

DAFTAR PUSTAKA

- Ali. (2021). "A social practice theory perspective on green marketing initiatives and green purchase behavior." *Cross Cultural & Strategic Management*, 18, 818–838.
- Alshura. (2017). Impact of green brand trust, green brand awareness, green brand image, and green perceived value on consumer's intension to use green products: an empirical study of jordanian consumers. *International Journal of Advanced Research*, 19, 1423–1433.
- Ankit. (2013). "Green Marketing: Impact of Green Advertising on Consumer Purchase Intention." *Advances in Management*, 06, 111–119.
- Bestari. (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*, 04, 243–254.
- Chang. (2016). Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. *African Journal of Business Management*, 04, 2836–2844.
- Chen. (2016). Green brand personality and green purchase intentions: the mediation roles of green brand associations and green brand attitude. *International Journal of Management and Applied Science*, 2, 114–118.
- Chen. (2020). The influence of green brand affect on green purchase intentions: The mediation effects of green brand associations and green brand attitude. *International Journal of Environmental Research and Public Health*, 17, 1–
17. <https://doi.org/https://doi.org/10.3390/ijerph17114089>
- Cooper. (2017). *Metode Penelitian Bisnis, Edisi 12, Jilid 1, Terjemahan oleh Rahma Wijayanti dan Gina Gania* (4th ed.). Salemba Empat Karya.
- Haytko. (2018). Green advertising and environmentally responsible consumer behaviors: Linkages examined. *Journal of Management and Marketing Research*, 07, 1–15.
- Huang. (2015). Effects of green brand on green purchase intention. *Marketing Intelligence & Planning*, 23, 250–268.
- Joshi. (2015). Factors Affecting Green Purchase Behaviour and Future

- Research Directions. *In International Strategic Management Review*, 03, 17–25.
- Juwaheer. (2019). Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management and Sustainable Development*, 19, 36–59.
- Karna. (2001). Green Advertising, Greenwash or a True Reflection of Marketing Strategies? *Integrative Business & Economics*, 01, 78–82.
- Kotler, G. A. (2012). *Prinsip-Prinsip Pemasaran* (12th ed.). PT Erlangga.
- Krstić. (2021). Green advertising and its impact on environmentally friendly consumption choices-A review. *Industrija*", 12, 88–110.
- Kusumawati. (2018). Analisis Pengaruh Kepuasan Konsumen Terhadap Loyalitas Pelanggan Dengan Kualitas Produk Sebagai Variabel Mediasi. *Jurnal Ekonomi Dan Kewirausahaan*, 04, 17–25.
- Lasuin. (2016). Factor Influencing Green Purchase Intention among University Students. *Malaysian Journal of Business and Economics*, 01(2299–8019), 1– 14.
- Mahmoud. (2020). The influence of green marketing mix on purchase intention: The mediation role of environmental knowledge. *International Journal of Scientific & Engineering Research*, 06, 1408–1410.
- Majeed. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability (Switzerland)*, 14, 51–67.
- Nekmahmud. (2020). Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation. *Sustainable Development*, 12, 7880–7890.
- Pancic. (2023). Green Marketing and Repurchase Intention: Stewardship of Green Advertisement, Brand Awareness, Brand Equity, Green Innovativeness, and Brand Innovativeness. *Sustainability*, 15, 22–42.
- Panopuolos. (2023). Influencing Green Purchase Intention through Eco Labels and User-Generated Content. *Sustainability (Switzerland)*, 15, 16–25. <https://doi.org/10.3390/su15010764>
- Parlan. (2016). The Effect Of Green Marketing Mix On Purchase Decision And Customer Satisfaction (Study on Independent Consultant of JAFRA Cosmetics Indonesia in Malang). *Jurnal Administrasi Bisnis (JAB)*, 02,

172– 180.

- Pathak. (2017). Role of Green Marketing in Satisfying the Customers and Its Impact on Environmental Safety. *International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS) A Peer-Reviewed Monthly Research Journal*, 01(788711.), 119–132.
- Pawitaningtyas. (2017). Pengaruh Green Advertising terhadap Citra Merek serta Dampaknya pada Keputusan Pembelian. *Jurnal Administrasi Bisnis (JAB)*., 25, 1–19.
- Peter, O. (2012). *Perilaku Konsumen dan Strategi* (07 ed.). PT Erlangga.
- Rath. (2015). An Impact of Green Marketing on Practices of Supply Chain Management in Asia: Emerging Economic Opportunities and Challenges. *International Journal of Supply Chain Management*, 02, 11–19.
- Sarkar. (2019). Green branding and eco-innovations for evolving a sustainable green marketing strategy. *Asia-Pacific Journal of Management Research and Innovation*, 7, 39–58.
- Soomro. (2020). Exploring the green purchasing behavior of young generation in Pakistan: Opportunities for green entrepreneurship. *Asia Pacific Journal of Innovation and Entrepreneurship*, 19, 289–302.
- Syaiful, B. (2018). *Metode Penelitian Bisnis - Lengkap Dengan Teknik Pengolahan Data SPSS* (1st ed.). ANDI Press Publisher.
- Wong. (2017). Uncovering the value of Green Advertising for environmental management practices. *Business Strategy and the Environment*, 23, 117–130.
- Young. (2014). Sustainable consumption: green consumer behaviour when purchasing products. *Sustainable Development*, 18, 20–31.
- Zhu. (2015). The impact of green advertising on consumer purchase intention of green products. *World Review of Business Research*, 12, 72–85.

FEB UNDIP