for NPure toner in Denpasar, Bali. A quantitative survey was distributed to 130 NPure consumers selected through purposive sampling, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that green product and consumer attitude each have a positive and significant effect on purchase intention, while environmental awareness fails to moderate either relationship. These findings suggest that consumers' environmental awareness neither strengthens nor weakens the link between green product, attitude, and purchase intention toward NPure. The study concludes that green product quality and favorable consumer attitude are the primary drivers of purchase intention for environmentally friendly skincare, and recommends that future research test alternative moderators such as green trust or green perceived value.

Keywords: consumer attitude, environmental awareness, green product, purchase intention

INTRODUCTION

Climate change and environmental degradation have become critical issues threatening the sustainability of the planet in the twenty-first century. The Intergovernmental Panel on Climate Change (IPCC, 2021) reports that global surface temperature has risen by 1.1°C compared to the pre-industrial era, with projections reaching 1.5°C by 2030 if no significant mitigation is taken. The United Nations Environment Programme (UNEP, 2020) notes that unsustainable consumption and production account for roughly 70 percent of global greenhouse gas emissions. This condition has driven a paradigm shift in consumption, from

one oriented toward individual satisfaction to one oriented toward environmental responsibility, in line with Sustainable Development Goal 12 on responsible consumption and production (United Nations, 2020).

This environmental crisis has strengthened the global trend of green consumption. Kumar and Ghodeswar (2015) found that consumer environmental awareness correlates positively with preference for environmentally friendly products, a pattern reinforced by Nielsen's (2020) finding that 73 percent of global consumers were willing to change their consumption habits to reduce negative environmental impact, up significantly from 66 percent in 2015. This acceleration of environmental awareness has direct implications for demand toward green products, including in the beauty sector, where the global beauty and personal care market reached USD 483.4 billion in 2020 with a projected compound annual growth rate of 4.75 percent through 2028 (Grand View Research, 2021). Yet this rapid growth has been accompanied by considerable environmental costs, particularly the use of hazardous chemicals, non-recyclable plastic packaging, and carbon-intensive production processes (Liobikienė & Bernatoniene, 2017), giving rise to the green beauty segment, whose global organic personal care market is projected to reach USD 25.11 billion by 2025, growing at a CAGR of 9.6 percent from 2019 (Statista, 2020).

The shift toward sustainable practice in the beauty industry is further propelled by changing consumer preferences, particularly among millennials and Generation Z, who show a strong preference for brands that are transparent about product composition and demonstrate genuine commitment to environmental sustainability (Pudaruth, Juwaheer, & Seewoo, 2015). Modern consumers are increasingly critical of the sustainability claims made by brands, pushing producers to substantiate their commitments through organic certification, verified natural ingredients, and recyclable packaging. Indonesia, as the world's fourth most populous country and the largest beauty market in Southeast Asia, illustrates this dynamic clearly. The national cosmetics industry has grown by an average of 9.67 percent per year over the past five years, with transaction value reaching IDR 76.37 trillion in 2019 (Kementerian Perindustrian Republik Indonesia, 2020), alongside rising Indonesian consumer awareness of safe, environmentally friendly beauty products reflected in the growth of local natural and organic beauty brands (Badan Pusat Statistik, 2021). McKinsey & Company (2020) further reports that Indonesian millennial consumers are 2.5 times more likely to purchase from brands whose social and environmental values align with their own.

NPure is one local brand that has successfully capitalized on Indonesia's green beauty trend. Founded in 2018, NPure focuses on natural, environmentally friendly skincare and claims to use 100 percent natural ingredients free of

parabens, sulfates, and synthetic dyes (Beautynesia, 2020), while applying cruelty-free production principles and recyclable packaging as part of its sustainability commitment. NPure recorded 150 percent year-on-year sales growth in 2020, with distribution spanning more than 500 points of sale across Indonesia, including e-commerce platforms (Compas, 2021). Despite this impressive growth, local green brands such as NPure still face consumer skepticism regarding the authenticity and effectiveness of their products (Seilatu, Usman, & Febrilia, 2022), underscoring the need to understand the factors that shape consumer purchase intention.

Understanding green purchase behavior requires a comprehensive theoretical lens. The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1975), explains that behavioral intention is shaped by an individual's attitude toward the behavior and subjective norm. In the context of green product purchase, consumer trust in green product attributes, such as natural ingredients, environmentally friendly packaging, and organic certification, shapes consumer attitude toward the product, which in turn influences purchase intention (Ajzen & Fishbein, 1980). Consumer attitude has consistently been found to influence purchase intention across various consumer behavior models. Han (2020) found that positive attitude toward green cosmetics significantly increased purchase intention among South Korean consumers, while Nguyen, Lobo, and Greenland (2017) found attitude to be the strongest predictor of green purchase intention among 79 studies reviewed. However, the relationship between attitude and purchase intention is not always linear, as it may be influenced by other factors such as environmental awareness, defined as an individual's knowledge of environmental issues and understanding of how personal behavior affects the environment (Bamberg, 2003). Kumar, Manrai, and Manrai (2017) showed that environmental awareness not only directly affects purchase intention but may also moderate the relationship between attitude and purchase intention, with environmentally aware consumers exhibiting greater consistency between positive attitude toward green products and actual purchase intention.

This study was conducted in Denpasar, Bali, a location with a distinctive socio-cultural context shaped by the local philosophy of Tri Hita Karana, which emphasizes three harmonious relationships: between humans and God (Parhyangan), among humans (Pawongan), and between humans and nature (Palemahan) (Windia & Dewi, 2011). The Palemahan dimension is directly relevant to the concept of environmental awareness, as communities that internalize this value tend to display higher environmental awareness and greater selectivity toward products that do not disrupt the balance of nature. Laksmi and Wardana (2015) found that Tri Hita Karana values significantly influence the environmental awareness of the Denpasar community, which subsequently shapes their

preference for environmentally friendly products.

This study is motivated by three research gaps. First, most prior studies (Joshi & Rahman, 2015; Kumar, Manrai, & Manrai, 2017) were conducted in developed countries with socio-cultural contexts different from Indonesia, warranting further empirical validation, particularly within the cultural context of Denpasar. Second, prior findings on the moderating role of environmental awareness are inconsistent: Yadav and Pathak (2016) found a significant moderating effect, whereas Wang, Tao, and Chu (2020) found no significant effect, indicating the need for further exploration of the contextual conditions that influence this moderating role. Third, research on green skincare purchase intention among Indonesian local brands remains limited, and the integration of local wisdom perspectives into green purchase intention models is a relatively new approach that has not been widely explored in the green marketing literature (Seilatu, Usman, & Febrilia, 2022). Building on these gaps, this study aims to analyze the influence of green product and consumer attitude on purchase intention, with environmental awareness as a moderating variable, for NPure toner in Denpasar, Bali. The study is expected to contribute theoretically by integrating the Theory of Reasoned Action with the local wisdom perspective of Tri Hita Karana, while also offering practical implications for local beauty brands designing effective green marketing strategies.

Based on this background, the research problems addressed in this study are how does green product influence purchase intention of NPure toner, how does consumer attitude influence purchase intention of NPure toner, does environmental awareness moderate the influence of green product on purchase intention of NPure toner, and does environmental awareness moderate the influence of consumer attitude on purchase intention of NPure toner. Accordingly, this study aims to analyze the influence of green product on purchase intention, the influence of consumer attitude on purchase intention, and the moderating role of environmental awareness in both relationships.

RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design, which aims to explain the causal relationships among research variables through hypothesis testing (Cooper & Schindler, 2020). A cross-sectional design was used, in which data were collected at a single point in time to capture a snapshot of the phenomenon under study (Sekaran & Bougie, 2016). A survey method was used as the primary data collection strategy, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), chosen because it does not require multivariate normally distributed data, is effective for testing complex models involving moderating variables, and can

accommodate both reflective and formative indicators simultaneously (Hair, Sarstedt, Ringle, & Gudergan, 2017; Henseler, Ringle, & Sarstedt, 2015; Hair, Risher, Sarstedt, & Ringle, 2019).

The study was conducted in the city of Denpasar, Bali, chosen for its status as the administrative, economic, and educational center of the province, with a high level of consumption activity for skincare and beauty products and a heterogeneous consumer base with relatively high information literacy and environmental awareness. The scope of the research was limited to NPure's skincare category, particularly its toner product, as NPure represents Indonesia's green beauty movement with clearly identifiable green product characteristics, including natural ingredients, environmentally friendly packaging, and verified certification.

This study involved four main variables: green product (X1) and consumer attitude (X2) as independent variables, purchase intention (Y) as the dependent variable, and environmental awareness (Z) as the moderating variable. Green product was measured through physical attributes, perceptual attributes, and reflexive attributes (Khan, Atlas, Arshad, Akhtar, & Khan, 2022). Consumer attitude was measured through cognitive, affective, and conative components based on the tripartite attitude model of Eagly and Chaiken (1993). Purchase intention was measured through transactional, referential, preferential, and exploratory intention (Keller, 2012). Environmental awareness was measured through environmental knowledge, environmental affect, and environmental conation (Mostafa, 2007).

The population of this study comprised all consumers of NPure toner in the city of Denpasar, an infinite population whose exact size could not be determined; therefore, a non-probability purposive sampling technique was used. Respondents were required to be women aged 15–29 years, domiciled in Denpasar, aware of or familiar with NPure toner, interested in using NPure toner, aware that NPure is an environmentally friendly product, and Hindu, given that the study integrates environmental awareness with the Tri Hita Karana value system, particularly the Palemahan dimension. Sample size was determined following Hair, Hult, Ringle, and Sarstedt's (2021) rule of thumb of 5 to 10 times the number of indicators. With 13 indicators used in the questionnaire, the minimum required sample ranged from 65 to 130 respondents; this study used the maximum recommended sample of 130 respondents. Data were collected through an online and offline questionnaire using a Likert scale and were analyzed descriptively and inferentially through PLS-SEM, including outer model evaluation (validity and reliability), inner model evaluation, and hypothesis testing based on path coefficients, t-statistics, and p-values.

RESULT AND DISCUSSION

Findings

A total of 130 respondents met the sampling criteria established for this study. Table 1 presents the demographic profile of respondents by domicile, age, and occupation.

Table 1. Respondent Characteristics

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Category
Denpasar
Denpasar
Denpasar
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9 years
ident
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preneur
sewife

Source: primary data, processed 2026.

Most respondents were domiciled in North Denpasar (49 percent), aged 22–29 years (74 percent), and worked as students (53 percent). This profile suggests that purchase intention toward NPure toner is concentrated among young, productive-age consumers who are highly exposed to skincare trends and are in a life stage of active identity and appearance exploration, making them receptive to NPure's natural-ingredient, skin-friendly positioning within the broader clean beauty trend.

Instrument testing confirmed that all indicators for green product, consumer attitude, environmental awareness, and purchase intention met the outer loading, convergent validity (AVE), and composite reliability thresholds recommended for PLS-SEM, indicating that the measurement model was valid and reliable for further structural analysis. The structural (inner) model was then estimated to examine the direct effects of green product and consumer attitude on purchase intention, as well as the moderating effect of environmental awareness on both relationships.

Table 2. Hypothesis Testing Results

Path
se Intention
urchase Intention

ss × Green Product → Purchase
Intention

ss × Consumer Attitude →
Purchase Intention

Source: primary data, processed 2026.

As shown in Table 2, green product had a positive and significant effect on purchase intention ($\beta = 0.216$; $t = 2.408$; $p = 0.017 < 0.05$), so H1 was supported. Consumer attitude also had a positive and significant effect on purchase intention ($\beta = 0.195$; $t = 2.045$; $p = 0.043 < 0.05$), so H2 was supported. However, environmental awareness did not significantly moderate the effect of green product on purchase intention ($\beta = -0.024$; $t = 0.286$; $p = 0.775 > 0.05$), so H3 was not supported, and it did not significantly moderate the effect of consumer attitude on purchase intention ($\beta = 0.000$; $t = 0.003$; $p = 0.997 > 0.05$), so H4 was not supported.

Analysis and Discussion

The finding that green product positively and significantly influences purchase intention indicates that consumers' perception of NPure's environmentally friendly attributes natural ingredients, low-impact production, and recyclable packaging translates into a stronger inclination to purchase. This is consistent with the Theory of Reasoned Action, in which green product functions as a stimulus that shapes behavioral beliefs: when consumers judge NPure toner as natural, safe, and sustainably packaged, they form a positive evaluation of the product that, together with the social pressure toward sustainable lifestyles among younger consumers, strengthens purchase intention. This result aligns with Joshi and Rahman (2015), who found that green product features such as eco-labels and eco-brands significantly influence young Indian consumers' purchase intention, supporting the view that external signals of sustainability serve as determinants of purchase decisions across different cultural markets.

Consumer attitude was likewise found to positively and significantly influence purchase intention, reflecting a strong link between consumers' internal evaluation formed from beliefs, feelings, and behavioral tendencies toward NPure and their purchasing inclination. Favorable perceptions of NPure's quality, safety, and natural value, shaped by prior usage experience, social media information, peer recommendation, and brand image, strengthen the cognitive and affective components of attitude, which in turn drive purchase intention. This finding is consistent with the Theory of Reasoned Action, in which attitude functions as the

rational basis for behavioral intention, and corroborates Nguyen, Lobo, and Greenland (2017), whose review of 79 studies confirmed attitude as the most consistent and robust predictor of green purchase intention, as well as Kim and Seock (2019), who found attitude toward green fashion products to significantly predict purchase intention.

Contrary to expectation, environmental awareness did not moderate the relationship between green product and purchase intention. This suggests that the positive influence of green product attributes on purchase intention operates directly and relatively independently of consumers' level of environmental awareness both highly and less environmentally aware consumers respond similarly to NPure's green attributes, which may instead be driven by product quality, ingredient safety, natural beauty trends, and brand image. This pattern is consistent with the attitude-behavior gap phenomenon, in which cognitive environmental awareness does not always translate into differentiated purchase behavior, because consumers weigh practical considerations such as price, quality, and product fit more heavily than general environmental values (Carrington, Neville, & Whitwell, 2010). Within the Theory of Reasoned Action, environmental awareness is best positioned not as a core determinant of intention but as a background factor that shapes the formation of behavioral beliefs; once green product attributes have sufficiently shaped favorable beliefs and attitudes, variation in environmental awareness adds little further explanatory power. This result diverges from Kumar, Manrai, and Manrai (2017) and Kautish, Paul, and Sharma (2019), who found that environmental concern and environmental consciousness strengthened the relationship between green product value and green purchase intention, a discrepancy that may reflect differences in market maturity and cultural context between the settings compared.

Similarly, environmental awareness did not moderate the relationship between consumer attitude and purchase intention, indicating that the influence of attitude on purchase intention is strong and dominant enough to operate independently of consumers' environmental awareness level. Consumers who already hold a favorable attitude toward NPure whether due to perceived quality, ingredient safety, skin suitability, or brand image tend to exhibit high purchase intention regardless of their environmental awareness, suggesting that purchase decisions are driven more by direct product evaluation than by general environmental values. This result is inconsistent with Wang, Tao, and Chu (2020), who found that environmental concern strengthened the relationship between attitude and green purchase intention in the green hotel context, and with Kautish, Paul, and Sharma (2019). Within the local cultural context of Denpasar, environmental awareness may be better understood as a construct shaped jointly by individual psychological processes environmental knowledge, affect, and

conation (Mostafa, 2007) and by the socio-cultural value system of Tri Hita Karana, particularly its Palemahan dimension, which frames environmental responsibility as an inherited cultural-spiritual value rather than solely a product of modern environmental education. Even so, this cultural grounding did not translate into a statistically significant moderating effect in the present model, suggesting that in practice, Denpasar consumers' purchase decisions for NPure toner are governed more by direct functional and emotional product evaluation than by the strength of their environmental values.

Taken together, these findings carry both theoretical and practical implications. Theoretically, the study extends the Theory of Reasoned Action by repositioning environmental awareness as a background factor rather than an active moderating variable, contributing empirical evidence from the underrepresented context of Indonesia's local skincare industry and offering an early attempt to integrate the Tri Hita Karana philosophy into sustainable marketing research. Practically, because green product and consumer attitude are both proven direct drivers of purchase intention, local beauty brands such as NPure should continue strengthening the credibility of their green attributes through verifiable certification, transparent ingredient composition, and sustainable packaging innovation, while building positive consumer attitude through consistent product quality, authentic brand image, and persuasive, experience-based marketing communication such as testimonials and relevant influencer collaboration. Because environmental awareness does not significantly strengthen these relationships, green marketing communication need not rely on moralistic or lecturing appeals about environmental issues; instead, it should foreground the everyday relevance of product benefits, with sustainability serving as a value-enriching differentiator rather than the sole selling proposition. Environmental education, where pursued, is likely to be more effective when anchored in locally resonant cultural values such as Tri Hita Karana rather than framed as an abstract normative obligation.

CONCLUSION

This study concludes that green product has a positive and significant effect on purchase intention of NPure toner, meaning that the stronger consumers' perception of NPure's environmentally friendly attributes, the greater their likelihood of forming purchase intention. Consumer attitude also has a positive and significant effect on purchase intention, indicating that a more favorable attitude encompassing both cognitive and emotional evaluation sustains and strengthens purchase intention over time. In contrast, environmental awareness does not moderate the effect of either green product or consumer attitude on purchase intention, indicating that consumers' level of environmental

awareness neither strengthens nor weakens these relationships. These findings suggest that, in the context of NPure toner among young female consumers in Denpasar, purchase intention is driven primarily by direct evaluation of product attributes and attitude rather than by the strength of environmental values, even within a socio-cultural setting shaped by the Tri Hita Karana philosophy.

Practically, NPure and similar local green beauty brands are advised to continue strengthening the quality and credibility of their environmentally friendly attributes, to invest in building and maintaining favorable consumer attitude through consistent product performance and persuasive marketing communication, and to convert purchase intention into actual purchase behavior through accessible distribution and targeted promotion. Future research is recommended to test alternative moderating variables, such as green trust, green perceived value, or green brand image, and to extend the model to other local green beauty brands and regions to obtain a more comprehensive understanding of the factors shaping green purchase intention in Indonesia.

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