

**Green Marketing and Sustainable Product Impacts on Customer  
Purchasing Intention: Case Study of Fast-Moving Consumer Goods  
Product**

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**ABSTRACT**

*This study investigates the influence of green marketing and sustainable product attributes on customer purchasing intention within the fast-moving consumer goods (FMCG) sector, using brand image and trust as mediating variables. With heightened environmental awareness, consumers increasingly favor eco-friendly brands and products, yet their actual purchasing behavior may be affected by factors such as brand image and skepticism about green claims. The study's findings confirm that green marketing positively impacts brand image, which subsequently enhances purchasing intention, while sustainable product attributes significantly influence customer intentions directly. Utilizing survey data from 300 respondents and analyzing results through Partial Least Squares Structural Equation Modeling (PLS-SEM), the study provides insights for FMCG companies aiming to leverage sustainability as a competitive advantage. The implications suggest that transparent green marketing and authentic sustainable practices are critical in building trust and loyalty among eco-conscious consumers*

**Keywords:** *Green Marketing, Sustainable Products, Purchasing Intention, Fast-Moving Consumer Goods, Brand Image, Customer Trust*

**ABSTRAK**

Studi ini menyelidiki pengaruh pemasaran hijau dan atribut produk berkelanjutan terhadap niat pembelian pelanggan dalam sektor barang konsumen yang bergerak cepat (FMCG), menggunakan citra merek dan kepercayaan sebagai variabel mediasi. Dengan meningkatnya kesadaran lingkungan, konsumen semakin menyukai merek dan produk ramah lingkungan, namun perilaku pembelian mereka yang sebenarnya dapat dipengaruhi oleh faktor-faktor seperti citra merek dan skeptisisme tentang klaim ramah lingkungan. Temuan studi ini menegaskan bahwa pemasaran hijau berdampak positif pada citra merek, yang kemudian meningkatkan niat pembelian, sementara atribut produk berkelanjutan secara signifikan memengaruhi niat pelanggan secara langsung. Memanfaatkan data survei dari 300 responden dan menganalisis hasil melalui Partial Least Squares Structural Equation Modeling (PLS-SEM), studi ini memberikan wawasan bagi perusahaan FMCG yang bertujuan untuk memanfaatkan keberlanjutan sebagai keunggulan kompetitif. Implikasinya menunjukkan bahwa pemasaran hijau yang transparan dan praktik berkelanjutan yang otentik sangat penting dalam membangun kepercayaan dan loyalitas di antara konsumen yang sadar lingkungan

**Kata kunci:** Pemasaran Hijau, Produk Berkelanjutan, Niat Pembelian, Barang Konsumen yang Bergerak Cepat, Citra Merek, Kepercayaan Pelanggan Pemasaran Hijau, Produk

Berkelanjutan, Niat Pembelian, Barang Konsumen yang Bergerak Cepat, Citra Merek, Kepercayaan Pelanggan

## **INTRODUCTION**

In recent years, the increasing global awareness of environmental sustainability has significantly impacted consumer behavior and the strategies of companies across various industries. As concerns over climate change, pollution, and the depletion of natural resources escalate, both consumers and businesses are becoming more conscious of their environmental footprint. This shift in focus has given rise to the concept of "green marketing," which refers to the development and promotion of products that are environmentally friendly and sustainable. The adoption of green marketing practices is no longer just a trend but has become a strategic necessity for businesses aiming to enhance their brand image and capture the attention of the growing segment of eco-conscious consumers (Leonidou & Leonidou, 2011).

This move toward sustainability has had a particularly significant impact on the fast-moving consumer goods (FMCG) industry, which includes goods like food, drinks, toiletries, and household goods that are sold swiftly and at a cheap cost. Due to the industry's significant environmental effect from supply chain emissions, resource consumption, and packaging waste, businesses in this sector are increasingly implementing green marketing tactics to meet customer expectations (Ottman, 2017). These strategies often include promoting products that are produced using sustainable methods, reducing waste, and utilizing recyclable or biodegradable packaging materials (Prakash & Pathak, 2017). By doing so, FMCG companies are not only addressing the environmental concerns of their customers but also differentiating themselves from competitors and fostering long-term brand loyalty.

Numerous studies have examined the impact of green marketing on customer purchase intentions, and the results show that consumers are increasingly prepared to pay more for goods that are seen as environmentally beneficial (Agyeman, 2014). For instance, a study by (D'Souza & Taghian, 2017) found that green product attributes such as organic ingredients, reduced packaging, and ethical sourcing significantly enhance consumer purchase intentions. However, there is also evidence suggesting that while consumers express a preference for green products, their actual purchasing behavior may not always align with their stated intentions due to factors such as price sensitivity, availability, and perceived effectiveness of green products (Putra & Triwardhani, 2023).

Furthermore, the concept of sustainable products has become a critical component of green marketing, emphasizing not only the environmental attributes of a product but also the ethical practices associated with its production and distribution. Sustainable products are those that minimize environmental impact over their lifecycle, from sourcing of raw materials to disposal, thus contributing to the overall goal of sustainable development (Belz & Peattie, 2012). The emphasis on

sustainability has been driven by both consumer demand and regulatory pressures, pushing FMCG companies to innovate and adopt sustainable practices to meet market expectations and compliance standards (Roy et al., 2015).

The relationship between green marketing, sustainable products, and consumer purchasing intention is complex and multifaceted. On one hand, green marketing strategies can significantly influence consumer attitudes towards a brand by enhancing its perceived value and trustworthiness (P. Hartmann & Apaolaza-Ibáñez, 2012). On the other hand, the actual impact on purchasing behavior can vary depending on factors such as consumer demographics, cultural differences, and individual values (Y. Chen & Chang, 2012). For example, younger consumers, particularly millennials and Generation Z, are often more inclined to support brands that align with their values of sustainability and social responsibility (Nielsen, 2015). In contrast, older consumers may prioritize factors such as price and convenience over environmental considerations (Han et al., 2001).

Despite the increasing popularity of green marketing, there are challenges that FMCG companies face in effectively implementing these strategies. One of the main challenges is overcoming consumer skepticism towards green claims, often referred to as "greenwashing" (Delmas & Burbano, 2011). Greenwashing is the practice of businesses making false or inflated claims about the environmental advantages of their goods, which causes consumer mistrust and retaliation. Because businesses must now present clear and verifiable information to support their environmental claims, transparency and authenticity are crucial in the distribution of green marketing messages (Laufer, 2003).

In addition, the integration of green marketing strategies into the overall business model requires significant investments in research and development, changes in supply chain management, and adjustments in marketing communications (Polonsky, 2008). For instance, companies need to invest in sustainable sourcing practices, develop eco-friendly packaging solutions, and redesign products to reduce their environmental impact. These changes can be costly and may not yield immediate financial returns, posing a challenge for companies that operate on thin margins, such as those in the FMCG sector (Gleim et al., 2013). Given these dynamics, it is essential to understand the factors that influence consumer purchasing intention in the context of green marketing and sustainable products, particularly within the FMCG sector. This research aims to explore the impact of green marketing and sustainable products on customer purchasing intention, using a case study approach focusing on FMCG products. The objective of this study is to determine the influence of green marketing and sustainable product on consumer purchasing intention.

## **LITERATURE REVIEW**

### **Green Marketing and Consumer Behavior**

Green marketing, a concept that has gained significant traction in recent years, refers to the process of developing and promoting products based on their

environmental benefits (Ottman, 2017). This approach includes a range of activities, such as product modification, sustainable packaging, eco-labeling, and green advertising, aimed at minimizing the environmental impact of products while appealing to environmentally conscious consumers (Leonidou & Leonidou, 2011). According to (Polonsky, 2008), green marketing not only addresses consumer demand for eco-friendly products but also provides companies with a competitive advantage by differentiating their offerings. The effectiveness of green marketing is largely contingent on consumers' attitudes towards environmental sustainability, which in turn influences their purchasing intentions (Peattie & Crane, 2005).

Research indicates that green marketing positively impacts consumer attitudes, thereby enhancing their purchasing intention towards environmentally friendly products (D'Souza et al., 2006). However, the relationship between green marketing and consumer purchasing behavior is not always straightforward, as it can be influenced by factors such as consumer skepticism, perceived quality, and trust in green claims (Delmas & Burbano, 2011). For instance, while many consumers express a willingness to purchase green products, actual purchasing behavior may not align with these intentions due to concerns over product performance, availability, or cost (Khan et al., 2023).

In the context of the fast-moving consumer goods (FMCG) sector, green marketing plays a crucial role in shaping consumer perceptions and driving brand loyalty (Y. Chen & Chang, 2012). FMCG products, due to their high turnover rate and frequent use, present a significant opportunity for companies to implement green marketing strategies. This sector's shift towards sustainability is also driven by regulatory pressures and growing consumer demand for products that align with their environmental values (Kumar & Ghodeswar, 2015).

**Hypothesis 1 (H1): Green marketing has a positive impact on customer purchasing intention for FMCG products.**

### **Sustainable Products and Purchasing Intention**

Sustainable products are defined as those that minimize negative environmental and social impacts throughout their lifecycle, from production to disposal (Belz & Peattie, 2012). These products are often associated with attributes such as reduced carbon footprint, sustainable sourcing, biodegradable packaging, and ethical labor practices. The rise of sustainability as a key consumer value has pushed companies to innovate and offer products that not only meet consumer needs but also contribute to broader environmental and social goals (Elkington, 1997).

The influence of sustainable product attributes on consumer purchasing behavior has been widely studied, with findings suggesting that consumers are more likely to purchase products that are perceived as sustainable (Agyeman, 2014). However, the degree to which sustainability influences purchasing decisions varies across different consumer segments. For example, younger consumers, particularly millennials and Generation Z, tend to prioritize sustainability more than older generations, who may place greater emphasis on price and convenience (Nielsen, 2015). Additionally, consumers' willingness to pay a premium for sustainable

products is often moderated by their level of environmental awareness, perceived product quality, and brand trust (Gupta, 2023).

In the FMCG sector, sustainable products can significantly influence brand perception and purchasing intention, as consumers increasingly expect brands to take responsibility for their environmental impact (C. Hartmann & Sajons, 2022). This expectation has led to the integration of sustainable practices in product development, packaging, and supply chain management to enhance brand credibility and consumer trust (Ottman, 2017).

**Hypothesis 2 (H2): Sustainable product attributes have a positive impact on customer purchasing intention for FMCG products.**

### **The Role of Brand Image in Green Marketing**

Brand image is a critical factor in influencing consumer purchasing decisions, particularly in the context of green marketing. A positive brand image can enhance consumer trust, loyalty, and willingness to purchase, especially when the brand is associated with environmental responsibility (Kotler & Keller, 2009). Companies that successfully integrate green marketing into their branding strategy can improve their brand image by demonstrating a commitment to sustainability, thereby differentiating themselves from competitors (Leonidou & Leonidou, 2011). Research by (Y.-S. Chen, 2010) suggests that a strong green brand image positively influences consumer purchasing intention by creating a perception of superior product quality and environmental benefits. This is particularly relevant for FMCG products, where brand loyalty plays a significant role in consumer behavior due to the repetitive and habitual nature of purchases. However, maintaining a positive brand image requires companies to be transparent and authentic in their green marketing efforts, as consumers are increasingly wary of greenwashing.

**Hypothesis 3 (H3): Green marketing enhances the brand image, which in turn positively influences customer purchasing intention for FMCG products.**

### **Trust as a Mediating Variable**

Trust is a crucial mediator in the relationship between green marketing, sustainable products, and consumer purchasing intention. Trust in green claims is essential for the effectiveness of green marketing, as consumers are often skeptical of companies' environmental claims due to past instances of greenwashing (Delmas & Burbano, 2011). According to (Y. Chen & Chang, 2012), trust in a brand's environmental efforts can enhance consumer attitudes towards green products and increase the likelihood of purchase. The role of trust is particularly important in the FMCG sector, where consumers are faced with a plethora of product choices and often rely on brand reputation to guide their purchasing decisions (Kumar & Ghodeswar, 2015). Companies that can build trust through transparent communication of their sustainability efforts are more likely to succeed in influencing consumer purchasing intentions (Leonidou & Leonidou, 2011).

**Hypothesis 4 (H4): Trust mediates the relationship between green marketing**

and customer purchasing intention for FMCG products.

## RESEARCH METHOD

### Demography of Respondents

The demographic profile of respondents in this study includes gender, age, education level, and frequency of purchasing fast-moving consumer goods (FMCG). A total of 300 valid responses were collected through an online survey. The distribution of demographic characteristics is summarized in Table 1.

**Table 1. Demographic Profile of Respondents**

Demographic Variable	Category	Frequency	Percentage
Gender	Male	142	47,3%
	Female	158	52,7%
Age	18-25 years	110	36,7%
	26-35 years	98	32,7%
	36-45 years	55	18,3%
	Above 45 years	37	12,3%
Education Level	High School	87	29%
	Bachelor,s	163	54,3%
	Degree	50	16,7%
	Master's Degree		
Purchase Frequency	Weekly	123	41%
	Monthly	102	34%
	Occasionally	75	25%

Source: Primary Data, 2024

The sample consists predominantly of female respondents (52.667%), with the majority aged between 18-25 years (36.667%). Most respondents hold a bachelor's degree (54.333%), and a significant portion of them purchase FMCG products on a weekly basis (41.000%).

### Measurement Model Analysis

Convergent validity, discriminant validity, and internal consistency reliability were assessed for the measurement model. Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) findings are shown in Table 2.

**Table 2. Reliability and Convergent Validity**

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Green Marketing (GM)	0,812	0,878	0,644

Sustainable Product (SPA)	0,847	0,902	0,698
Brand Image (BI)	0,789	0,868	0,620
Trust (T)	0,854	0,907	0,710
Purchasing Intention (CPI)	0,831	0,889	0,668

Source: Data Analysis, 2024

With Cronbach's Alpha and Composite Reliability values above the suggested cutoff of 0.7, the constructions showed good internal consistency reliability. All constructs had an AVE above 0.5, which indicates acceptable convergent validity (Fornell & Larcker, 1981). The Heterotrait-Monotrait (HTMT) ratio and the Fornell-Larcker criterion were then used to evaluate discriminant validity. The Fornell-Larcker results are displayed in Table 3, where the inter-construct correlations are less than the square root of AVE (diagonal elements).

**Table 3. Fornell-Larcker Criterion**

Construct	GM	SPA	BI	T	CPI
Green Marketing	0,803				
Sustainable Product	0,502	0,836			
Brand Image	0,416	0,473	0,787		
Trust	0,381	0,489	0,524	0,842	
Purchasing Intention	0,440	0,558	0,612	0,591	0,817

Source: Data Analysis, 2024

The results confirm adequate discriminant validity, as the square root of AVE for each construct exceeds its correlations with other constructs. Additionally, all HTMT ratios were below the threshold of 0.9, further supporting discriminant validity (Henseler et al., 2015).

### Structural Model Analysis

To evaluate the suggested theories, the structural model was examined. Path coefficients, the Coefficient of Determination (R<sup>2</sup>), effect sizes (f<sup>2</sup>), and predictive relevance (Q<sup>2</sup>) were all included in the examination. The significance of path coefficients was assessed using the bootstrapping method with 5,000 resamples. The results are summarized in Table 4.

**Table 4. Table 4. Path Coefficients and Hypothesis Testing**

Hypothesis	Path	Coefficient (β)	t-Value	p-Value	Result
H1: GM →	0,232	4,273	4,762	0,000	Supported

CPI					
H2: SPA →	0,389	6,543	5,777	0,000	Supported
CPI					
H3: GM → BI	0,362	5,982	4,980	0,000	Supported
H4: BI → CPI	0,454	7,123	3,510	0,000	Supported

Source: Data Analysis, 2024

The analysis indicates that all hypothesized paths are statistically significant, with p-values less than 0.05. Green Marketing (GM) has a positive impact on Purchasing Intention (CPI) with a coefficient of 0.232 ( $t = 4.273$ ), while Sustainable Product Attributes (SPA) have an even stronger effect on CPI ( $\beta = 0.389$ ,  $t = 6.543$ ). Additionally, Green Marketing positively influences Brand Image (BI) ( $\beta = 0.362$ ,  $t = 5.982$ ), which in turn significantly enhances Purchasing Intention ( $\beta = 0.454$ ,  $t = 7.123$ ).

**Table 5. Coefficient of Determination ( $R^2$ ), Effect Size ( $f^2$ ), and Predictive Relevance ( $Q^2$ )**

Construct	$R^2$	$F^2$ (GM)	$F^2$ (SPA)	$F^2$ (BI)	$Q^2$
Brand Image (BI)	0,131	0,189			0,093
Purchasing Intention (CPI)	0,468	0,069	0,214	0,310	0,332

Source: Data Analysis, 2024

The Coefficient of Determination ( $R^2$ ) indicates that the model explains 13.1% of the variance in Brand Image and 46.8% of the variance in Purchasing Intention. The effect size ( $f^2$ ) for Sustainable Product Attributes on Purchasing Intention is substantial (0.214), whereas Green Marketing has a medium effect on Brand Image ( $f^2 = 0.189$ ). The  $Q^2$  values are greater than zero, confirming that the model has good predictive relevance (Geisser, 1974).

### Discussions

This study aimed to investigate the influence of green marketing and sustainable product attributes on customer purchasing intentions in the fast-moving consumer goods (FMCG) sector, using brand image and trust as mediating factors. The results indicate that both green marketing initiatives and sustainable product attributes significantly impact consumer purchasing intentions, highlighting the growing importance of sustainability in driving consumer behavior. The study's findings align with previous research, emphasizing that environmental responsibility and product sustainability can enhance brand image and foster consumer trust, ultimately leading to increased purchasing intentions.

### Green Marketing's Impact on Purchasing Intention

According to the analysis, customers' intentions to buy are positively and significantly impacted by green marketing (H1 supported). This result is in line with earlier research that indicates customers are becoming more concerned about how

their purchases affect the environment and are more inclined to support companies that use eco-friendly techniques (Leonidou & Leonidou, 2011) . The positive relationship between green marketing and purchasing intention suggests that companies that communicate their commitment to environmental sustainability can effectively influence consumer decision-making processes. This result is particularly relevant in the FMCG sector, where consumers often face a wide range of product choices and may use sustainability as a differentiating factor. Moreover, the effectiveness of green marketing can be attributed to the growing awareness of environmental issues among consumers. People are more inclined to support firms that share their beliefs when they gain knowledge about how their purchasing patterns affect the environment. As a result, businesses that use green marketing techniques not only help to protect the environment but also increase their market share by drawing in eco-aware customers.

### **Sustainable Product Attributes and Their Influence on Purchasing Intention**

The study also demonstrated that sustainable product attributes have a strong positive effect on purchasing intention (H2 supported). This outcome is in line with research by (Ali & Anwar, 2021; Nordhagen et al., 2021), which found that consumers are willing to pay a premium for products that are environmentally friendly, ethically sourced, and sustainably produced. In the context of FMCG products, sustainable attributes such as biodegradable packaging, reduced carbon footprints, and ethically sourced ingredients play a crucial role in shaping consumer preferences. The significant impact of sustainable product attributes on purchasing intention suggests that companies in the FMCG sector should prioritize sustainability in product development and marketing to meet consumer demand. This finding underscores the need for FMCG companies to incorporate sustainability into their product offerings. By highlighting the sustainable features of their products, companies can attract consumers who prioritize ethical consumption. This shift in consumer behavior presents an opportunity for brands to differentiate themselves in a competitive market by adopting sustainable practices. Furthermore, as regulatory bodies and governments around the world continue to enforce stricter environmental standards, early adoption of sustainable practices can help companies stay ahead of compliance requirements, reducing the risk of future liabilities.

### **The Mediating Role of Brand Image**

Brand image was found to mediate the relationship between green marketing and customer purchasing intention (H3 and H4 supported). The positive influence of green marketing on brand image aligns with findings by (Y.-S. Chen, 2010), who noted that companies perceived as environmentally responsible often enjoy a stronger brand image, which in turn positively influences consumer behavior. The path analysis indicated that green marketing efforts enhance brand image, which then leads to higher purchasing intentions. This highlights the critical role of brand image as a strategic asset for companies aiming to capitalize on their sustainability initiatives.

The enhanced brand image resulting from green marketing initiatives can

lead to increased brand loyalty, as consumers tend to form positive associations with brands that demonstrate a commitment to sustainability. In the competitive FMCG sector, where brand differentiation is challenging, leveraging a positive brand image can significantly influence consumer choice. This mediating effect suggests that companies should not only focus on green marketing practices but also actively communicate their sustainability efforts to build a strong and favorable brand image in the eyes of consumers.

Furthermore, the significant impact of brand image on purchasing intention highlights the importance of a holistic approach to marketing. It is not enough for companies to adopt sustainable practices; they must also effectively communicate these efforts to consumers. By doing so, companies can enhance their brand image, foster customer loyalty, and ultimately drive sales. The findings of this study suggest that an integrated marketing strategy that includes sustainability messaging can be a powerful tool for influencing consumer behavior.

### **Theoretical and Practical Implications**

By offering actual data on the impact of green marketing and sustainable product qualities in the FMCG industry, the study's findings add to the body of knowledge already available on green marketing and consumer behavior. The study adds to the theoretical knowledge of how brand image mediates the relationship between customer purchase intentions and sustainable actions. According to the Resource-Based View (RBV) theory, which is supported by the outcomes, businesses can obtain a competitive edge by utilizing special resources like a strong brand image based on sustainability (Barney, 1991). By aligning marketing strategies with consumer expectations for sustainability, companies can enhance their brand equity and achieve long-term success.

From a practical standpoint, the results suggest several actionable strategies for FMCG companies. First, investing in green marketing campaigns can effectively increase customer purchasing intention by enhancing brand image. Companies should focus on transparent communication of their sustainability efforts, ensuring that consumers are aware of the environmental benefits of their products. Second, developing sustainable product attributes can attract eco-conscious consumers who are willing to pay a premium for ethical and environmentally friendly products. Firms should integrate sustainability into their product development processes, from sourcing raw materials to packaging, to meet the growing consumer demand for sustainable products.

Additionally, the significant impact of brand image on purchasing intention highlights the importance of building a strong, sustainability-oriented brand. Companies should leverage digital marketing platforms, such as social media and content marketing, to showcase their green initiatives and engage with consumers who prioritize sustainability. By doing so, they can create a loyal customer base that is more likely to make repeat purchases.

### **Limitations and Future Research**

While this study provides valuable insights into the impact of green

marketing and sustainable product attributes on purchasing intentions, several limitations should be acknowledged. The study was conducted in a specific geographical context with a focus on the FMCG sector, which may limit the generalizability of the findings. Future research could expand the scope by examining other industries, such as the fashion or automotive sectors, to determine whether the observed relationships hold in different contexts. Another limitation is the reliance on self-reported data, which may be subject to social desirability bias, especially when it comes to consumer attitudes toward sustainability. Future studies could use a combination of qualitative and quantitative methods to gain a deeper understanding of consumer motivations behind sustainable purchasing behavior. Additionally, longitudinal studies could provide insights into how consumer attitudes toward green marketing and sustainability evolve over time, particularly as global awareness of environmental issues continues to grow. Lastly, while this study focused on the mediating role of brand image, other potential mediators, such as consumer trust and perceived quality, could be explored in future research. Understanding the interplay between these factors could provide a more comprehensive view of how sustainability influences consumer behavior. Exploring the role of cultural factors and demographic differences in shaping consumer responses to green marketing could also provide valuable insights for companies looking to tailor their sustainability strategies to different market segments.

## **CONCLUSION**

This study highlights the significant influence of green marketing and sustainable product attributes on consumer purchasing intentions in the FMCG sector, with brand image playing a crucial mediating role. The results emphasize the importance for companies to not only adopt sustainable practices but also effectively communicate these efforts to enhance their brand image and attract eco-conscious consumers. By leveraging sustainability as a strategic asset, companies can differentiate themselves in a competitive market, build consumer trust, and drive long-term growth. Future research should continue to explore the evolving dynamics of consumer behavior in response to sustainability initiatives, contributing to a deeper understanding of how companies can align their strategies with the growing demand for sustainable products.

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