DAFTAR PUSTAKA

Abou-Shouk, M., & Soliman, M. (2021). The impact of gamification adoption intention on brand awareness and loyalty in tourism: The mediating effect of customer engagement. *Journal of Destination Marketing & Management*, *20*, 100559.

Ali, M. (2021). A social practice theory perspective on green marketing initiatives and green purchase behavior. *Cross Cultural & Strategic Management*.

Amatulli, C., De Angelis, M., Peluso, A. M., Soscia, I., & Guido, G. (2019). The effect of negative message framing on green consumption: An investigation of the role of shame. *Journal of Business Ethics*, *157*(4), 1111-1132.

Ansu-Mensah, P. (2021). Green product awareness effect on green purchase intentions of university students': an emerging market's perspective. *Future Business Journal*, *7*(1), 1-13.

Bae, S. (2021). Holding an entity mind-set deters consumption of recycled content products: the role of perceived product quality. *International Review on Public and Nonprofit Marketing*, *18*(4), 553-571.

Braga, S., Martínez, M. P., Correa, C. M., Moura-Leite, R. C., & Da Silva, D. (2019). Greenwashing effect, attitudes, and beliefs in green consumption. *RAUSP Management Journal*, *54*, 226-241.

Chakraborty, U., & Bhat, S. (2018). Credibility of online reviews and its impact on brand image. *Management Research Review*.

Cheung, M. L., Pires, G. D., & Rosenberger III, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, *17*(3), 243-261.

Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, *53*, 101966.

Dowling, K., Guhl, D., Klapper, D., Spann, M., Stich, L., & Yegoryan, N. (2020). Behavioral biases in marketing. *Journal of the Academy of Marketing Science*, *48*(3), 449-477.

Ghozali, Imam. Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24. Edisi Ketujuh. Semarang: BP Undip, 2017.

Graciola, A. P., De Toni, D., Milan, G. S., & Eberle, L. (2020). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, *55*, 102117.

Huaman-Ramirez, R., & Merunka, D. (2021). Celebrity CEOs' credibility, image of their brands and consumer materialism. *Journal of Consumer Marketing*.

Kaswengi, J., & Lambey-Checchin, C. (2019). How logistics service quality and product quality matter in the retailer–customer relationship of food drive-throughs: The role of perceived convenience. *International Journal of Physical Distribution & Logistics Management*.

Ledikwe, A. (2020). Determinants of brand loyalty in the apparel industry: A developing country perspective. *Cogent Business & Management*, *7*(1), 1787736.

Lee, J. E., Goh, M. L., & Noor, M. N. B. M. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*.

Lin, Y., Zhang, S., & Shi, Y. (2020). The impact of operational stickiness on product quality: product diversification moderation. *Journal of Manufacturing Technology Management*.

Martins, A. (2021). Green marketing and perceived SME profitability: the meditating effect of green purchase behaviour. *Management of Environmental Quality: An International Journal*.

Papadas, K. K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, *80*, 236-246.

Papadas, K. K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, *104*, 632-643.

Safitri, I. (2018). The Influence of Product Price on Consumers' Purchasing Decisions. *Review of Integrative Business and Economics Research*, *7*, 328-337.

Sekaran, Uma. Metodologi Penelitian untuk Bisnis. Edisi Keempat. Jakarta: Salemba Empat, 2006.

Suki, N. M., Suki, N. M., & Azman, N. S. (2016). Impacts of corporate social responsibility on the links between green marketing awareness and

consumer purchase intentions. *Procedia Economics and Finance*, *37*, 262-268.

Sun, Y., & Wang, S. (2019). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*.

Wang, X., Guo, J., Wu, Y., & Liu, N. (2019). Emotion as signal of product quality: Its effect on purchase decision based on online customer reviews. *Internet Research*.

Yang, L., Xu, M., & Xing, L. (2022). Exploring the core factors of online purchase decisions by building an E-Commerce network evolution model. *Journal of Retailing and Consumer Services*, *64*, 102784.

Yang, X., Weber, A., & Grimm, A. K. (2021). The effects of green consumer empowerment in advertising on corporate evaluations and purchase intention: the case of organic food. *Review of Managerial Science*, 1-33.

Yaseen, S., & Mazahir, I. (2019). Impact of Corporate Credibility, Brand Awareness, Brand Image and Brand Loyalty on Purchase Intention in the Telecommunication Sector of Karachi. *Global Management Journal for Academic & Corporate Studies*, *9*(1), 86-99.

Yu, S. X., Zhou, G., & Huang, J. (2021). Buy domestic or foreign brands? The moderating roles of decision focus and product quality. *Asia Pacific Journal of Marketing and Logistics*.

Zahan, I., Chuanmin, S., Fayyaz, M., & Hafeez, M. (2020). Green purchase behavior towards green housing: An investigation of Bangladeshi consumers. *Environmental Science and Pollution Research*, *27*(31), 38745-38757.

https://femaledaily.com/ diakses pada November 2021.

https://katadata.co.id/ diakses pada November 2021.

https://www.lovebeautyandplanet.com/ diakses pada November 2021.

FEB UNDIP