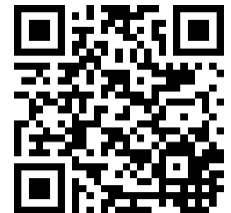


Green Marketing, Green Price and the Effect to Green Purchase Behavior in Young Consumers



Fani Firmansyah¹, Puji Endah Purnamasari², Lailatul Farida³, Aninda Waskita Devi⁴

^{1,2,3,4} Faculty of Economics, UIN Maulana Malik Ibrahim Malang

ABSTRACT: Environmental sustainability is essential for maintaining the quality of life and climate. Along with the modernization of the times and the increasingly massive free radicals, green marketing needs to be implemented to support environmental sustainability. This study aims to develop a research framework that can improve purchasing decisions for environmentally friendly products by increasing green marketing and price. This research is a quantitative study with a sample of 120 students. The results showed that green marketing has a significant positive relationship with green purchase behavior. Furthermore, the results also show that green price is positively related to green purchase behavior.

KEYWORDS: green marketing, green price, green purchase behavior

I. INTRODUCTION

Currently, the business trend is to focus on sustainable development in relation to the key dimensions of environmental, financial, and social at the same time in their business activities (Silvestre & Țircă, 2018). Many companies in carrying out their business activities ensure that they do not destroy resources to meet the needs of future generations (Paul et al., 2016). In the era of competition, organizations are keen to produce green products and services by running green marketing campaigns to change customer behavior (Hashim et al., 2019). The concept of eco-friendliness has created a major shift in current marketing activities and is used all over the world, being considered an extreme phenomenon in terms of efforts to maintain an environmentally sensitive lifestyle (Oztruk, 2017).

Indonesia, known as the second largest contributor of plastic waste after China, contributes 1,29 million tons per year (Jambeck et al., 2015). The amount of plastic waste that is so large and difficult to decompose in a short time will have an impact on the decline in the quality of life of living things. According to Indonesia's population census in 2020, generations Y and Z are among the dominant generations in Indonesia's demographic structure, which are around 25,87% and 27,94% of Indonesia's 270,20 million population (BPS RI, 2021). Generations Y and Z have a stronger understanding than previous generations, especially with the fact that human activities play a major role in causing environmental damage (K. Parker et al., 2019). In addition to having a positive impact, industrial development also has a negative impact on the environment. Rapid economic growth has led to environmental ecological imbalances and excessive consumption of natural resources, including ozone depletion, global warming, water and air pollution (Wang et al., 2019).

Today's society is increasingly savvy in purchasing products and services in an effort to reduce the impact of global warming which is not good for the future survival of the environment (Singh & Pandey, 2012). Environmental sustainability is essential for maintaining the quality of life and climate. Along with the modernization of the times and the increasingly massive free radicals, green marketing needs to be implemented to support environmental sustainability. Real environmental action can be realized through green marketing. Green marketing, ascribed to social responsibility, is designed to minimize negative impacts on the physical environment or even improve it (Lamb, Hair, & McDaniel, 2011). The concept of green marketing is a management process that is thoroughly responsible for meeting consumer needs in a sustainable manner. Green marketing activities are one of the business strategies that can be done to preserve the environment (Chan et al., 2019).

Green marketing refers to all marketing activities undertaken to facilitate the exchange of goods or services that meet human needs, while minimizing their negative environmental impact (Polonsky, 1994). Companies will receive several benefits by acting green. They can reduce their energy consumption, improve their corporate social responsibility and brand image, achieve

Green Marketing, Green Price and the Effect to Green Purchase Behavior in Young Consumers

sustainability in a competitive market and increase company revenue (Bonini & Oppenheim, 2008). Green marketing is considered very important. According to (Polonsky, 2011), Green marketing is increasingly important because it refers to the basic definition of economics, where individuals use their limited resources to fulfill unlimited wants. The relationship between green marketing and purchasing behavior is proven to have a positive and statistically significant effect (Amoako et al., 2020); (Joshi & Rahman, 2015); (Kumar & Ghodeswar, 2015). (Kumar & Ghodeswar, 2015) found that consumers have a willingness to support environmental protection, the realization of environmental responsibility, and the tendency to seek information related to green products, as well as to study green products.

To increase market potential, companies need to make consumers understand how customers make decisions to buy green products (D'Souza et al., 2006). Organizations use green marketing for five purposes: (1) taking advantage of green opportunities; (2) strengthening brand image; (3) increasing product value; (4) increasing competitive advantage; and (5) keeping up with environmental advances (Y. S. Chen, 2010). Research finding (Y. S. Chen, 2010) shows that green marketing has a significant and positive effect on customer intention to make green purchases. Other research also shows that green marketing has a positive and significant influence on purchasing decisions (Millanyani et al., 2023). Sustainable consumption practices (buying and consuming products in an environmentally friendly way) are an important component of sustainable development (Nekmahmud et al., 2022). For long-term business goals and benefits, businesses can use several marketing strategies and policies to encourage consumers to buy green products. The environmental movement has a major impact on consumer behavior patterns, concern for the environment, and the purchase of green products (Zahid et al., 2018).

The theory of planned behavior (TPB) was developed to determine consumer behavior and behavioral intentions (Icek Ajzen, 1991). In recent years, several studies have applied the TPB to analyze and evaluate pro-environmental consumer behaviour (M. F. Chen & Tung, 2014). Some studies use the TPB Model to describe the purchase intention of environmentally friendly consumers (Liobikienė & Bernatoniene, 2017); (Nekmahmud et al., 2022). TPB is able to explain the relationship between behavioral intentions and actual green behavior of products. In addition, the TPB is widely applied to realize consumer behavioral intentions in different situations.

It is important for marketers to identify market segments where consumers are more concerned about the environment and are more willing to buy green products even at higher prices (Laroche et al., 2001). Most green products are offered at a higher price than similar products (Degirmenci & Breitner, 2017). The reason why green products are relatively more expensive is because of the additional costs of modifying production processes, high-tech packaging, and waste disposal. The amount of money that must be paid to match the value of a green product is called the green price. Green price is the value given so that consumers can benefit from the environmentally friendly products they get (Eric, 2007). The value in question can be in the form of attractiveness, taste, and function of environmentally friendly products consumed. To set green prices, management needs to consider the consequences of the company on the environment (Hashem & Al-Rifai, 2011).

Basically, the price of environmentally friendly products will be higher at first (Fan & Zeng, 2011). For some consumers, eco-friendly pricing is not a major concern as they are environmentally conscious. The results showed that green price has a positive and significant effect on green product purchase intention (Febriani, 2019). The results showed that green price has a positive and significant effect on green product purchase intention, saying price refers to the amount a person must pay to obtain an item. The process of developing environmentally friendly products relates to or pays attention to safety, price and good labels that influence consumer purchasing behavior towards environmentally friendly products.

(Subhani et al., 2012) suggests that marketers can charge a high price by highlighting the environmental friendliness of the product. According to (Abzari et al., 2013) consumers will pay a higher price, provided that the benefits of consuming green products outweigh the price. Customers' increasing willingness to pay is considered an important factor in influencing price attitudes towards green products. (Boztepe, 2011) says there is an influence between price and consumer purchasing behavior which shows a willingness to pay prices for environmentally friendly products.

This research is important so that marketing managers can rethink their strategies to influence consumers to market environmentally friendly products and increase purchases (Weisstein et al., 2014). This study develops a research framework that can improve the purchase decision of green products by improving green marketing as well as price improvement. Furthermore, this study summarizes the literature on green marketing and corporate environmental management into a new managerial framework. Another contribution of this study is to provide a research framework to explore the relationship between green product purchase decisions by increasing green marketing and also increasing prices and to further conduct empirical tests.

Green Marketing, Green Price and the Effect to Green Purchase Behavior in Young Consumers

II. LITERATURE REVIEW

Green Marketing

AMA or American Marketing as stated in (Mothersbaugh & David, 2010) defines that green marketing is the activity of marketing a product through environmentally friendly methods, for example making changes to the production process, modifying the product, changing the packaging or product promotion tricks. Green marketing is said to be an individual effort in designing, promoting and distributing products without damaging the environment. (Sumarwan et al., 2012) where green marketing is not just marketing environmentally friendly products, but also focuses on achieving environmental responsibility and reorientation which covers all areas, departments and organizational activities so that green marketing becomes a focused concept to meet customer needs through efforts to minimize the impact of environmental damage. This marketing concept is considered a component of a broader movement towards socially and environmentally conscious business practices and can help companies increase credibility, enter new audience segments, and stand out among competitors due to the high level of awareness among individuals regarding the importance of always protecting the environment. Green marketing is aimed at the organization's main goal, namely profit, but coupled with the emergence of a caring attitude towards the environment, this is expected to help the organization generate good behavior from its consumers.

Green Price

It is said to be the price of an environmentally friendly product or green product produced by an environmentally friendly producer. Green price includes all additional costs incurred to produce green products. Green price too may refer to the price charged on products produced from renewable energy sources. International academic publisher (2023) defines that green prices reflect consumers' willingness to pay premium prices for green products that are guaranteed to have environmental benefits. Green price includes all additional costs incurred to produce green products. Green price indicators namely: a) Premium pricing. Prices tend to be expensive compared to normal prices, therefore buyers are willing to pay for these green products; b) Product price is equivalent to quality. Product prices tend to be expensive commensurate with their quality.

Green Purchase Decisions

Purchasing decisions are defined as buyers' decisions regarding the brand they will choose to buy. Coinciding with the opinion of (Kotler, 2017) this decision from consumers or buyers is related to preferences from a collection of existing brand choices. While understanding the level of involvement of buyers in products, this means that marketing seeks to identify a number of things that make individuals decide to purchase a product (Kotler, 2017). The level of buyer or consumer involvement in this purchase is also influenced by stimulation. In another sense, whether or not an individual is involved as a consumer is at the level of the product's role in making purchasing decisions. For this reason, consumers can be heavily involved or not in product purchasing decisions. Green product purchase behavior is one of the pro-environment activities. Purchasing behavior related to environmentally friendly products results in the use and preference for goods that are environmentally friendly and/or made with environmentally friendly materials and procedures (Kilbourne & Pickett, 2008). Uthman (2006) revealed that buying environmentally friendly goods offers several things advantages, such as cost effectiveness and efficiency, performance, health and safety, symbolism and prestige, and convenience.

III. METHODOLOGY

This research is a type of quantitative research. The population of this study are students in Malang who have used PT Unilever Home Care products. In this study, the sampling technique used was quota sampling with a total of 120 samples. In the research, the data analysis used is descriptive statistics and Partial Least Square SEM which is aimed at predicting or developing previously existing theories. The descriptive method is intended to obtain a precise and detailed description of the research objectives. A Likert scale of 5 was then used for Partial Least Square SEM data analysis

IV. RESULT AND DISCUSSION

Descriptive Analysis Results

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Green Marketing	121	24	60	52,48	5,774
Green Price	121	26	55	43,55	6,177
Green Purchase Behaviour	121	14	50	42,78	5,142
Valid N (listwise)	121				

Green Marketing, Green Price and the Effect to Green Purchase Behavior in Young Consumers

Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	,799 ^a	,639	,633	3,116
a. Predictors: (Constant), Green Price, Green Marketing				

Based on the output results on the coefficient of determination test model, it shows that the correlation shows a strong relationship of 63,9%.

F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2027,035	2	1013,518	104,364	,000 ^b
	Residual	1145,940	118	9,711		
	Total	3172,975	120			
a. Dependent Variable: Green Purchase Behaviour						
b. Predictors: (Constant), Green Price, Green Marketing						

Based on the model, the F test results show that the sig. value of 0,00 <0,05, which means that the independent variable Green Marketing and Green Price simultaneously have a significant effect on the dependent variable Green Purchase Behavior.

T Test Results (Hypothesis)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,875	2,619		2,243	,027
	Green Marketing	,469	,068	,526	6,877	,000
	Green Price	,283	,064	,339	4,437	,000
a. Dependent Variable: Green Purchase Behaviour						

H1: The sig. value of 0,00 <0,05, which means that the Green Marketing variable (X1) has a significant effect on the Green Purchase Behavior (Y) variable.

H2: Sig. value of 0,00 <0,05, which means that the Green Price (X2) variable has a significant effect on the Green Purchase Behavior (Y) variable.

Multiple regression analysis equation: $5,875 + 0,469X_1 + 0,283X_2$

- The constant value obtained is 5,875, which means that the independent variable is 0 (constant), the dependent variable is 5,875.
- The regression coefficient value of the Green Marketing (X1) variable is positive (+) of 0,469 which means that if the Green Marketing (X1) variable increases, the Green Purchase Behavior (Y) variable will also increase and vice versa.
- The regression coefficient value of the Green Price (X2) variable is positive (+) of 0,283 that if the Green Price (X2) variable increases, the Green Purchase Behavior (Y) variable will also increase and vice versa.

Discussion

Green Marketing to Green Purchase

The results showed that green marketing has a significant positive relationship with green purchasing behavior. Green marketing refers to all marketing activities undertaken to facilitate the exchange of goods or services that meet human needs and minimize negative impacts on the environment (Polonsky, 1994). The benefits of companies when implementing green marketing concepts include reducing energy consumption, improving corporate social responsibility and brand image, achieving sustainability in a competitive market and increasing company revenue (Bonini & Oppenheim, 2008). Green marketing is considered very

Green Marketing, Green Price and the Effect to Green Purchase Behavior in Young Consumers

important. According to (Polonsky, 2011) because it refers to the basic definition of economics, where individuals use their limited resources to fulfill unlimited wants. The results of this study are in line with (Amoako et al., 2020) which confirms the influence of consumer environmental concerns on green marketing. This is also in line with research (Joshi & Rahman, 2015); (Kumar & Ghodeswar, 2015). (Kumar & Ghodeswar, 2015) found that consumers have a willingness to support environmental protection, the realization of environmental responsibility, and the tendency to seek information related to green products, as well as to study green products.

Green marketing can encourage purchasing decisions for environmentally friendly products. The relationship between green marketing and purchasing behavior is proven to have a positive and significant effect. (Bestari & Butarbutar, 2021) in his research revealed that the application of marketing strategies that fully support environmental aspects, as well as consider environmental impacts, is proven to increase consumer intention to buy environmentally friendly products. When a company applies environment-based marketing or "green marketing" to the products it markets, it has significant positive implications in encouraging consumers to buy its products. Several previous scientific studies have also revealed that consumers tend to favor one product over another if consumers believe that the product can help the environment. This implicitly shows that green marketing can influence consumer purchasing decisions for environmentally friendly products.

Green Price to Green Purchase Behaviour

The results showed that green price has a significant positive relationship with green purchasing behavior. Consumer buying intentions will also be influenced by factors such as price, branding, and other factors (Sudjatmiko & Sulistiyo Soegoto, 2019). Green consumers who are willing to pay a premium price for more environmentally friendly products (None & Kumar Datta, 2011). Functional value is an important factor for customers to decide on product purchases, one of which is price (Tu et al., 2013). (Boztepe, 2011) said there was an influence between price and consumer purchasing behavior which showed a willingness to pay prices for environmentally friendly products. One of the purchasing decisions is based on consumer attitudes towards the environment (Felix & Braunsberger, 2015); (Gupta & Ogden, 2009).

Price refers to the amount a person has to pay to acquire an item. According to (Awi & Chaipoopirutana, 2014) the process of developing environmentally friendly products relates to or pays attention to safety, price and good labels that influence consumer purchasing behavior towards environmentally friendly products. (Biswas, 2016) states that companies must offer economic value for the price of environmentally friendly products. Companies try to reduce their operational and production costs to provide economic price value for products and try to gain more or larger market shares (Manjunath & Manjunath, 2013). Marketers can charge a high price by highlighting the environmental friendliness of the product. According to (Abzari et al., 2013) consumers will pay a higher price, provided that the benefits of consuming green products outweigh the price. Customers' willingness to pay has increased (Oliver et al., 2011). (Boztepe, 2011) says there is an influence between price and consumer purchasing behavior which shows a willingness to pay prices for environmentally friendly products. Some previous studies have shown that environmental awareness alone cannot guarantee consumers' willingness to buy green products because factors such as price, trust, relevance, brand and product quality, can play a role in customer decision making (Hopkins, 2009). A survey of UK consumers shows that price is the biggest barrier for consumers to purchase green products (Bonini & Oppenheim, 2008). (Tanner & Kast, 2003) also found that perceived monetary barriers (i.e. price) have a negative impact on Swiss consumers' willingness to purchase green products. Consumers with low greenness are the most concerned about the price of green products. They often perceive the price of green products as high or expensive (Ginsberg dan Bloom, 2004).

V. CONCLUSIONS

Green marketing is one of the business strategies that can be done to preserve the environment. The quality of a product will be higher if it is certified as environmentally friendly. Consuming these environmentally friendly products provides added value for consumers because in addition to getting the functions offered, these products are also safe for the environment. The results showed that green marketing has a significant positive relationship with green purchasing behavior. Green marketing can encourage purchasing decisions for environmentally friendly products. The relationship between green marketing and purchasing behavior is proven to have a positive and significant effect. The results showed that green price has a significant positive relationship with green purchasing behavior. Green consumers are willing to pay a premium price for more environmentally friendly products. Functional value is an important factor for customers to decide on product purchases, one of which is price.

REFERENCES

- 1) Abzari, M., Safari Shad, F., Sharbiyani, A. A. A., & Morad, A. P. (2013). Studying the effect of green marketing mix on market share increase. *Advances in Environmental Biology*, 7(10), 2981–2991.

Green Marketing, Green Price and the Effect to Green Purchase Behavior in Young Consumers

- 2) Amoako, G. K., Dzogbenuku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management*, 69(8), 1609–1626. <https://doi.org/10.1108/IJPPM-12-2019-0595>
- 3) Awi, Y. L., & Chaipoopirutana, S. (2014). A Study of Factors Affecting Consumer's Repurchase Intention Toward XYZ Restaurant, Myanmar. <https://doi.org/10.15242/icehm.ed0814093>
- 4) Bestari, D. K. P., & Butarbutar, D. A. (2021). Implementation of Green Marketing Strategies and Green Purchase Behavior as Efforts to Strengthen the Competitiveness of MSMEs in Indonesia. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(1), 243–254. <https://doi.org/10.33258/birci.v4i1.1588>
- 5) Biswas, A. (2016). A Study of Consumers' Willingness to Pay for Green Products. *Journal of Advanced Management Science*, 4(3), 211–215. <https://doi.org/10.12720/joams.4.3.211-215>
- 6) Bonini, S., & Oppenheim, J. (2008). Cultivating the green consumer. *Stanford Social Innovation Review*, 6(4), 56–61. <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=34705924&site=ehost-live>
- 7) Boztepe, A. (2011). Green Marketing and its impact on consumer behavior. *European Journal of Business and Management*, 3(4), 375–384.
- 8) Chan, A., Sekarsari, A., & Alexandri, B. (2019). Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products in Indonesia. *Review of Integrative Business and Economics Research*, 8(3), 199–211.
- 9) Chen, M. F., & Tung, P. J. (2014). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, 36, 221–230. <https://doi.org/10.1016/j.ijhm.2013.09.006>
- 10) Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- 11) D'Souza, C., Taghian, M., & Lamb, P. (2006). An empirical study on the influence of environmental labels on consumers. *Corporate Communications*, 11(2), 162–173. <https://doi.org/10.1108/13563280610661697>
- 12) Degirmenci, K., & Breitner, M. H. (2017). Consumer purchase intentions for electric vehicles: Is green more important than price and range? *Transportation Research Part D: Transport and Environment*, 51(2017), 250–260. <https://doi.org/10.1016/j.trd.2017.01.001>
- 13) Febriani, S. (2019). Pengaruh Green Marketing Mix Terhadap Green Product Purchase Intention Pada Produk Innisfree Di Jakarta Dengan Consumer's Attitude Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 3(1), 49–61. <https://doi.org/10.24912/jmbk.v3i1.4925>
- 14) Felix, R., & Braunsberger, K. (2015). The relationship between religiosity, environmental attitudes, and green product purchase in Mexico. *The Electronic Library*, 34(1), 1–5.
- 15) Gupta, S., & Ogden, D. T. (2009). To buy or not to buy? A social dilemma perspective on green buying. *Journal of Consumer Marketing*, 26(6), 378–393. <https://doi.org/10.1108/07363760910988201>
- 16) Hashem, T. N., & Al-Rifai, N. a. (2011). The Influence Of Applying Green Marketing Mix By Chemical Industries Companies In Three Arab States In West Asia On Consumer's Mental Image. *International Journal of Business and Social Science*, 2(3), n/a. <http://search.proquest.com/abiglobal/docview/904523595/abstract/9349D91324144DD1PQ?accountid=14681%5Cn>
<http://media.proquest.com/media/pq/classic/doc/2514440701/fmt/pi/rep/NONE?hl=oils,oil,oils,oil&cit:auth=Hashem,+Tareq+N;Al-Rifai,+Nahla+A&cit:title=The>
- 17) Hashim, M., Abrar, M., & Mohsin, M. (2019). Effects of Green Marketing on Green Purchase Intentions Muhammad Hashim*, SajjadAhamdBaig † , Muhammad Abrar ‡ , AfzaAfzal§ and Muhammad Mohsin**,. *Dialogue (1819 ...* <https://search.ebscohost.com/login.aspx?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=18196462&AN=138407715&h=0WYsg805W1LvND5LoF0L3k131LRu%2FIUuKaH3TXn9CA5Vnv8MXEBBOraQj1RSo5dnFnclLlOK8Ov%2FqFSzRUqO93w%3D%3D&crf=f>
- 18) Icek Ajzen. (1991). Theory of Planned Behaviour. *Disability, CBR and Inclusive Development*, 33(1), 52–68. <https://doi.org/10.47985/dcidj.475>
- 19) Jambeck, J. R., Roland, G., Wilcox, C., Siegler, T. R., Perryman, M., Andrady, A., Narayan, R., & Law, K. L. (2015). Marine pollution. Plastic waste inputs from land into the ocean. *Science*, 347(6223), 764–768.
- 20) Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. In *International Strategic Management Review* (Vol. 3, Issues 1–2). Holy Spirit University of Kaslik. <https://doi.org/10.1016/j.ism.2015.04.001>

Green Marketing, Green Price and the Effect to Green Purchase Behavior in Young Consumers

- 21) Kilbourne, W., & Pickett, G. (2008). How materialism affects environmental beliefs, concern, and environmentally responsible behavior. *Journal of Business Research*, 61(9), 885–893. <https://doi.org/10.1016/j.jbusres.2007.09.016>
- 22) Kotler, P. and L. K. (2017). *Marketing Manajement, 15th Edition New Jersey*. Pearson Pretice Hall, Inc.
- 23) Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence and Planning*, 33(3), 330–347. <https://doi.org/10.1108/MIP-03-2014-0068>
- 24) Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503–520. <https://doi.org/10.1108/EUM000000006155>
- 25) Liobikienė, G., & Bernatoniene, J. (2017). Why determinants of green purchase cannot be treated equally? The case of green cosmetics: Literature review. *Journal of Cleaner Production*, 162, 109–120. <https://doi.org/10.1016/j.jclepro.2017.05.204>
- 26) Manjunath, G., & Manjunath, G. (2013). Green Marketing and Its Implementation in Indian Business Organizations. *Asia Pacific Journal of Marketing & Management Review*, 2(7), 75–86.
- 27) Millanyani, H., Yuhana, A., & Martianti, C. (2023). The Effect of Green Marketing on Purchase Decision on the Body Shop Indonesia Products (Case Study on the Body Shop Paris Van Java Bandung). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 6(1), 606–623. <https://doi.org/10.33258/birci.v6i1.7506>
- 28) Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022). Transforming consumers' intention to purchase green products: Role of social media. *Technological Forecasting and Social Change*, 185(March), 122067. <https://doi.org/10.1016/j.techfore.2022.122067>
- 29) None, I., & Kumar Datta, S. (2011). Pro-environmental Concern Influencing Green Buying: A Study on Indian Consumers. *International Journal of Business and Management*, 6(6), 124–133. <https://doi.org/10.5539/ijbm.v6n6p124>
- 30) Oztruk, R. (2017). Green marketing. *Greener Products: The Making and Marketing of Sustainable Brands, Second Edition, October 2020*, 173–198. <https://doi.org/10.1201/9781315229188>
- 31) Polonsky, M. J. (1994). An Introduction To Green Marketing. *Electronic Green Journal*, 1(2). <https://doi.org/10.5070/g31210177>
- 32) Polonsky, M. J. (2011). Transformative green marketing: Impediments and opportunities. *Journal of Business Research*, 64(12), 1311–1319. <https://doi.org/10.1016/j.jbusres.2011.01.016>
- 33) Singh, P. B., & Pandey, K. (2012). GREEN MARKETING : POLICIES AND PRACTICES Abstract : *A Journal of Management*, 5(1), 22–30. <https://doi.org/10.13140/RG.2.2.23593.34403>
- 34) Subhani, M. I., Hasan, S. A., Osman, A., & Rudhani, S. W. A. (2012). The crux of green marketing: An empirical effusive study. *European Journal of Social Sciences*, 27(3), 425–435.
- 35) Sudjatmiko, G., & Sulistiyo Soegoto, D. (2019). *The Influence of Green Location Strategy, Green Price, and Green Promotions toward Purchase Decision of the property*. 225(Icobest), 263–266. <https://doi.org/10.2991/icobest-18.2018.57>
- 36) Sumarwan, U., Simanjuntak, M., & Yurita. (2012). Preferensi dan persepsi iklan makanan ringan. In *Jurnal Ilmu Keluarga dan Konsumen* (Vol. 5, Issue 2, pp. 185–192).
- 37) Tanner, C., & Kast, S. W. (2003). Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers. *Psychology and Marketing*, 20(10), 883–902. <https://doi.org/10.1002/mar.10101>
- 38) Tu, J. C., Kao, T. F., & Tu, Y. C. (2013). Influences of framing effect and green message on advertising effect. *Social Behavior and Personality*, 41(7), 1083–1098. <https://doi.org/10.2224/sbp.2013.41.7.1083>
- 39) Wang, H., Ma, B., & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability*, 11(4), 1193. <https://doi.org/10.3390/su11041193>
- 40) Weisstein, F. L., Asgari, M., & Siew, S. W. (2014). Price presentation effects on green purchase intentions. *Journal of Product and Brand Management*, 23(3), 230–239. <https://doi.org/10.1108/JPBM-06-2013-0324>
- 41) Zahid, M. M., Ali, B., Ahmad, M. S., Thurasamy, R., & Amin, N. (2018). Factors Affecting Purchase Intention and Social Media Publicity of Green Products: The Mediating Role of Concern for Consequences. *Corporate Social Responsibility and Environmental Management*, 25(3), 225–236. <https://doi.org/10.1002/csr.1450>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.