

The Effect of Green Marketing on Brand Purchase Intention & Green Consumerism

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ABSTRACT

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Environmental issues are one of the focuses of various groups today, including companies and consumers. Companies as business institutions can be profit-oriented and also consider environmental sustainability and sustainability programs. One of the efforts currently being taken by various companies to show concern for the environment is to carry out green marketing. The green marketing activities show the company's contribution to environmental sustainability, as well as an effort to attract consumers. Green marketing offers environmentally friendly products and transfers the value of loving the environment to consumers. This research seeks to see and examine the extent to which green marketing can make consumers interested in buying products that carry environmentally friendly values. In addition, the measurement of consumers' understanding of ecologically friendly values will also be seen through the desire to carry out consumption according to the principles of environmental sustainability or green consumerism. The method used in this study is quantitative by surveys and regression analysis to see the relationship between variables. The results show that green marketing affects purchase intention and consumer consumption patterns that lead to green consumerism. Consumers have a positive assessment of products that offer concern for the environment. Green marketing, which has a value of environmental concern, also influences the tendency of consumers to choose goods/services that are environmentally friendly, perform energy efficiency, and recycle certain materials.

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1. Introduction

Companies not only carry out their business activities based on profit-oriented but also should talk about empowerment and sustainability. Even though achieving maximum profit is the primary goal of establishing a company, the company cannot achieve these benefits by

sacrificing the interests of other related parties, such as stakeholders. Every company has responsibility for its actions and business activities that have an impact. One concept that talks about sustainability are sustainable development. Sustainable development means that current development can be fulfilled without reducing the need for future generations to meet their needs (Kates et al., 2005). Utama (2010) stated that sustainable development needs to be implemented because current economic activities tend to damage the global ecosystem and hinder the needs of the next generation. Thus, it is necessary to involve everyone worldwide individually and collectively to achieve sustainable development (Sudana et al, 2014). According to the Forum for the Future (2003: 13), sustainable development is " A path for human progress that can continue". Report (WCED 1987:43): "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

One aspect that must be considered is the environmental aspect. Referring to the Triple Bottom Line theory, which consists of economic, social and environmental (Elkington, 1997:70). Fred (2006) argues that the concept of the triple bottom line is used to encourage companies to pay more attention to the overall impact of the company's business activities, not just financial performance. The challenge of evolution related to greening has brought changes in the relationship between marketing and the physical environment (Menon and Menon, 1997). Environmental damage, climate change, and global warming are ecological issues that are hotly discussed in this decade. One of the causes of environmental problems is due to the presence of undecomposed waste. Indonesia as the fourth most populous country in the world, with a total population of 256 million, is estimated to produce 130,000 tons of waste per day (Ministry of Environment, 2014). Population density is directly proportional to increasing waste production. In a study by Jenna R Jambeck and friends published on www.sciencemag.org in February 2015, it was stated that Indonesia is the second largest contributor of plastic waste to the sea in the world after China (National Geographic Indonesia, 2016).

Companies use Green Marketing as a social responsibility to maintain environmental sustainability. The difference between the green and conventional marketing mix lies in the ecological approach. The green marketing mix considers environmental aspects, while the traditional marketing mix does not consider environmental factors (Balawera, 2013). The goals of green marketing include developing safer and more environmentally friendly products, minimizing waste of raw materials and energy, reducing liability for environmental problems and increasing cost-effectiveness by complying with environmental regulations so that they are known as good companies (Heizer and Render, 2006). Green marketing is not just about offering environmentally friendly products to consumers but about the production and distribution processes of these products. Marketing based on environmental sustainability is a new development in marketing and it's a potential and strategic opportunity that has a multiplier effect on both business people and society as users (Allen, 2011). The process of brand to identify as eco-friendly product should be started with socialization and interactive marketing (Setiadarma, et.al, 2020)

The concept of green marketing has been widely applied in companies, especially today's food and beverage (F&B) companies. The concept of green marketing is not only adopted by global companies but also by local companies. In Indonesia, apart from the environmental issues, the government is also encouraging entrepreneurs to run their businesses to reduce the use of single-use plastic. The Indonesian government is committed to banning the use of single-use plastics nationwide. They were starting January 1st, 2020, which is regulated in Minister of Environment and Forestry Regulation No. 75 of 2019. The prohibited single-use plastics include plastic sachets, plastic straws, plastic bags, containers and disposable cutlery. The Minister of Environment and Forestry also encourages recycling before

the date when the ban starts. In this journal, the authors will use two companies, namely companies in the field of coffee processing from global and local companies, that both apply the concept of green marketing, Starbucks and Jokopi.

The application of green marketing is an alternative for companies to support environmental concerns without ignoring the main objectives of marketing. The positive impression of implementing green marketing will trigger a different response for consumers. One of the main goals of marketing is to increase purchase intention. Purchase intention will undoubtedly increase if the positive impression of the approach chosen by the company in the green marketing program can be appropriately conveyed.

Grewal and Levy (2010) define green marketing as strategic efforts made by companies to provide goods and services that are environmentally friendly to their target consumers. Pride & Ferrell (2008) states that the main objectives of green marketing include several things:

1. Eliminate or minimize the waste concept, focusing on creating a product with minimal waste disposal rather than disposing of the waste itself.
2. Rebuilding the product concept to be consistent with environmental sustainability principles.
3. Make a price that describes the product, the cost is proportional to the quality obtained.
4. Creating a profitable environment by creating environmentally conscious business opportunities in the market.

The main objective of this green marketing shows the marketing concept to approach a special segment. The description of the goals also shows that the benefits from three sides can be obtained by consumers, producers and the environment. This advantage can only be obtained if the green marketing concept is applied properly and with the appropriate measurement. Green marketing measurement can be seen from various aspects, one of which is, its indicators. Hawkins et al. (2007) define green marketing into several indicators as follows:

- a. Green marketing involves the process of developing products whose production, use and disposal processes do not harm the environment compared to other traditional products.
- b. Green marketing involves the process of developing products that have a positive impact on the environment.
- c. Green marketing must also increase product sales with related environmental organizations and events. Ottman (2006) adds that the dimension of green marketing is by integrating the environment into all marketing aspects of new product development (green product) and communication (green communication).

The concept of green marketing is growing from time to time. Several studies have described the diversity of the concept of green marketing, from the definition to the indicators used to measure it. Vaitone, Skackauskiene, & Meneses (2022) mapped green marketing research in a meta-analysis. This study's results indicate that several factors and indicators are often used, for example, green products, green distribution, green pricing, green promotion, green process, green resources, green image, and green internal marketing. This research will try to focus on the seven green marketing points offered by Dzulkarnain et al (2019). The seven points of green marketing used by Dzulkarnain et.al include green product, green place, green price, green promotion, green people, green physical evidence, and green process. The main reason for choosing this concept is its compatibility with the seven marketing points that are

currently widely used. These seven green marketing points will be reduced to questions that will be answered by respondents. Green marketing and green consumerism are closely related, two of them supported each other.

The term green consumerism begins with green consumer behavior. Green consumer behavior is individual behavior that considers social and environmental issues while in the buying process or outside the process. Green consumerism is an understanding and condition when consumers voluntarily contribute to environmental interests by making rational decisions on purchasing, using, and disposing of goods (Sharma & Joshi, 2017). Consumer awareness to choose environmentally friendly products. Green consumerism is a prosocial understanding or culture that focuses on environmental sustainability; green consumerism actors are called green consumers.

Green consumers are individuals who always choose and buy products with minimal risk to the environment. They usually focus on several things, such as eco-friendly packaging or corporations that openly have environmental concerns (Ritter, 2015). Several factors influence a consumer's decision to care for the environment. D' Souza (2007) states that although there is no definite consensus regarding the profile of green consumers, several studies have shown that the following factors greatly influence individual decisions:

1. Demographic characteristics, such as age, gender, income, and occupation. The income factor has the highest percentage in influencing environmental care behaviour compared to the others. This is based on the assumption that environmentally friendly products are more expensive.
2. Psychographic, related to attitudes, values and lifestyle. Several studies have shown that this factor positively affects a consumer's environmental behaviour. Many consumers choose this path because of social influence and examples seen from public figures,
3. Behaviour that leads to the desire to buy. This factor has a lot to do with attitudes towards the environment (cognitive assessment of the value of environmental protection). A positive attitude towards environmental sustainability tends to encourage buying behaviour towards environmentally friendly brands (Sharma & Joshi, 2017). The attitude that has been set by the individual will affect the pattern of purchases made. Consumers who care about the environment are willing to spend additional effort, costs, and energy to get green products (Hassan & ALi, 2015).

Green consumerism is the result of consumer evaluations of products circulating around them. Evaluation will direct consumers to conduct social assessments and give positive or negative values to an event. Consumers who evaluate green marketing, green products, and green consumption positively will usually show a positive attitude towards their buying behaviour. Green consumption can be shown by supporting companies or brands committed to caring for the environment (Clark et.al, 2018). This positive correlation has been shown in several previous studies. Previous research stated that support for the environment, attitudes toward green products, and green consumption provide positive support for one another (Kim & Choi, 2005).

One of the ultimate goals of green marketing is to introduce products and ideas that care for the environment. The value offered in green marketing will lead to green consumption by consumers. Another element that plays a role in green consumerism is social support. The influence of reference groups is highly relevant, as they represent points of reference for comparison of individual beliefs, attitudes and behaviors (Johnson & Johnson, 2003). Consumer attitudes towards green consumerism must of course, be measurable to be evaluated. Evaluation can be done based on indicators in green consumerism. Matthes &

Wonneberger (2014) write down several indicators that can be used to measure green consumerism :

1. Environmental concern: focus on environmental care and sustainability, the commitment shown to protect the environment, and sacrifices made
2. Attitude towards green products: assessment of environmentally friendly products, selection and trend towards environmentally friendly products
3. Green product purchasing behaviour: purchasing decisions on environmentally friendly products, products that can be recycled, loyalty to environmentally friendly products, and expenses for environmentally friendly products.

Brand purchase intention or purchase intention is one of the objectives to be obtained through any marketing program. Branding activity could be used as the initial program to reach brand purchase intention. Branding can be initiated with awareness (Tresnawati, 2021). So does green marketing, one objection of this marketing program is increase purchase intention. Percy (2008) mentions brand purchase intention in the form of an order from the target audience to him to consume a brand. This definition shows that purchase intention is a commitment shown by consumers in response to marketing activities. Percy (2008) indicates purchase intention is an effective and successful form of communication. The successful delivery of green marketing messages will lead consumers to purchase a brand's intentions.

Purchase intention is one of the ultimate goals of marketing and green marketing. To maximize the effect of communication marketing the best route of information should be chosen. There are two routes of information peripheral and central route. The central route component is full of cognitive and fact (Larasati & Susilo, 2022). The central route is the best strategy to introduce green marketing. Purchase intention is a form of commitment that someone takes to choose or has a tendency towards one brand from one product category (Percy, 2008). Another thing that influences buying interest is the point of purchase (POP). Purchase interest affected by the point of purchase is usually associated with low-involvement products. Another factor that could influence purchase intention is endorsement of celebgram or influencer (Nurhadi, Z., Mujiyanto, & Safitri, 2023 ; Alam, 2020). Another definition put forward by Kotler & Keller explains that buying interest is a response that arises when someone feels the need for a certain category of goods (2009).

The advantage of implementing green marketing does not only stop at the material realm but also provides an educational element. Previous studies have shown that the existence of green marketing can positively introduce green consumer values and ethics (Todd, in Alsamadi 2007). Green consumer value will direct consumers to the concept of green consumerism. Green consumerism is a form of consumer awareness to choose environmentally friendly products. This consumer understanding of environmental issues leads to green consumerism, which then becomes one of the positive goals of implementing green marketing.

2.Method

This study uses a quantitative method, which explicitly explains the effect of green marketing on purchase intention and green consumerism. Data in this study were collected by survey. The survey was chosen because it can generalize data from a large population (Babie, 2013). The questionnaire in this study consisted of 40 questions, but after testing the validity and reliability remaining 35 relevant questions. The questionnaire in this study represents

three variables, 15 questions represent green marketing, purchase intention is represented by nine questions and green consumerism by 11 questions.

100 respondents in this study were vulnerable to early adulthood, 18-25 years in Surabaya. The selection of this area is considered relevant to the green marketing products used in this study, Starbucks and Jokopi. The number 100 for the respondent is obtained using the Slovin formula, with an error rate of 5%. Questionnaires are distributed in the google form. Researchers use social media and personal connections.

Data analysis was performed using descriptive and inferential statistics. Statistical calculations to see the effect is carried out with a simple regression formula. The end result of this regression analysis will obtain an equation that can be used to see predictions of future data changes if there are fluctuations in each variable. The scale used in this research is Likert. The value of the Likert scale is described by the words strongly agree to disagree strongly. Each term used represents the numbers 1-5.

3. Results and Discussion

Descriptive Analysis

The results of this study will be described descriptively and explanatively. The data defined descriptively includes the age, gender and occupation of the respondents. The second table will contain the results of calculating descriptive statistics for each question, including the mean and mode. The following is a descriptive table from this study:

Table 1 : Socio-demographics of respondents

Education	High School	Bachelor Degree	Master Degree	
	60%	27%	13%	
age	18-21	22-26	27-31	
	58%	22%	20%	
Job	Students	Freelancing	Educator	entrepreneur
	60%	20%	15%	5%

The majority of respondents in this study were students aged between 18-24 years. College students are classified as an early adult group who buy a lot of coffee from Starbucks and Jokopi. Age is one of the influential things in determining the attitude taken in the surrounding environment. Early adulthood, especially for college students, is the point when an individual will learn to achieve the ideals of thought.

The second table describes the mean and mode of each question and the mean in one variable. These results will show the tendency of respondents' answers to each question. The following is a descriptive statistics table:

Table 2: Descriptive Statistics of Questionnaire Results

Variables	Dimensions	Questions	Means	Mode	Mean of Variables
		1	3.57	3	3.63

Green Marketing	Green Products	2	3.97	4	3.56
	Green Place	3	3.71	4	
		4	3.53	4	
		5	3.21	4	
	Green Prices	6	3.76	4	
		7	3.5	4	
	Green People	8	3.39	3	
		9	3.31	3	
		10	3.66	4	
	Green Physical Evidence	11	3.44	3	
		12	3.8	4	
		13	4.3	4	
	Green Process	14	3.55	3	
		15	3.82	4	
	Purchase Interest	Instructions	16	3.54	
17			3.87	4	
18			4.13	4	
Commitment		19	4.04	4	
		20	3.02	3	
Explorative Interests		21	3.58	3	
		22	2.95	3	
Referential Interests		23	3.52	4	
	24	3.36	4		
Green Consumerism	Efficiency	25	3.62	4	3.81
		26	4.16	4	
	Recycling	27	3.66	3	
		28	3.92	4	
		29	4.01	4	
	Sustainability	30	3.59	4	
		31	3.67	4	
	Commitment	32	3.7	3	
		33	4.5	4	
		34	3.61	4	
35		3.51	4		

The independent variable in this study is green marketing. The results of the questionnaire show that the mean ranges from 3.21-4.3. The number 3.21 is the lowest number representing the question of the ease of recycling Starbucks and Jokopi packaging. This low average indicates that consumers tend to doubt that the packaging can be recycled/use recycled materials, or they need to learn the materials and information on the recycling process of the packaging. The mode is represented by the number 4, but there are also many disagreeing answers to this question. One of the main goals of green marketing, according to Pride & Ferrell (2008) is to reduce waste disposal. Still, if this message does not reach

consumers, efforts to reduce green marketing from a green place side may not be optimally achieved. Consumers' lack of understanding of the use of recycled packaging and the ease of recycling packaging will reduce the positive impact of green marketing in the minds of consumers.

The answer with the highest mean, it's 4.3, indicates a high level of consumer approval that Starbucks and Jokopi outlets are easy to reach. The ease of getting outlets or locations will provide energy efficiency when consuming products. The high mean value is also followed by the appropriate mode, which is number 4. This indicates that consumers understand that both Starbucks and Jokopi are trying to make outlets easily accessible to apply energy efficiency.

Another exciting thing about this variable is the invalidity of the four questions in it. The four questions include consumers' understanding of food-grade packaging, AMDAL licensing, product price comparisons, and the use of environmentally friendly promotional media. This invalidity raises two assumptions. First, the choice of words in conveying the indicator is not quite right, so consumers do not understand it and tend to give original answers. Second, consumers need help understanding these aspects, so they are confused about the answers. This lack of understanding of consumers could be due to the failure to deliver messages compiled by the marketing team or the need for a more thorough understanding of consumers on green marketing.

The second variable is purchase intention. Purchase intention is a highly expected response in any form of marketing (Kotler & Keller, 2009). The results of this study indicate that the mean of consumers is in the range of 2.95 - 4.13. The lowest score is shown from questions of explorative interest. Explorative interest is an information-seeking process to confirm belief in purchase intention (Ferdinand, 2014). This mean indicates that consumers tend to search for product-related information less. This suggests that consumers are familiar with the product. The information search process will be higher when the item of interest is high involvement.

Respondents' answers with the highest mean are on the instruction dimension, more specifically on the statement that they are willing to reduce purchases of products that are not environmentally friendly. The existence of instructions aimed at consumers illustrates their readiness to take action. This readiness shows a form of commitment that can be predicted (Fizbein & Ajzen, 2010). Figure 4.13 shows a high level of approval from consumers. The psychological side of consumers leads to attitudes that support the existence and concept of green marketing.

The last variable is green consumerism. Green consumerism describes the tendency of consumers to choose environmentally friendly products and consumption patterns that contribute to the environment. The mean of this variable is between 3.51-4.5. The overall mean is 3.81. This figure indicates a high level of approval from consumers. The lowest mean is 3.51, which is in the question dimension related to consumer commitment to spend extra energy and costs when buying green products. There are indications of hesitation at this point, leading more towards agreement. This is related to the character of the respondents who are primarily students. D' Souza (2007) states that one of the factors that influence individual decisions in implementing green consumerism is demographic factors such as income, age, and gender. This is consistent, students who are mostly still earning tend to think longer about spending more capital on green products.

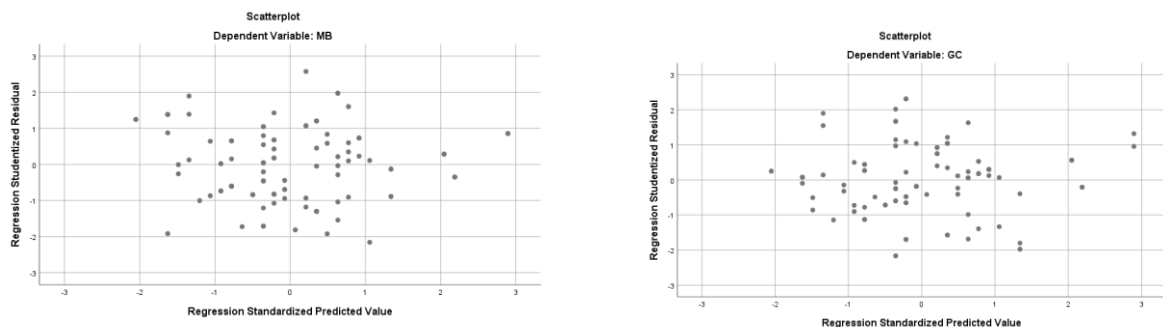
The Effect of Green Marketing on Purchase Intention and Green Consumerism

Influence on this study will be calculated through regression analysis. Regression analysis is used to decide whether the rise and fall of the dependent variable can be done by increasing or decreasing the independent variable (Sugiyono, 2013). The calculation process with regression is divided into two types, namely simple and multiple regression. This study will use simple linear regression analysis, considering the number of independent variables is one. Several classical assumption tests must be met before the regression test are the linearity test, normality test, and heteroscedasticity test.

The linearity test between green marketing on purchase intention shows a significant number of 0.163. Significance $0.163 > 0.05$, which indicates that there is a linear association between the two variables above. The second linearity test was conducted between green marketing and green consumerism. The significant figure is $1.277 > 0.05$, meaning there is a linear relationship between green marketing and green consumerism. After being identified as having a linear relationship, then proceed with the normality test.

The normality test was performed using the Kolmogorov-Smirnov. The normality test results show a significance value of $0.2 > 0.05$. This shows that the research data obtained is normally distributed, so the next calculation process can be carried out with parametric statistics. Before calculating the regression equation, it is also necessary to calculate the heteroscedasticity tendency. The heteroscedasticity test was carried out to see if the residual value variations between one observation and other observations have differences. It is called homoscedasticity when the results show no residual value variation between one observation and another. The data to be tested in simple regression analysis must be homoscedasticity. Indications of data that are not heteroscedasticity are the points spread above and below zero, the points do not collect below or just above, the points may not form a pattern that widens, narrows then widens again, and the distribution of points is not patterned. Based on the indicators above, it can be concluded that the scatter plot below does not lead to heteroscedasticity.

Figure 1 : Scatter Plots



The classic assumption test results above show that a simple regression analysis can be performed in this study. The results of the simple regression test are divided into two: to see the effect of green marketing on purchase intention and to see the impact of green marketing on green consumerism. Following are the results of simple linear regression analysis calculations:

Table 3: The Effect of Green Marketing on Purchase Intentions

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	std. Error	Betas		
1	(Constant)	6.147	3.134		1962	.053
	GM	.474	.057	.643	8,321	.000

a. Dependent Variable: MB

b. The regression equation is obtained: $Y = 6.147 + 0.474x$

Table 4: The Effect of Green Marketing on Green Consumerism

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	23,840	4,508		5,288	.000
	GM	.319	.082	.366	3,887	.000

a. Dependent Variable: GC

b. The regression equation is obtained: $Y=23.84+0.319x$

Analysis shows the influence of green marketing on purchase intention and green consumerism. The results of the regression equation show predictions if there is a change in the independent variable. Buying interest will be affected by 0.474 times if there is one change in green marketing. Green consumerism will be affected 0.319 times if there is one change in green marketing.

The results of this research confirm that green marketing provides several positive influences at once (Allen, 2011), both in the realm of marketing and its ability to educate consumers. The buying interest of early-adult individuals in the Surabaya area is affected by the implementation of green marketing at Starbucks and Jokopi. Consumers give positive responses to the existence of green marketing. The ability of marketing parties to seize opportunities and see trends makes green marketing a way to build a positive image and increase buyer interest.

Green marketing not only affects purchase intention but also influences green consumerism. According to Tekade & Sistikar (2015), green marketing means that consumers prefer products that do not harm human health or damage the environment. That is, consumers with a high awareness of the environment will choose environmentally friendly products even though the price is relatively higher. Green marketing focuses on saving resources on earth in terms of production, operation, packaging, distribution, environmental compatibility with performance, affordability, convenience and ecological safety (Rehman, 2014). The values in green marketing have a clear intersection with green consumerism. Consumers who adhere to green consumerism will have a positive attitude towards products that have a tendency to care for the environment (Kim & Choi, 2005). This positive influence will be even greater if green marketing is implemented thoroughly within a company. As it says, excellent and effective advertising will direct consumers to purchase intentions. Measuring buying interest can be done by taking into account the following indicators (Ferdinand, 2014):

1. Transactional interest (tendency to make a purchase)
2. Referential interest (tendency to recommend a group/other people)

3. Preferential interest (indicates the behaviour of individuals who have a primary preference for a brand. Preferences can be replaced if there are products that are considered parallel to other advantages)
4. Explorative interest (behavior that continuously seeks information to confirm its belief in a product that is considered positive)

Efforts to show concern for the environment will give consumers confidence in the product. Several previous studies have shown that marketing communications tend to be less trusted and considered manipulative. The presence of green marketing that contributes to the environment more or less will change the marketing image and direct consumers to support the green marketing program being implemented.

CONCLUSION

This study shows that green marketing has a significant influence on purchase intention and green consumerism. Positive values about environmental sustainability in green marketing are able to increase buying interest in products that carry this concept. However, some points in the concept of green marketing are still not understood by consumers, giving rise to unfavourable evaluations from consumers on products, for example, the problem of packaging that can be recycled or the use of recycled materials. A good understanding of consumers on green marketing must first begin with conveying the correct concept.

The existence of green marketing can provide a value multiplier effect, increasing buying interest and conveying environmentally friendly concepts to consumers. Conveying environmentally friendly values will build green consumerism among consumers. The principle of green consumerism that consumers are connected positively with green marketing. Income levels significantly influence the application of the principle of green consumerism. When individuals are required to issue added value to consume green products, income and employment will be one of the determinants. Individuals with sufficient income and work will be OK spending more value to consume green products.

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