

## THE EFFECT OF GREEN MARKETING AND BRAND IMAGE TOWARD PURCHASE DECISION ON THE FACE SHOP BANDUNG

**Wahyu Liana, Farah Oktafani**

Department of Business and Administration,

Faculty of Communication and Business, Telkom University, Bandung, Indonesia

E-mail: [lianawahyu647@gmail.com](mailto:lianawahyu647@gmail.com)

**Abstract:** This research was conducted to determine and analyze the effect of Green Marketing, Brand Image toward Purchasing Decisions. This research employs quantitative methods. Data collection techniques in this study used a questionnaire. Sampling was conducted using non-probability sampling with incidental sampling. The number of respondents are 100 people. The data analysis technique used is descriptive analysis and multiple linear regression analysis. Based on the results of testing the hypothesis simultaneously that Green Marketing and Brand Image have a significant effect on purchasing decisions. Based on the results of partial hypothesis testing (t test) that partially Green Marketing has a significant effect on Purchasing Decisions and partially Brand Image has a significant effect on Purchasing Decisions. The conclusion of this research is that The Face Shop's Green Marketing and Brand Image are already very good. Hence, it is hoped that The Face Shop can continue to maintain the quality of its products and make new innovations.

**Keywords:** *Green Marketing, Brand Image and Purchasing Decisions.*

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### 1. Introduction

One of the causes of Indonesia's plastic waste emergency is cosmetic waste. Skincare and make-up cannot be separated from women. Various cosmetics and skin care products are familiar to most women in order to increase self-confidence. Facial soap, moisturizers, lipids, creams, serums, and many other products that they use in the morning and at night. Not only women, men also dress up to maintain their appearance. In fact, without realizing it, self-polishing activities from waking up until sleep again are contributing to waste which has a bad impact on the environment. Moreover, most companies package their products using plastic.

The cosmetic industry also contributes to waste that pollutes the environment, especially the use of microplastics in their daily cosmetic and care products. Microplastics are plastic particles that are defined as being less than 0.2 inches or 5 mm in diameter and are hard to decompose in soil, rivers, sewers and seas. Examples of the use of microplastics in care products are facial cleansers, toothpaste, face scrub, shampoo, scrubs, soaps, and so on. In addition, there are many products whose packaging and / or materials use single-use plastic, such as bottles, pallets and bowls. There are products that can be reused / refilled, but still the refill containers are made of single-use plastic. "Waste water treatment is not designed to filter out microplastics or slightly larger plastics such as cotton buds. The product escapes the filter," said Dr. Geoff Brighty, Technical Director of Plastic Ocean.

There have been many countries in the world recently issued a ban on the use of microplastics / microbeads (fine grains from microplastics). Since 2013 UNEP has started a campaign against the use of microbeads and in 2015 the United States through President Obama banned its use which poses a threat to the environment and marine life. The United Kingdom in 2016 also participated in banning the use of this plastic material. Another country, Italy, at the end of December 2018 stated that it banned fine beads contained in beauty products, until 2020.

In 2012, sales of imported cosmetics reached Rp 2.44 trillion, an increase of 30%, then increased again by 30% to Rp 3.17 trillion in 2013. This increase was supported by an increase in sales volume and a decrease in import duty tariffs in line with the free trade agreement. One of the imported brands that has successfully hooked the Indonesian market is The Face Shop. This Korean-originating brand entered Indonesia in 2004, along with the entry of products from Taiwan and Singapore. Within 12 years this brand has entered all continents and is spread across 34 countries with more than 3 thousand stores. (Diahnisa, 2016).

The current condition encourages all industries including the beauty industry to compete to implement post-purchase disposal, namely consumer awareness of post-purchase waste disposal. With this awareness, the company implements environmental issues as one of its marketing strategies or what we have known as green marketing. Green marketing is starting to become the main focus of business for various companies. The Face Shop is a well-known company in the cosmetics industry and is one of the pioneers of green marketing. The Face Shop is a bit different because it offers products with natural ingredients, environmentally friendly and no animal testing. Face Shop's basic eco-principles were born from ideas to reuse, refill and recycle what they could.

What Face Shop offers is somewhat different because it offers products with natural, environmentally friendly ingredients and no animal testing. The basic principle of being environmentally friendly that Face Shop has was born from ideas to reuse, refill and recycle what they can reuse, the big role of business as a determinant of change direction is reflected in the emergence of a "triple bottom line" approach that directs businesses to measure the success of the three supporting pillars, namely profit, people and planet. For this reason, The Face Shop uses the concept of Green Marketing and Brand Image as its marketing mix for purchasing decisions for The Face Shop products.

(Hawkins and Mothersbaugh, 2016), described green marketing as: First, To develop products whose production, use and disposal processes do not cause harmful impacts to the environment. Second, Develop products with a positive impact on the environment. And third, proceeds from the sale of these products are used for the benefit of the organization or environmental event. Grewal and Levy (2010) explain green marketing as strategic efforts made by companies to provide environmentally friendly goods and services to target consumers. (Hultetal, 2012), explains that green marketing is a strategic process that involves stakeholder assessment to create long-term relationships with customers while maintaining, supporting, and preserving the natural environment in running a company.

The advantages of Green Marketing according to (Czinota & Ronkainen, 1992), (Lozada, 2000) in (Haryadi, 2009) say that companies will get solutions to environmental challenges through marketing strategies, products, and services in order to remain competitive. This includes:

- 1) New technology to deal with waste and air pollution.
- 2) Product standardization to guarantee environmentally friendly products
- 3) Providing 'truly' natural products.

- 4) Product orientation through conservation of resources and more pay attention to health.

This solution ensures the company's participation in understanding the needs of society and as an opportunity for companies to achieve excellence in the industry (Murray & Montanari, 1986), (Lozada, 2000) in (Haryadi, 2009). They also use it as a potential opportunity for product or service development.

Green Marketing is also seen as an environmentally friendly product. Explicitly, Joel Makower et al. in (James Purnama, 2014) explains that there are criteria that can be used to determine whether a product is friendly or not to the environment, including the level of product hazard to human health, to what extent the product can cause environmental damage while in the factory, used or disposed of, the rate at which a disproportionate amount of energy and resources is used in the plant, used or disposed of, how much the product causes useless waste when it is over-packaged or for a brief use, and the extent to which the product involves unnecessary or abusive use to the environment. Apart from using the Green Marketing marketing mix, The Face Shop also uses the Imaga Brand or what is commonly called the Brand Image.

(Kotler and Keller, 2009) explain that brand image is a perception that consumers have when they first hear a slogan that is remembered and embedded in the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency with the brand image or this is also known as brand personality (Rangkuti, 2002). According to Biel in (Xian, 2011), brand image has three supporting components, namely:

- a. Corporate image, is a group of associations that are thought to be buyers in a company that produces goods or services;
- b. User image, is a group of associations that buyers perceive as users of goods or services;
- c. product image, is a group of associations that are assumed by buyers on a good or service.

Brand image is a rational and emotional perception of a particular brand Dobni and Zinkhan in (Pujadi, 2010). Nowadays, company competition to compete for consumers is no longer limited to functional attributes of products such as product use, but has been linked to brands that are able to provide a special image for consumers, in other words, the role of brands has shifted (Aaker, 1991). At low levels of competition, a brand is just a name. Whereas at a high level of competition, brands contribute to creating and maintaining the competitiveness of a product (Pujadi, 2010). (Hoeffler and Keller, 2003), suggest the dimensions of corporate image, which can effectively influence brand equity, consisting of:

- 1) Product attributes, benefits, and behavior in general, related to quality and innovation
- 2) People and relationships, related to customers (customer orientation)
- 3) Values and programs, related to environmental awareness and social responsibility
- 4) Corporate credibility, related to expertise, trustworthiness, and fun

Purchasing decisions made by consumers are buying the most preferred product, Purchasing (Kotler and Armstrong, 2008). (Amirullah, 2002) argues that purchasing decisions is a process where consumers make an assessment of various alternative choices and choose one or more alternative options and choose one or more alternatives that are needed based on certain considerations.

(Peter and Osmon, 2013) argue that purchasing decisions is an evaluation process carried out by potential consumers to combine their knowledge of two or more product alternatives and choose

one of them. According to (Swastha and Handoko, 2012), the structure of the purchase decision consists of 7 components, namely:

- a. Decisions on product types,
- b. Decisions on the form of the product,
- c. Decisions on brands,
- d. Decisions on the place of sale,
- e. Decisions on the number of products,
- f. Decisions on the time of purchase,
- g. Decisions on the method or mode of payment.

Several factors shape consumer purchase interest according to (Kotler, 2005):

- a. The attitudes of other people, to the extent that other people reduce the alternative that someone likes depends on two things, namely, the intensity of the other people's negativity towards the preferred alternative to consumers and motivate consumers to comply with the wishes of others.
- b. Unanticipated situation factors, these factors will later be able to change the consumer's opinion in making purchases. This depends on the consumer's own thoughts, whether he is confident in deciding to buy an item or not.

In carrying out purchase intentions, these consumers can make five sub-purchasing decisions, namely brand decisions, supplier decisions, quantity decisions, timing decisions, and payment method decisions. According to (Ferdinand, 2006), buying interest can be identified through indicators of transactional interest, reference interest, preferential interest and explorative interest.

(Polonsky, 1994) states that green marketing is all activities designed to produce and facilitate all changes that are expected to satisfy human needs and desires, with minimal impact on the destruction of the natural environment. Currently, many companies are starting to adopt green marketing strategies in line with the growing number of consumers and organizations that care about the environment (Purnama, 2014).

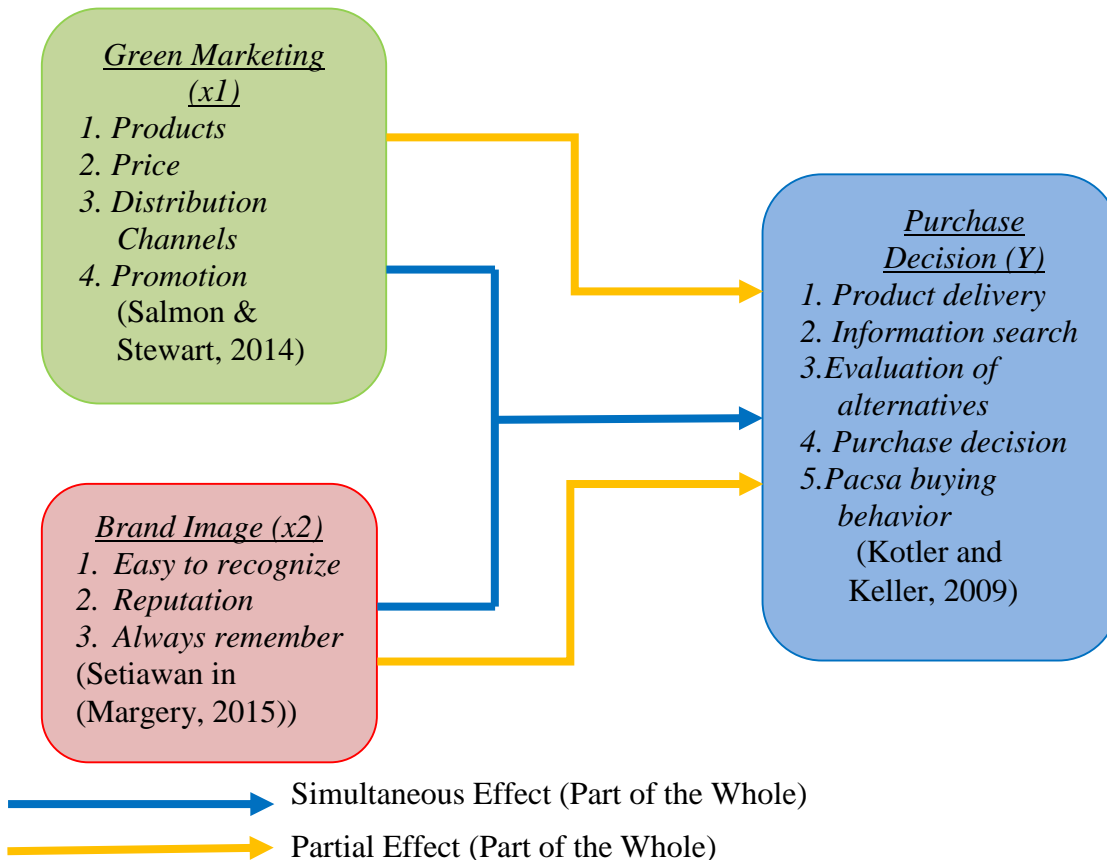
Green marketing is not only a strategy to get the maximum profit, but also as a way to maintain a stable environment. In the midst of environmental issues such as the current use of a green marketing strategy will build a brand image. Consumers tend to give a positive image to companies that start doing activities that are oriented towards the environment (Silvia et.al., 2014)

Green marketing has good prospects to be developed as a choice for a socially responsible marketing strategy. Companies that implement green marketing certainly have several value points more than conventional strategies. The advantages of a green marketing strategy will make it easy for someone to believe in a product that can form a purchase intention and will later have an impact on purchasing decisions (Agustin, 2015).

Today's market, some companies provide a similar product. This can confuse consumers in choosing which product to choose (Pribadi 2012). Rangkuti in (Pribadi, 2012) argues that in general, most consumers do not want to be bothered by a lot of information about the characteristics of a product. This is because consumers do not want to buy all the characteristics of the product being offered, but want the benefits of the product. Thus, product selection will be very subjective and strongly influenced by factors such as brand image.

Consumers tend to choose products that are well known or already have a good brand image. So if a product has a positive self-image in the eyes of consumers and is believed to be able to

meet the needs and desires of consumers, then the interest in buying a product will arise in the consumer (Pribadi, 2012).



## Hypothesis Research

Based on the above thought framework, the hypothesis proposed and examined for truth in this study is "Green Marketing and Brand Image has an effect on Purchasing Decisions at The Face Shop Bandung" either simultaneously or partially.

## 2. Research Method

This study uses descriptive analysis with quantitative methods carried out by Green Marketing on consumer purchasing decisions for The Face Shop Bandung products, with an emphasis on the company's brand image that can be biodegradable, recyclable, source reduction, ozone safe and ozone friendly, and reuse of its products. as well as purchasing decisions.

The population in this study were all consumers of The Face Shop in Bandung who had bought and used The Face Shop products. The number of populations in this study is not known with certainty. The samples in this study are some customers who buy and use beauty and health products The Face Shop at Trans Studio Mall Bandung. To determine the number of respondents in the research questionnaire because the size of the existing population cannot be known with

certainty, so that in determining the sample using the Bernoulli method, the minimum sample size is 96 respondents.

This study uses descriptive data analysis techniques with multiple linear regression methods. Multiple linear regression analysis according to Sugiyono (2010: 276) can be formulated as follows:

Information:

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$

Y = Budget Slack

bo = Constant Number

b1, b2 = regression coefficient

X1 = Budget Participation

X2 = Budge Emphasis

e = Epsilon (influence of other factors)

### 3. Results and Discussion

#### 3.1.Results

Descriptive statistics in the analysis provide an overview of the average (mean), minimum, maximum and standard deviation values of the independent and dependent variables. The results of descriptive analysis of each variable used in the study are described in Table 1.

Table 1 Descriptive Statistics Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Green Marketing	100	11	54	22,13	11,504
Brand Image	100	8	40	15,78	8,085
Keputusan Pembelian	100	13	56	25,63	12,405
Valid N (listwise)	100				

Source: Prosesseed from primary data, 2020

#### a. Green Marketing

The results of descriptive analysis for the green marketing variable obtained a minimum value of 11; a maximum value of 54; the mean is 22.13; and a standard deviation of 11.504. The number of questions for the green marketing variable consists of 11 questions, each of which has a score of 5,4,3, 2 and 1.

#### b. Brand Image

The results of descriptive analysis for the Brand Image variable obtained a minimum value of 8; a maximum value of 40; the mean is 15.78; and a standard deviation of 8,085. The number



of questions for the Brand Image variable consists of 11 questions, each of which has a score of 5,4,3,2 and 1.

c. Buying decision

The results of descriptive analysis for the purchase decision variable obtained a minimum value of 13; a maximum value of 56; the mean is 25.63; and a standard deviation of 12.405. Furthermore, Brand Image data is categorized using mean score (M) and standard deviation (SD). The number of questions for the purchasing decision variable consists of 12 questions, each of which has a score of 5, 4, 3, 2 and 1.

Table 2 Regresion Linier

Model	Unstandarized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,050	,723		2,833	,006	
	Green Marketing	,270	,081	,250	3,332	,001	,124
	Brand Image	1,116	,115	,727	9,690	,000	,124

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2020

The regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 2,050 + 0,270 * X_1 + 1,116 * X_2$$

$$Y = 2,050 + 0,270 * \text{Green Marketing} + 1,116 * \text{Brand Image}$$

From the regression equation above, it can be explained as follows:

- Constant value (a) = 2.050 means that it can be assumed that if the independent variable, namely Green Marketing, Brand Image, is constant or zero, then the Purchase Decision (Y) is a constant of 2.050.
- Green Marketing coefficient (X<sub>1</sub>) = 0.270 means that if there is an increase in the Green Marketing variable, the Purchase Decision (Y) will increase by 0.270.
- The coefficient of Brand Image (X<sub>2</sub>) = 1.116 means that if there is an increase in the Brand Image variable, the Purchase Decision (Y) will increase by 1.116.

Table 3 Test of Partial Regression Coefficient (T Test)

Unstandardized Coefficients			Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model	B	Std. Error	Beta			Tolerance	VIF
1							
(Constant)	2,050	,723		2,833	,006		
Green Marketing	,270	,081	,250	3,332	,001	,124	8,077
Brand Image	1,116	,115	,727	9,690	,000	,124	8,077

a. Dependent Variable: Purchase Decision

Source: Processed from primary data, 2020

- The Green Marketing variable has a sig value of 0.001,  $p < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted. This shows that Green Marketing has an effect on Purchasing Decisions.
- Variable Brand Image value sig 0,000,  $p < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. This shows that BrandImage has an effect on Purchasing Decisions

Table 4 Simultaneous Regression Coefficient Test (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14202,409	2	7101,205	668,170	,000b
	Residual	1030,901	97	10,628		
	Total	15233,310	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Brand Image, Green Marketing

Based on the Anova output table above, it is known that the sig. in the F test of 0.000. Because the sig. 0.000  $< 0.05$ , so as the basis for decision making in the F test, it can be concluded that all independent variables (Brand Image and Green Marketing) simultaneously influence the dependent variable on Purchasing Decisions.

The coefficient of determination ( $R^2$ ) is used to measure the ability of the independent variable to explain the variation in the dependent variable. A value close to one means that the independent variable provides almost all the information needed to predict the variation in the dependent variable (Ghozali, 2013: 87).



Table 5 Anova

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,966 <sup>a</sup>	,932	,931	3,260	,932	668,170	2	97	,000	2,018

- a. Predictors: (Constant), Brand Image, Green Marketing  
b. Dependent Variable: Purchasing Decision

The R square value is 0.932 or equal to 93.2%. This figure means that Brand Image and Green Marketing have an effect on purchasing decisions by 93.2% and the remaining 6.8% is influenced by other factors. The R square value is 0.932 or equal to 93.2%. This figure implies that Brand Image and Green Marketing have an effect on purchasing decisions by 93.2% and the remaining 6.8% is influenced by other factors.

### 3.2. Discussion

#### 1) The Effect of Green Marketing on Purchasing Decisions

The results of the t test show the Green Marketing variable with a sig value of 0.001,  $p < 0.05$  which states that  $H_0$  is rejected and  $H_a$  is accepted. This shows that Green Marketing has an effect on Purchasing Decisions.

(Grewal and Levy, 2010) explain green marketing as strategic efforts made by companies to provide environmentally friendly goods and services to target consumers. (Hult et al, 2012), explains that green marketing is a strategic process that involves stakeholder assessment to create long-term relationships with customers while maintaining, supporting, and preserving the natural environment in running a company.

This shows that the green marketing of The Face Shop has a major contribution to make consumers make repeated purchases of The Face Shop products that are environmentally friendly, so as to increase Purchasing Decisions towards The Face Shop.

#### 2) The Effect of Brand Image on Purchasing Decisions.

Nowadays, company competition to compete for consumers is no longer limited to the functional attributes of products such as product use, but has been linked to brands that are able to provide a special image for consumers, in other words, the role of brands has shifted (Aaker, 1991). (Kotler and Keller, 2009), explaining that brand image is the perception that consumers have when they first hear the slogan that is remembered and embedded in the minds of consumers. Brand image is a rational and emotional perception of a particular brand Dobni and Zinkhan in (Pujadi, 2010).

Based on the results of the t test, it shows that brand image has a significant effect on purchasing decisions for The Face Body Shop. Where it is concluded that the sig value is 0.000,  $p$

$<0.05$   $H_0$  is rejected and  $H_a$  is accepted, which shows that Brand Image has an effect on Purchasing Decisions.

Purchasing decisions, where consumers arrange brands in a set of choices and form the purchase value. Consumers see The Face Shop as a well-liked and trusted brand. A well-known brand or a brand that is already known by the public will lead to purchasing decisions. The Face Shop has a good image so that consumers believe in the brand The Face Shop as a good Brand Image which raises awareness from consumers, so consumers will consider the decision to buy these items.

### **3) Green Marketing and Brand Image simultaneously influence Purchasing Decisions.**

Green marketing is an alternative strategy that not only helps company image but also provides value to the company's business. (Mintu and Lozada, 1993) in (Lozada, 2000) define green marketing (green marketing) as "the application of marketing tools to facilitate change that provides organizational satisfaction and individual goals in maintaining, protecting, and conserving the physical environment". Brand Image is a rational and emotional perception of a particular brand (Dobni and Zinkhan in Pujadi, 2010). In this case, how consumers already have a Brand Image with excellent rational and emotional perceptions of The Face Shop, in which The Face Shop is also directly proportional to doing very good Green Marketing.

### **4) Green Marketing and Brand Image influence the Purchase Decision.**

Brand Image and Green Marketing have an effect on purchasing decisions by 93.2% and the remaining 6.8% is influenced by other factors. The R square value is 0.932 or equal to 93.2%. This figure implies that Brand Image and Green Marketing have an effect on purchasing decisions by 93.2% and the remaining 6.8% is influenced by other factors. Other factors that influence Purchasing Decisions outside of Green Marketing factors, namely: Products, Prices, Distribution Channels and Promotions (Solomon and Stewart, 2014) and other factors that influence Brand Image outside of the factors: easy to recognize, reputation and always remembered (Setiawan in Margery, 2015).

## **4. Conclusion**

The conclusions from the results of this study are as follows:

- a. The Face Shop products do not contain microplastic content.  
This is indicated by the results of research where Green Marketing has a positive and significant influence on Purchasing Decisions. Which means The Face Shop in running Green Marketing uses products with natural ingredients, environmentally friendly and no animal testing. The basic principle of being environmentally friendly that Face Shop has was born from ideas to reuse, refill and recycle what they can reuse, so that the Green Marketing concept that is run by The Face Shop is what makes a good Purchase Decision on The Face Shop.
- b. The marketing strategy carried out by The Face Shop to sell environmentally friendly products that are much more expensive than similar products is to strengthen the Brand Image of The Face Shop by increasing quality and quality that can increase high perceptions in the eyes of customers about the value and benefits obtained This is evident from the use of brands and their satisfaction. This is proven where in this study Brand Image has a positive and significant influence on Purchasing Decisions of The Face Shop. Brand image is a rational and emotional

perception of a particular brand (Dobni and Zinkhan in Pujadi, 2010). Consumers who are accustomed to using certain brands tend to have consistency with the brand image or this is also known as the brand personality (Rangkuti, 2002: 43).

- c. Green Marketing and Brand Image have a dominant influence on purchasing decisions at The Face Shop company. This is shown where Brand Image and Green Marketing affect Purchase Decisions by 93.2% and the remaining 6.8% is influenced by other factors. Purchasing decisions outside of the Green Marketing factors, namely: Products, Prices, Distribution Channels and Promotions (Solomon and Stewart, 2014) and other factors that affect the Brand Image outside the factors: easy to recognize, reputation and always remembered (Setiawan in Margery, 2015) This indicates that the higher the Green Marketing and Brand Image, the higher the Purchase Decision on The Face Shop.

### **Suggestion**

Based on the research results, discussion and conclusions obtained, the following suggestions can be given.

1) For the Company

The Face Shop is advised to increase purchasing decisions by maintaining the quality of its products, but more than that the company must be able to create new innovations of reliable, environmentally friendly products that understand the needs of its customers and further strengthen the Brand Image. The face must always be a Brand Image. who are easily recognized, have a good reputation and can always be remembered in the minds of customers. In addition, The Face Shop company is advised to increase the number of outlets to make it easier for potential customers to reach, so as to increase purchases.

2) For further researchers

For future researchers who want to research or continue this research, it is advisable to continue or develop this research by looking for other factors that can influence purchasing decisions in addition to green marketing and brand image, for example: the attitudes of other people / friends, and price, and income. Further researchers can also use other methods in researching purchase intention, for example through in-depth interviews with respondents, so that the information obtained can be more varied than questionnaires whose answers are already available.

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