

DAFTAR PUSTAKA

- Aagerup, U., & Nilsson, J. (2016). Green consumer behavior: being good or seeming good?. *Journal of Product & Brand Management*, 25(3), 274-284.
- Amoako, G. K., Dzogbenku, 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.
- Ankit, G., & Mayur, R. (2013). Green marketing: Impact of green advertising on consumer purchase intention. *Advances in Management*, 6(9), 14.
- Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner production*, 165, 1263-1279.
- Dotson, S. (2015). Green furniture: An assesment of furniture society member work. *Journal of Green Building*, 10(3), 47-66.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2006). *Perilaku Konsumen*. Jakarta: Binarupa Aksara.
- Esch, F. R., Langner, T., Schmitt, B. H., & Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of product & brand management*, 15(2), 98-105.
- Ganapathy, S. P., Natarajan, J., Gunasekaran, A., & Subramanian, N. (2014). Influence of eco-innovation on Indian manufacturing sector sustainable performance. *International Journal of Sustainable Development & World Ecology*, 21(3), 198-209.
- Ghozali, I., & Hengky, L. (2015). *Partial Least Square: Konsep, teknik dan aplikasi SmartPLS 2.0 M3*. Semarang: Badan Penerbit Universitas Diponegoro

- 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).
- Kaur, B., Gangwar, V. P., & Dash, G. (2022). Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context. *Sustainability*, 14(10), 6107.
- Keller, K. d. (2008). *Manajemen Pemasaran*, 13th Jilid 1. Jakarta: Erlangga.
- Khan, E. A., Royhan, P., Rahman, M. A., Rahman, M. M., & Mostafa, A. (2019). The impact of enviropreneurial orientation on small firms' business performance: The mediation of green marketing mix and eco-labeling strategies. *Sustainability*, 12(1), 221.
- Khan, I., Ghauri, T. A., & Majeed, S. (2012). Impact of brand related attributes on purchase intention of customers. A study about the customers of Punjab, Pakistan. *Interdisciplinary journal of contemporary research in business*, 4(3), 194-200.
- Kotler, P. d. (2012). *Marketing Management*, 14th Edition. New Jersey: Prentice Hall, Inc.
- Lai, C. K., & Cheng, E. W. (2016). Green purchase behavior of undergraduate students in Hong Kong. *The Social Science Journal*, 53(1), 67-76.
- Lavuri, R., Jabbour, C. J. C., Grebnevych, O., & Roubaud, D. (2022). Green factors stimulating the purchase intention of innovative luxury organic beauty products: implications for sustainable development. *Journal of Environmental Management*, 301, 113899.
- Lin, S. T., & Niu, H. J. (2018). Green consumption: Environmental knowledge, environmental consciousness, social norms and purchasing behavior. *Business Strategy and The Environment*, 1679-1688.

- Liobikiene, G., & Juknys, R. (2016). The role of values, environmental risk perception, awareness of consequences, and willingness to assume responsibility for environmentally-friendly behaviour: The Lithuanian case. *Journal of Cleaner Production*, 3413-3422.
- Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and applied sciences*, 5(2), 127-135.
- McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of retailing and consumer services*, 53, 101975.
- Menon, A., & Menon, A. (1997). Enviropreneurial marketing strategy: The emergence of corporate environmentalism as market strategy. *Journal of marketing*, 61(1), 51-67.
- Nuttavuthisit, K., & Thøgersen, J. (2017). The importance of consumer trust for the emergence of a market for green products: The case of organic food. *Journal of business ethics*, 140(2), 323-337.
- Policarpo, M. C., & Aguiar, E. C. (2020). How self-expressive benefits relate to buying a hybrid car as a green product. *Journal of Cleaner Production*, 252, 119859.
- Sekaran, U. (2003). *Research Method For Business: A Skill Building Approach (4th ed)*. New York: John Wiley and Sons.
- Shamdasani, P., Chon-Lin, G. O., & Richmond, D. (1993). Exploring green consumers in an oriental culture: Role of personal and marketing mix factors. *ACR North American Advances*.
- Shil, P. (2012). Evolution and future of environmental marketing. *Asia Pacific Journal of Marketing & Management Review*, 1(3), 74-81.

- Singhal, A., & Malik, G. (2018). The attitude and purchasing of female consumers towards green marketing related to cosmetic industry. *Journal of Science and Technology Policy Management*, 12(3), 514-531.
- Siyal, S., Ahmed, M. J., Ahmad, R., Khan, B. S., & Xin, C. (2021). Factors Influencing Green Purchase Intention: Moderating Role of Green Brand Knowledge. *International Journal of Environmental Research and Public Health*, 18(20), 10762.
- Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal (AMJ)*, 18(2), 93-104.
- Sugiyono. (2008). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Mohd Suki, N. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893-2910.
- Tsai, P. H., Lin, G. Y., Zheng, Y. L., Chen, Y. C., Chen, P. Z., & Su, Z. C. (2020). Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective. *Journal of Retailing and Consumer Services*, 56, 102162.
- W, F. S., & J, P. G. (1993). *Marketing Essentials*. Boston: Allyn and Bacon
- Wijekoon, R., & Sabri, M. F. (2021). Determinants that influence green product purchase intention and behavior: A literature review and guiding framework. *Sustainability*, 13(11), 6219.
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732-739.
- Zikmund, W. G. (1997). *Business Research Methods (5th ed)*. Orlando: The Dryden Press.