



Analysis of green marketing, green brand image, green perceived value, and environmental knowledge on green purchase decision at The Body Shop customers in Jabodetabek

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ABSTRACT

The increasing amount of waste generated from the use of cosmetic products makes people pay more attention to their purchasing decisions. This study aims to test and analyze the effect of green marketing, green brand image, green perceived value, and environmental knowledge on green purchase decisions for The Body Shop customers in JABODETABEK. This study uses primary data collected from 150 respondents of The Body Shop customers in JABODETABEK. The construction of the relationship model in this research was tested with partial least square-structural equation modeling (PLS-SEM) with the Smart PLS 3.2.9 program. The results showed that green marketing has a positive and significant effect on green brand image, green brand image has insignificant effect on green purchase decision, green marketing has a significant positive effect on green perceived value, green perceived value has a significant positive effect on green purchase decision, green marketing has a significant positive effect on green purchase decision, and environmental knowledge plays a significant role in mediating the effect of green marketing on purchase decision. This model can also be used by other environmentally friendly cosmetic companies in developing marketing strategies to increase customer green purchase decisions.

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INTRODUCTION

Environmental issues are one of the things that are considered by customers in making purchasing decisions today. Increasing business and production activities are one of the factors that pollute the overall environmental sustainability. Excessive packaging, plastic pollution, and unsustainable resource consumption are major problems in the cosmetics industry that adversely affect the environment. The amount of beauty product packaging reaches 120 billion units annually

(Fletcher, 2023). Environmental pollution can have devastating effects on people, nature and wildlife alike. One of the most intractable environmental challenges is plastic pollution which threatens the oceans, harming communities, marine life, animals and human health. (Minderoo Foundation Limited, 2023). Customers today consider the sustainability aspects of a company in making purchasing decisions. Environmental issues such as climate change, ozone depletion, ecosystem damage, and biodiversity loss, are serious problems that attract a lot of public attention.

One of the most challenging environmental issues to address is plastic pollution, which threatens the oceans and poses harm to communities, marine life, animals, and human health. Without action to tackle the plastic waste problem, the flow of plastic into the oceans is projected to triple by 2040 (Minderoo Foundation Limited, 2023). According to Badan Pusat Statistik (BPS), plastic waste in Indonesia reaches 64 million tons per year, with 3.2 million tons of that waste being disposed of in the sea (indonesia.go.id, 2019). Based on data from the Ministry of Environment and Forestry, in 2021, the total volume of waste in Indonesia amounted to 68.5 million tons. Approximately 17% of this, or around 11.6 million tons, constitutes plastic waste contributions, marking an increase from the 11% recorded in 2010 (dpr.go.id, 2022).

Animal testing for cosmetic products is also in the spotlight. The public as customers are more educated by the information that is easily accessible today. Information about animal testing has received a lot of opposition from the public. Humane Society International estimates that around 500,000 animals around the world suffer and die just for cosmetics every year. (Humane Society International, 2023). The opposition to animal testing also increases customer awareness of products that are friendly to the environment and animals, thus increasing customer demand for cosmetic products that are environmentally friendly, vegan, and also do not test on animals or animal testing.

The focus on environmental sustainability has made The Body Shop known for its eco-friendly business and products. Customer preferences for ordinary cosmetic products have changed and shifted significantly to environmentally friendly cosmetic products, even increasingly shifting to vegan cosmetic products. Not only paying attention to how the company implements a sustainability system, but the ingredients used and the processes carried out to produce a product are also very concerned today.

Current customer preferences regarding green products are a huge opportunity for The Body Shop with a business in the green product sector. However, the market share percentage of The Body Shop's products experienced a decline in 2022 compared to previous years. According to Table 1.1, in 2021, the market share percentage for The Body Shop in the body mist category was 49.6%, while in 2022, it decreased to 44.9%. Based on Table 1.2, a decrease in market share also occurred in the body butter/body cream category, with a percentage of 44.4% in 2021, decreasing to 41.5% in 2022 (Top Brand Award Indonesia, 2022). To increase the market share through increasing the customer green purchase decision, reduce environmental pollution, and eliminate animal testing, this study will test the hypothesis regarding The Body Shop customers' purchasing decisions for environmentally friendly cosmetics with the company's efforts to use green marketing mediated by environmental awareness.

The term green marketing refers to a variety of activities such as product modifications, production line and packaging improvements, and advertising changes or eliminating actions that damage the environment. With a production process that prioritizes safety and environmental sustainability, customers will be encouraged to buy environmentally friendly products, and this will affect the reduction of pollution (Tsai et al., 2020). Viewed from a long-term perspective, all marketing practices intended to develop and assist all changes that are expected to meet human needs and aspirations with minimal impact on the natural environment are called green marketing (Fatmawati & Alikhwan, 2021).

Brand image is an important feature that shows how customers feel about a brand and whether and positive relationship between brands and customers (Plumeyer et al., 2019). This

includes inclusive sensory influences created by companies and accepted and recognized by customers that influence brand associations in customer retention (Zameer et al., 2020).

Customer perceived value can serve as a bridge between customer assessments of green products and purchasing behavior, thereby connecting customer attitudes towards purchases and psychological behavior during the decision making (Ahmad & Zhang, 2020).

According to research by Hong et al., (2018) environmental knowledge has a role as a direct predictor of customers' pro-environmental behavioral intentions. The study shows that the higher the level of environmental knowledge possessed by customers, the more likely they are to develop environmentally friendly behavioral intentions. In addition, there are also factors that can create and shape environmental knowledge, such as using natural ingredients, no animal testing, organic products, ozone friendly biodegradability, unleaded petrol, and minimum materials (Alamsyah et al., 2020).

Lee et al., (2020) conducted research on how the interaction between environmental cues that represent sustainable products, such as sustainable labeling and traceability, as well as the interaction between sustainable labeling and customers' knowledge of product certification, affect purchase intention. The empirical results show that purchase intentions can be increased by providing more transparent and diverse environmental cues based on information technology, as well as by increasing customers' knowledge of product certification.

With reference to the formulation of the problem, theory, and the relationship between variables in previous studies, the hypothesis proposed is as follows:

H₁: Green marketing has a positive effect on green brand image

H₂: Green brand image has a positive effect on green green purchase decisions

H₃: Green marketing has a positive effect on green perceived value

H₄: Green green perceived value has a positive effect on green green purchase decisions

H₅: Green marketing has a positive effect on green green purchase decisions

H₆: Green marketing has a significant positive effect on green purchase decisions mediated by the influence of environmental knowledge.

The results of this study are expected to be used as a reference in future research and contribute to the development of management sciences by applying new models in this research. The practical benefits of this research are that it can be utilized by The Body Shop in shaping green product marketing strategies through brand image, perceived value, and purchase decision, with environmental knowledge as a mediating variable provided to customers. The Body Shop can also evaluate its green marketing strategies in line with the findings of this research. The results are expected to guide The Body Shop in considering the variables highlighted in this study as key elements in enhancing purchase decisions.

RESEARCH METHOD

This research approach is quantitative with an explanatory strategy that emphasizes explaining the causal relationship between the concepts under study (Sekaran & Bougie, 2016). The author collected data using a field survey through a questionnaire. The questionnaire was distributed using an online questionnaire. The background of this research is The Body Shop's products that are made using natural and environmentally friendly ingredients, using environmentally friendly packaging, and using green marketing strategies.

Respondents of this study are customers of The Body Shop who live in JABODETABEK. Respondents have purchased The Body Shop products at least once in the past year. The sample selection criteria used purposive sampling, and the final sample size that could be used was 150 respondents, using 25 indicators. According to Hair et al., (2022) the ideal sample size used in

research is at least 5 times the total number of indicators. The variables observed in this study consist of five components, all of which are measured with modified instruments derived from previous research.

All variables in this study use a Likert scale that measures respondents from strongly disagree to strongly agree on a 5-point scale (Sekaran & Bougie, 2016). In most cases, Likert scales assess a person's attitudes, opinions, and perceptions about social events or symptoms. Data collection was carried out by conducting a survey to The Body Shop customers. The survey was conducted by distributing questionnaires directly, randomly, and online using an online form using the Google Form application, with respondents criteria domiciled in JABODETABEK and have purchased The Body Shop products at least once in the past year.

According to (Hair et al., 2022) the ideal number of samples used in research with complex models is between 100-200 samples. The number of samples who filled out the questionnaire was 220 people, and the sample taken was 150 people using the convenience sampling method to customers according to the criteria mentioned above. After the data from the questionnaire is obtained, validity and reliability tests are carried out before the data is analyzed. This study uses the structural equation modeling (SEM) method with Smart PLS (Partial Least Square) software version 3.2.9 for text reliability and hypotheses.

RESULTS AND DISCUSSIONS

The number of respondents in this study were 150 people with the criteria of domiciling in JABODETABEK and at least purchase The Body Shop products 1 time in the last 1 year. In Table 1, there is information on the profile of respondents, which is dominated by female gender as much as 81.3% compared to men 18.7%. The age group is dominated by 25-33 years old as much as 62.7%. The majority of respondents had an undergraduate education as much as 70.7%, followed by postgraduate as much as 19.3%. The majority of respondents' occupations were public/private employees as much as 57.4%, followed by self-employed as much as 17.4%, with the largest income group being > Rp 8,500,000 at 41.3%.

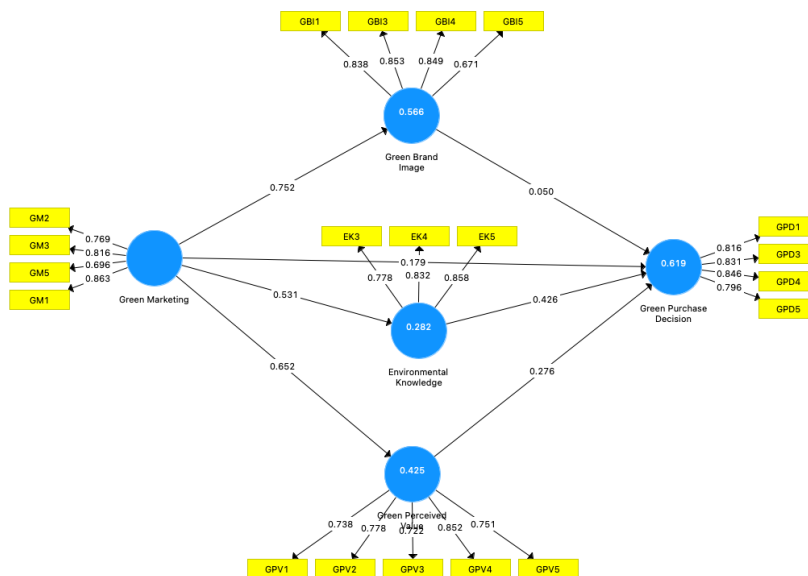


Figure 1. SEM graphical output

This research uses convergent validity test, discriminant validity test, and composite reliability test. In multicollinearity testing, the Variance Inflation Factor (VIF) value must be <5 to indicate that the research model does not experience multicollinearity problems. Hypothesis testing is done by analyzing the path coefficient and parameter coefficient value, p value, and t-statistic significance. If the path coefficient value is <0, it indicates that the hypothesis has a negative influence; if the value is 0, it indicates that the hypothesis has a positive value. The meaningfulness of the hypothesis can be assessed through the t-statistic value exceeding 1.645 at the 5% significance level and the p value <0.05.

In the convergent validity test, the accepted loading factor criteria are > 0.7, and for Average Variance Extraction (AVE) must be > 0.5. In measuring reliability in this study, the composite reliability method and Cronbach's alpha were used. In the composite reliability test and Cronbach's alpha, the data is said to be reliable if it has a minimum value of > 0.7 (Kotler & Keller, 2016). Table 2 shows the outer loading value of each indicator of the green marketing variable, green brand image, green perceived value, environmental knowledge, and green purchase decision has a loading factor value > 0.7, which means it has passed the minimum value requirement of the loading factor. The test results prove that the indicators used are valid and the questions asked can be understood by respondents.

Table 2 displays the outer loading values for each indicator of the variables, including green marketing, green green brand image, green green perceived value, environmental knowledge, and green purchase decision, all of which had loading factor values >0.5, meeting the minimum requirement for loading factor values. These test results confirm that the employed indicators are valid, and the questions posed were understandable to the respondents. From Table 2, it is evident that the AVE values for each variable, from green marketing to green green purchase decision, are 0.678, 0.651, 0.621, 0.592, and 0.676 respectively. These AVE values obtained demonstrate that the indicators used in this study are valid.

Table 2. Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Green Marketing	0,678
Green Green brand image	0,651
Green Green perceived value	0,621
Environmental Knowledge	0,592
Green Green purchase decision	0,676

Hypothesis Testing

The results of this test indicate that of the 6 hypotheses proposed (H₁), (H₂), (H₃), (H₄), (H₅), and (H₆), 5 hypotheses are accepted and 1 hypothesis is rejected. According to the data presented in Table 3, H₁, H₃, H₄, H₅, and H₆ have a T-Statistic above the T-Table value (1.645) and a P-Value below 0.05, meaning that the five hypotheses have a positive and significant effect, while H₂ has a T-Statistic below the T-Table (1.645) and a P-Value above 0.05, meaning that in H₂ green brand image has insignificant effect on green purchase decision. In Table 3, the results of hypothesis testing conducted in this study show that green marketing, green perceived value, and environmental knowledge have a positive and significant effect on customer green purchase decisions, both directly and indirectly.

Table 3. Hypothesis Test Results

Hypothesis	β	T Statistics	P Values	Results
H ₁ : Green Marketing → Green brand image	0,752	15,912	0,000	Accepted
H ₂ : Green brand image → Green purchase decision	0,050	0,493	0,311	Rejected
H ₃ : Green Marketing → Green perceived value	0,652	14,500	0,000	Accepted
H ₄ : Green perceived value → Green purchase decision	0,276	2,668	0,000	Accepted

H ₅ : Green Marketing → Green purchase decision	0,179	1,811	0,035	Accepted
H ₆ : Green Marketing → Environmental Knowledge → Green purchase decision	0,226	6,193	0,000	Accepted

Green Marketing Has a Significant Positive Effect on Green brand image Among Customers of The Body Shop in JABODETABEK (H₁)

Hypothesis one (H₁), green marketing has a significant positive effect on green brand image for The Body Shop customers in JABODETABEK, is accepted. From the tests carried out, the results obtained a T-Statistic value of 15,912, a P-Value with a result of 0.000, and the positive path coefficients with a result of 0,752. The T-Statistic shows a value above the T-Table (1.645) and the P-Value has a value below 0.05 (significance level), it can be concluded that green marketing significantly affects green brand image. The positive path coefficients value in testing this variable shows that green marketing has a positive influence on green brand image.

The final results of this test indicate that green marketing has a positive and significant influence on green brand image on The Body Shop customers in JABODETABEK. The higher the influence of green marketing, the better the resulting green brand image. These results are in line with the results of research by Fatmawati and Alikhwan (2021) and Zameer et al., (2020) which state that green marketing has a significant positive effect on green brand image.

The results of this test also support Grant's opinion in the book *The Green Marketing Manifesto*, which states that the purpose of green marketing is to convey to customers that the brand or company cares about the environment, with the aim of creating positive perceptions in the eyes of customers. (Grant, 2012).

This research proves that the greater the impact of green marketing, the stronger the green brand image. The implementation of sustainability-focused marketing will increase customer confidence that the product has a good reputation. Thus, the results of this study can provide guidance for marketers to continue developing marketing strategies that prioritize environmental issues in order to form positive perceptions of brands in the minds of customers.

Green brand image Has a Significant Positive Effect on Green purchase decision on The Body Shop Customers in JABODETABEK (H₂)

Hypothesis two (H₂), green brand image has a significant positive effect on green purchase decisions for The Body Shop customers in JABODETABEK, is rejected. From the tests carried out, the results obtained a T-Statistic value of 0,493, a P-Value of 0,311, and the results of positive path coefficients with a result of 0,050. The T-Statistic shows a value below the T-Table (1.645) and the P-Value has a value above 0.05 (significance level), it can be concluded that green brand image does not have a significant influence on green purchase decisions. This means that green brand image is not proven to have an influence on green purchase decisions. Thus, it can be said that the good green brand image of The Body Shop does not affect customer purchasing decisions.

Customers or respondents in this study considered that there are other factors that influence green product purchasing decisions. Their assessment shows that green brand image does not have a significant impact on customer purchasing decisions for The Body Shop products. This assessment occurs because the view of the brand is relative to customers.

At present, a variety of brands offering green products with more prominent attractive product variants and more attractive marketing have emerged in the market. Competition in this industry is quite intense, so companies are constantly striving to innovate their brands and products to win the market. Green products in Indonesia are also still categorized as high-class goods, and Indonesian people are still not oriented towards green products.

Thus, The Body Shop customers who are the subjects of this study purchase The Body Shop products because of the benefits or quality of the product, individual perceptions, and purchasing habits.

The results of this study are in line with the results of previous studies conducted by Rahayu et al., (2023), (Fauzi & Asri, 2020), and Wowor et al., (2021) which also found that green brand image has no significant impact on purchasing decisions.

Green Marketing Has a Significant Positive Effect on Green perceived value Among The Body Shop Customers in JABODETABEK (H₃)

Hypothesis three (H₃), green marketing has a significant positive effect on green perceived value for The Body Shop customers in JABODETABEK, is accepted. From the tests carried out, the T-Statistic with a result of 14,500, a P-Value with a result of 0.000 and positive path coefficients with a result of 0,652. The T-Statistic shows a value above the T-Table (1.645) and the P-Value has a value below 0.05 (significance level), it can be concluded that green marketing significantly affects green perceived value. The positive path coefficients value in testing this variable indicates that green marketing has a positive influence on green perceived value. The final results of this test indicate that green marketing has a positive and significant influence on green perceived value on The Body Shop customers in JABODETABEK.

This finding supports the research results of (Confente et al., 2020; Fatmawati & Alikhwan, 2021; Li, 2021) who identified that higher levels of green self-identity lead to higher levels of green perceived value of a product. The results of this study suggest that the greater the marketing focus on the environment, the higher the green perceived value by customers. The use of the theme of saving the environment will strengthen customers' positive perceptions of the brand's values. Thus, customers will form a positive view of the brand. This finding can be an input for marketers to continue developing marketing strategies that focus on environmental awareness issues, with the aim of increasing the positive perceptions received by customers.

Green perceived value Has a Significant Positive Effect on Green purchase decision Among Customers of The Body Shop in JABODETABEK (H₄)

Hypothesis four (H₄), green perceived value has a significant positive effect on green purchase decisions for The Body Shop customers in JABODETABEK, is accepted. From the tests carried out, the results of the T-Statistic with the result of 2,668, the P-Value with the result of 0.000, and the positive path coefficients with a result of 0,276. The T-Statistic shows a value above the T-Table (1.645) and the P-Value has a value below 0.05 (significance level), so it can be concluded that green perceived value significantly affects the green purchase decision. The positive path coefficients value in testing this variable indicates that green perceived value has a positive influence on green purchase decision.

The final results of this test indicate that green perceived value has a positive and significant effect on green purchase decision for The Body Shop customers in JABODETABEK. In other words, an increase in green perceived value has a significant effect on increasing the green purchase decision variable, and a decrease in green perceived value has a significant effect on decreasing the green purchase decision.

Positive green perceived value gives customers the confidence to buy. This study proves that the higher the green perceived value effect, the higher the likelihood of buying. This is in line with the results of research by Ansu-Mensah, (2021); Confente et al., (2020); Haudi et al., (2022) which state that customers who have a positive perception of a product are more likely to buy. Thus, the results of this study can be input for marketers to consistently make efforts to introduce their products as green products to influence customer purchasing decisions.

Green Marketing Has a Significant Positive Effect on Green purchase decision on The Body Shop Customers in JABODETABEK (H₅)

Hypothesis five (H₅), green marketing has a significant positive effect on purchasing decisions for The Body Shop customers in JABODETABEK, is accepted. From the tests carried out,

the results of the T-Statistic with the result of 1,811, the P-Value with the result of 0,035 and the positive path coefficients with a result of 0,179. The T-Statistic shows a value above the T-Table (1.645) and the P-Value has a value below 0.05 (significance level), it can be concluded that green marketing significantly affects the green purchase decision. The positive path coefficients value in testing this variable indicates that green marketing has a positive influence on green purchase decisions.

The final results of this test indicate that green marketing has a positive and significant influence on purchasing decisions for The Body Shop customers in JABODETABEK. This finding supports the conclusions in the research of Chen et al., (2018); Hasanah et al., (2023); Ramli et al., (2020) which indicates that environmentally oriented innovation activities have a positive impact and influence on customer purchasing decisions. The results of this study also prove that the greater the implementation of sustainability-based marketing, the more likely customers are to make purchasing decisions. Customers who have an awareness of the importance of protecting the environment tend to choose products that prioritize environmentally friendly and safety principles for customers.

Environmental Knowledge Plays a Significant Role in Mediating the Effect of Green Marketing on Green purchase decision (H₆)

Environmental knowledge plays a significant role in mediating the effect of green marketing on green purchase decision, accepted. From the tests carried out, the results of indirect effects are obtained with a T-Statistic the result of 6,193, a P-Value with the result of 0.000, and the results of positive path coefficients with a result of 0,226. The T-Statistic shows a value above the T-Table (1.645) and the P-Value has a value below 0.05 (significance level), so it can be concluded that green marketing significantly affects green purchase decisions through environmental knowledge.

In this hypothesis, mediation testing is also carried out through the Sobel Test. Based on testing, the results of the Sobel Test value are 5.536. The T-Count value is above the T-Table value (1.645), meaning that mediation occurs in the indirect relationship of green marketing to green purchase decisions through environmental knowledge. This finding supports the research of Mahmoud et al., (2017) and Martana and Ardani (2018) which states that environmental knowledge mediates the relationship between green marketing and purchase intention. Fatmawati and Alikhwan (2021) in their research also found that the higher the influence of green marketing, the higher the purchasing decision.

CONCLUSION

The scientific contribution of this research is for the development of management sciences by applying new models which has never been seen in previous research. This research holds theoretical significance by advancing our understanding of the factors influencing purchase decision in the context of The Body Shop, thereby contributing to the enrichment of green marketing strategy. Concepts such as green marketing, green brand image, green perceived value, environmental knowledge, and green purchase decision are explored, providing a foundational basis for further research and theoretical development in the marketing domain. On a practical level, the study aims to provide valuable guidance for The Body Shop and similar e-commerce enterprises in formulating more effective marketing strategies. The findings are expected to assist The Body Shop in comprehending the factors that contribute to customer purchase decision, enabling the company to strategically focus on enhancing green marketing, green brand image, green perceived value, and environmental knowledge to positively impact overall purchase decision.

The findings from the outlined research and ensuing discussion lead to several key conclusions. Firstly, it is evident that green marketing exerts a substantial positive impact on green

brand image. However, contrary to expectations, green brand image itself does not wield a significant influence on green purchase decisions. On the other hand, the study establishes a noteworthy positive correlation between green marketing and green perceived value, the latter proving to be a crucial factor in shaping green purchase decisions. Notably, green marketing emerges as a direct and influential factor positively affecting green purchase decisions. Moreover, the role of environmental knowledge is underscored as a vital mediator in the relationship between green marketing efforts and green purchase decisions, emphasizing the importance of consumer awareness in the context of environmentally conscious marketing strategies.

The findings in this study can be an input for The Body Shop to continue to innovate in various dimensions of green marketing and continue to contribute to the sustainability of the environment and society. The Body Shop can continue to improve their green marketing campaigns, including communicating more about the sustainable practices they implement in their supply chain, such as sustainable sourcing of raw materials, eco-friendly production processes, and their efforts in reducing waste and carbon emissions. The Body Shop should also continue to build a sustainable and eco-friendly green brand image by ensuring that sustainability messages are consistently integrated throughout their branding and marketing. The Body Shop can run programs that provide added value to customers in terms of sustainability. Added value can be in the form of incentives and special offers for sustainable products, as well as loyalty programs that prioritize the purchase of environmentally friendly products.

In terms of increasing environmental knowledge, The Body Shop can provide additional education to customers to increase their knowledge of environmental issues and sustainable practices. Education can be done by holding seminars or workshops on environmental issues and sustainable product solutions offered by The Body Shop or providing educational content on the website or in-store. The Body Shop can also forge closer partnerships with environmental organizations, local communities, and advocacy groups to amplify their messages on sustainability and help in supporting environmental rescue. This research can also be an input for other green product manufacturers to realize the importance of developing and implementing green marketing programs to achieve their marketing goals and contribute to the sustainability of the environment and society.

This study has limitations on the criteria for respondents who were only studied in the JABODETABEK area. Future research can conduct research with a wider area coverage in The Body Shop's operational area to get more significant results and increase the generalizability of the results. Future research can also add dimensions to each variable that already exists in this study.

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