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## LIST OF ABBREVIATIONS

<b>AVE</b>	Average Variance Extracted
<b>EK</b>	Environmental Knowledge
<b>ER</b>	Environmental Responsibility
<b>AP</b>	Anticipated Pride
<b>AG</b>	Anticipated Guilt
<b>PI</b>	Purchase Intention
<b>PLS-SEM</b>	Partial Least Squares – Structural Equation Modelling
<b>PCR</b>	Post-Consumer Recycled
<b>PCC</b>	Personal Care and Cosmetic Industry
<b>GDP</b>	Gross Domestic Product
<b>GMV</b>	Gross Merchandise Value
<b>TPB</b>	Theory of Planned Behavior
<b>R<sup>2</sup></b>	Coefficient of Determination
<b>f<sup>2</sup></b>	Effect size
<b>α</b>	Cronbach's Alpha
<b>CI</b>	Confidence Interval
<b>β</b>	Path Coefficient
<b>BPOM</b>	<i>Badan Pengawasan Obat dan Makanan</i> (Indonesian Food and Drug Supervisory Agency)