



The Role Of Green Marketing In Encouraging Consumer Concern Towards Plastic Waste And Purchase Decisions For Environmentally Friendly Products

Rochana Lia Nuraisyah^{1, *}, Mohammad Sholahuddin²

^{1,2}Manajemen, Universitas Muhammadiyah Surakarta, Indonesia

Correspondence: E-mail: ms242@ums.ac.id

ABSTRACT

This study aims to analyze the influence of green marketing on consumer concern and purchasing decisions for environmentally friendly products. Green marketing has emerged as a strategic response to increasing environmental awareness, serving not only to enhance corporate image but also to drive consumer behavior toward more sustainable consumption. The research employs a quantitative approach using a survey method and is analyzed through Structural Equation Modeling (SEM) with SmartPLS. A total of 189 respondents were selected using purposive sampling, and data were collected online via Google Forms. The variables examined include green marketing (independent), consumer concern (mediating), and purchasing decision (dependent). Validity and reliability were assessed using composite reliability and average variance extracted (AVE). The results show that green marketing has a positive and significant effect on both consumer concern and purchasing decisions. Furthermore, consumer concern also significantly affects purchasing decisions, indicating its mediating role in the model. These findings highlight the importance of sustainable marketing strategies in shaping environmentally responsible consumer behavior.

ARTICLE INFO

Article History:

Submitted/Received 20

November 2025

First Revised 20 Desember 2025

Accepted 30 Desember 2025

First Available online 31

Desember 2025

Publication Date 31 Desember

2025

Keyword:

consumer awareness, eco-
friendly products, green
marketing, plastic waste.

1. INTRODUCTION

Global environmental concerns particularly plastic pollution have intensified as annual plastic production surpasses 400 million tons, while only 9% is recycled UNEP, (2023). This challenge is exacerbated by single-use consumption patterns and limited public awareness regarding waste management, with Indonesia alone contributing approximately 3.2 million tons of plastic waste to marine ecosystems each year. Within this context, sustainability-driven green marketing emerges as a strategic approach capable of shaping consumer attitudes and purchasing decisions toward environmentally responsible products. As environmental awareness increases, shifts in consumer behavior hold meaningful implications not only for market practices but also for long-term ecosystem resilience [Alhanatleh et al. \(2023\)](#). Research on green marketing aligns with national research priorities, particularly those advancing renewable energy and environmentally adaptive technologies. Such efforts support the second pillar of Asta Cita, which emphasizes strengthening national independence through green and blue economic systems and encourages improvements in multifactor productivity alongside greater private-sector investment in research (Romadhany & Hakim 2024).

Various studies have examined the relationship between green marketing and consumer decisions. For example, Fadilah's (2024) research found that green marketing strategies influence consumer decision-making, with evidence showing that well-executed approaches foster favorable brand evaluations and strengthen repurchase intentions. The Theory of Planned Behavior further highlights the roles of subjective norms and perceived behavioral control in shaping attitudes toward environmentally friendly products, while research situated within circular economy frameworks emphasizes consumer participation in waste reduction and recycling as a determinant of green marketing effectiveness [Ellen MacArthur Foundation, \(2020\)](#). However, despite the breadth of studies addressing these themes, empirical models that holistically integrate behavioral constructs, circular economy principles, and mediating variables such as concern for plastic waste remain scarce. This gap is particularly evident in Indonesian research contexts, where limited studies have explored these interconnected dimensions, underscoring the need for deeper investigation and theoretical refinement [\(Jayadi & Ardani, 2024\)](#).

This study examines the extent to which green marketing can foster consumer concern regarding plastic waste and how this awareness ultimately shapes purchasing decisions for environmentally friendly products Christiarini & Qadri, (2023). The uncertainty surrounding the psychological drivers of consumer behavior presents a significant barrier to the effectiveness of sustainability-oriented marketing strategies Alamsyah et al., (2021). Without addressing this gap, companies risk failing to engage environmentally conscious buyers, thereby missing critical opportunities to stimulate sustainable consumption patterns. On a theoretical level, the issue also hinders the advancement of consumer behavior models grounded in environmental values within the Indonesian context.

Academically, this study advances theoretical insight by extending the application of the Theory of Planned Behavior into the emerging framework of the circular economy, particularly within developing country contexts. Practically, the findings offer actionable guidance for policymakers and marketers in crafting more persuasive promotional strategies for green products while fostering stronger consumer awareness regarding the environmental consequences of single-use plastics (Mulya & Kusumawardhani, 2023).

Green Marketing

Green marketing represents a strategic approach in which environmental sustainability is integrated across all marketing stages from product development to consumer communication. Rather than merely promoting goods, this strategy reflects corporate responsibility to environmental stewardship while simultaneously addressing the growing demand for eco-friendly products. Green advertising functions as a catalyst for public awareness and encourages environmentally conscious purchasing decisions (Kussudyarsana & Devi, 2020). As environmental degradation becomes increasingly evident, consumer concern for ecological preservation has intensified, resulting in a notable shift toward sustainable product choices aimed at protecting natural resources, safeguarding health, and reducing harmful ecological impacts (Mubarok & Sholahuddin, 2023).

Consumer Concern

Consumer concern regarding plastic waste serves as an indicator of environmental awareness and personal responsibility, reflected not merely as passive sentiment but as deliberate behavioral choices such as avoiding single-use plastics, selecting eco-friendly packaging, and engaging in recycling initiatives Alhally, (2020). Individuals with stronger ecological consciousness increasingly prefer environmentally sustainable products, viewing such decisions as an expression of social accountability and a commitment to preserving collective environmental well-being (Wahhab et al., 2020).

Buying decision

Purchase decision-making involves evaluating multiple available alternatives prior to selecting a product, a process that is generally consistent across individuals yet shaped by personal factors such as age, income level, and lifestyle Permata Sari, (2021). Within the domain of environmentally friendly products, this decision reflects consumers' deliberate choice to prioritize items perceived as having reduced ecological impact. Such decisions emerge from intertwined cognitive and emotional assessments that weigh perceived utility, sustainability value, and alignment with personal and social ethical standards. According to Setiawan & Nurtjahjani (2021), research found that, Green consumers, in particular, tend to base their purchasing behavior on intentions formed through favorable attitudes toward eco-products and a heightened sense of environmental responsibility.

Research Hypothesis:

The Influence of Green Marketing on Purchasing Decisions

Drawing from prior empirical evidence, effectively communicated green marketing consistently strengthens consumer inclination toward environmentally responsible products by cultivating favorable brand perceptions, enhancing awareness, and elevating perceived product value mechanisms that collectively reinforce both purchase intention and actual buying behavior (Alhanatleh et al., 2023; Pramayanti, 2024; Jayadi & Ardani, 2024). Accordingly, the first hypothesis is proposed: H1: Green marketing exerts a positive influence on purchasing decisions for eco-friendly products.

The Influence of Green Marketing on Awareness of Plastic Waste

Prior studies indicate that green marketing not only shapes purchasing decisions but also fosters heightened consumer sensitivity to environmental challenges, particularly plastic waste. Marketing approaches grounded in sustainability values have been shown to cultivate greater environmental awareness and reshape consumer attitudes regarding the ecological consequences of their consumption patterns. Rahman et al. (2022) emphasize that psychologically oriented green marketing campaigns such as those leveraging subjective norms and pro environmental attitudes can intensify consumer concern toward the harms of single-use plastic. Likewise, Han (2021) demonstrates that exposure to eco-friendly promotional messages translates into tangible behavioral shifts, including reduced plastic usage and preference for biodegradable packaging. Synthesizing these findings, the second hypothesis of this study posits that green marketing positively influences consumer ecological awareness, particularly in relation to plastic waste.

The Influence of Concern for Plastic Waste on Purchasing Decisions

Consumer awareness of environmental issues particularly plastic waste acts as a significant determinant of environmentally friendly purchasing behavior. Individuals who recognize the harmful consequences of plastic pollution tend to favor more sustainable product options, such as reusable or biodegradable packaging, as a form of personal responsibility expressed through consumption choices. Empirical evidence indicates that consumers engaged in recycling practices demonstrate stronger commitment to green purchases (Kanwar & Huang, 2022), while everyday habits such as bringing reusable bags or avoiding plastic straws are positively associated with the frequency of eco-friendly product purchases (Jayadi & Ardani, 2024). Collectively, these findings substantiate the third hypothesis, asserting that concern toward plastic waste exerts a positive influence on decisions to purchase environmentally friendly products (H3).

The Role of Mediating Concern for Plastic Waste

Existing research consistently indicates that consumer concern for environmental issues particularly plastic waste functions as a mediating factor between green marketing initiatives and purchase decisions. Rather than directly shaping buying behavior, green marketing becomes influential when consumers already demonstrate awareness of ecological consequences associated with their product choices. Evidence from Jayadi and Ardani (2024) shows that the impact of green marketing strengthens among individuals who routinely avoid single-use plastics, prefer biodegradable packaging, and participate in recycling efforts, implying that promotional sustainability messages gain traction only when aligned with consumer ecological values. A similar conclusion was reported by Mulya and Kusumawardhani (2023), who assert that environmental awareness acts as a critical mechanism linking green marketing information to sustainable purchasing behavior. Drawing from these insights, the fourth hypothesis is formulated as follows: H4: Consumer concern regarding plastic waste mediates the relationship between green marketing and environmentally friendly product purchase decisions.

2. METHOD

This study employs an explanatory quantitative design to investigate how green marketing related planned behavior, brand trust, and social influence shape consumers' decisions to purchase environmentally friendly products, while simultaneously examining whether concern for plastic waste reduction mediates these relationships. The research population

consists of urban Indonesian consumers who, within the past twelve months, have purchased or considered eco-friendly products and demonstrated awareness of sustainability issues. A purposive sampling strategy was used to obtain 189 respondents, meeting the minimum sample requirements for Structural Equation Modeling (SEM) analysis as referenced by Purwanza et al. (2022).

Primary data were obtained through an online questionnaire distributed via social media platforms including WhatsApp, Instagram, and Facebook using a five-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5). The dataset was analyzed with SmartPLS employing Structural Equation Modeling (SEM), enabling the assessment of both direct and indirect variable relationships, particularly the mediating role of consumer concern between green marketing and purchase decisions. The analytical procedure consisted of evaluating validity and reliability through Composite Reliability (CR) and Average Variance Extracted (AVE), assessing the measurement model to ensure convergent and discriminant validity, and testing the structural model to determine causal linkages and the statistical significance of the mediation effect.

3. RESULTS AND DISCUSSION

Respondent Characteristics

The respondent profile reveals a predominance of women, with 135 individuals (71.4%) compared to 54 men (28.6%), suggesting that female participants more closely aligned with the study’s criteria and demonstrated greater familiarity with environmentally friendly products. Age distribution further shows that the sample is largely composed of individuals aged 17–29, accounting for 133 respondents (69.6%). In terms of educational background, university students represent the majority, totaling 116 participants (60.7%). The following results can be seen in table 1 :

Table 1. Respondent characteristics

Respondent Characteristics	Category	Frequency	Percentage
Gender	Male	54	28,6%
	Female	135	71,4%
Age	<17 years old	18	9,4%
	17–25 years old	1	0,5%
	17–29 years old	133	69,6%
	30–50 years old	36	18,8%
	>50 years old	3	1,6%
Type of work	Student	116	60,7%
	Full-Time Employee	32	16,8%
	Part-Time Employee	22	11,5%

Source: Primary Data, 2025

Outer Model

In this study, hypothesis testing was conducted using the PLS data analysis method, which was run through SmartPLS 3.0 software. Below is a schematic of the PLS model that has been tested. The following results can be seen in Figure 1 :

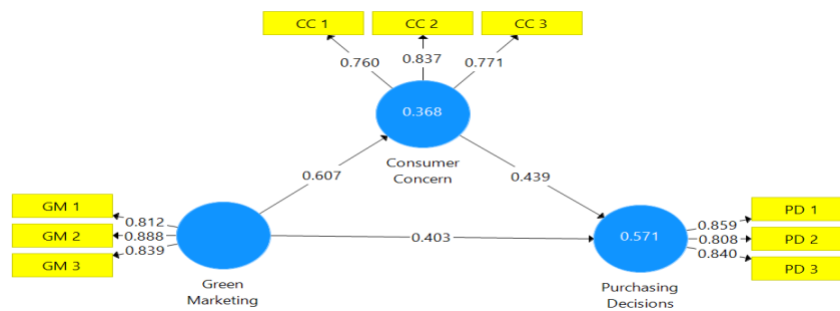


Figure 1. Outer Model

Validity and Reliability Test

Validity testing serves to determine whether an instrument or questionnaire accurately measures the intended construct, whereas reliability emphasizes the stability and consistency of the measurement tool over repeated applications. The results presented in Table 2 demonstrate that all variables satisfy discriminant validity requirements, indicated by Average Variance Extracted (AVE) values exceeding 0.5. Furthermore, the constructs meet reliability standards when Cronbach's Alpha surpasses 0.6, and they are considered fully reliable when the composite reliability exceeds 0.7. Accordingly, every variable analyzed in this study fulfills both validity and reliability criteria. The following results can be seen in table 2 :

Table 2. Validity and Reliability Test Values

Constructs	Items	Factor loading	Cronbach's α	CR	AVE	Information
Green Marketing	I feel responsible for purchasing products that support environmental sustainability.	0,821	0,803	0,884	0,717	Valid & Reliable
	My social circle (family/friends) encourages me to purchase eco-friendly products.	0,888				Valid
	I feel I have sufficient control over choosing eco-friendly products on the market.	0,839				Valid
Consumer Concern	I try to reduce my use of plastic in my daily life.	0,760	0,701	0,833	0,624	Valid & Reliable
	I prefer products with biodegradable or recyclable packaging.	0,837				Valid
	I am active in recycling activities or programs in my community.	0,771				Valid
Buying decision	I often purchase eco-friendly products over conventional ones.	0,859	0,785	0,874	0,698	Valid & Reliable
	I intend to repurchase green products I have used.	0,808				Valid
	I am more loyal to brands that are committed to the environment.	0,840				Valid

Multicollinearity Test

Multicollinearity testing can be seen from the tolerance and variance inflation factor (VIF) values. Multicollinearity can be determined by the cutoff value indicating a tolerance value > 0.1 or equal to a VIF value <5. Table 3 shows:

Table 3. Collinearity Statistics Value

Variable	VIF	Information
GM 1	1,612	Accepted (No multicollinearity)
GM 2	1,956	Accepted (No multicollinearity)
GM 3	1,737	Accepted (No multicollinearity)
KK 1	1,471	Accepted (No multicollinearity)
KK 2	1,558	Accepted (No multicollinearity)
KK 3	1,242	Accepted (No multicollinearity)
KP 1	1,639	Accepted (No multicollinearity)
KP 2	1,597	Accepted (No multicollinearity)
KP 3	1,687	Accepted (No multicollinearity)

Source: Primary Data 2025

The collinearity analysis based on VIF values was employed to assess potential multicollinearity, and all variables met the established acceptance criteria, indicated by tolerance values above 0.1 or VIF scores below 5, demonstrating no violation of multicollinearity assumptions.

Goodness of Fit Test

$$Q^2 = 1 - [(1 - R1^2) \times (1 - R2^2)]$$

$$Q^2 = 1 - [(1 - 0,368) \times (1 - 0,571)]$$

$$Q^2 = 1 - [0,632 \times 0,429]$$

$$Q^2 = 1 - 0,271$$

$$Q^2 = 0,729$$

The Q-square value of 0.729 (72.9%) indicates that the research model successfully accounts for most of the variance in the endogenous variables, while the remaining 27.1% is attributable to external factors not included in the model. Since the Q^2 statistic exceeds zero, the model demonstrates satisfactory predictive relevance and can be considered appropriate for analyzing the relationships among the examined variables.

Hypothesis Testing

Path Coefficient (Direct Effect)

The hypothesis testing procedure employed in this study relies on the t-statistic or p-value (critical ratio), supported by the original sample estimates generated through a bootstrapping resampling technique. Bootstrapping was applied to assess the stability and robustness of the parameter estimates by repeatedly drawing subsamples from the original data. A p-value below 0.05 is interpreted as evidence of a statistically significant effect, whether direct or indirect, indicating that the proposed hypothesis is supported. Conversely, a p-value exceeding 0.05 suggests that the effect is not statistically significant, leading to the rejection

of the corresponding hypothesis. This decision rule ensures consistency with commonly accepted statistical standards in hypothesis testing. The following results can be seen in table 4 :

Table 4. Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Green Marketing -> Consumer Concern	0,607	11,771	0,000	Significant & Accepted
Green Marketing -> Buying decision	0,403	6,193	0,000	Significant & Accepted
Consumer Concern -> Buying decision	0,439	6,969	0,000	Significant & Accepted

Source: Primary Data 2025

Hypothesis testing in this study was conducted to examine the relationships among latent variables within the proposed model, and the SmartPLS results indicate that all tested hypotheses reached statistical significance. Green Marketing demonstrated a strong positive effect on Consumer Concern ($\beta = 0.607$, $t = 11.771$, $p < 0.05$), implying that greater implementation of environmentally conscious marketing strategies corresponds to heightened consumer sensitivity toward environmental issues. Likewise, Green Marketing significantly influenced Buying Decision ($\beta = 0.403$, $t = 6.193$, $p < 0.05$), suggesting that eco-friendly marketing initiatives play a meaningful role in shaping consumer purchasing behavior. Furthermore, Consumer Concern also positively affected Buying Decision ($\beta = 0.439$, $t = 6.969$, $p < 0.05$), indicating that environmentally aware consumers are more inclined to choose sustainable products. Collectively, these findings confirm that all hypothesized relationships were supported, as each pathway demonstrated a significant positive effect.

Discussion

Green Marketing has a significant positive effect on Consumer Concern

Green marketing constitutes a strategic approach that integrates sustainability and environmental responsibility into promotional practices, aiming not merely to boost sales but also to heighten consumer awareness of ecological issues. Recent studies indicate that such environmentally focused marketing exerts a significant positive influence on consumer attitudes and behaviors, particularly in shaping preferences for eco-friendly products.

This study demonstrates that green marketing exerts a significant and positive influence on consumer concerns (coefficient = 0.607; $t = 11.771$; $p < 0.001$), corroborating prior findings such as those by Mulya and Kusumawardhani (2023) in Unilever products in Indonesia and Mudrika et al. (2024) in Jakarta's FMCG sector, which showed that environmentally oriented marketing strategies effectively enhance consumer awareness and trust regarding sustainability issues. Unlike most previous research, which has predominantly focused on large brands or specific products and typically assessed the impact of green marketing on purchase intentions or decisions, this study highlights its effect on consumer concerns as an early and critical variable in the environmentally conscious decision-making process, particularly within local product contexts and broader consumer segments. While eco-

friendly packaging and advertising positively shape perceptions, evidence regarding their effect on purchase interest remains limited, warranting further investigation into additional factors such as product availability, pricing, and consumer education (Husna, Wardana, & Ramadani, 2024). Prior research indicates that environmental knowledge alone does not guarantee green purchasing behavior, with other studies (“Magisteruppsats Master’s Thesis,” 2023) emphasizing its role in informing consumer behavior design, suggesting a need for deeper exploration of environmental knowledge as a potential mediator between green marketing and consumer engagement.

Green Marketing has a significant positive effect on buying decisions

The study reveals that green marketing exerts a significant and positive effect on consumers’ buying decisions, with a path coefficient of 0.403 ($t = 6.193$; $p < 0.001$). This influence arises from the integration of eco-friendly products, pricing, advertising campaigns, and broader environmentally conscious marketing strategies, which collectively encourage consumer preference through the four pillars of the green marketing mix: product, price, promotion, and place (Anjani & Perdhana, 2021). International evidence from de Oliveira Lima et al. (2024) indicates that even with relatively low consumer awareness, green marketing can effectively enhance purchase intentions, particularly when accompanied by education on environmental benefits. Complementing this, Indonesian research by Tri Wahyuni et al. (2023) demonstrates that environmentally oriented marketing factors—including green awareness, products, pricing, and advertising significantly shape consumer buying decisions, highlighting the strategic importance of green marketing in influencing consumer behavior toward sustainable products.

Consumer Concern has a significant positive effect on buying decisions

Consumer awareness of environmental issues and preference for eco-friendly products plays a pivotal role in shaping purchasing decisions, particularly in the green product market. Grounded in the Theory of Planned Behavior (Ajzen, 1991), environmental concern emerges as a primary determinant driving both the intention and actual behavior to purchase green products (Lestari, 2020). Empirical evidence from Mongula, Masnita, and Kurniawati (2023) indicates that heightened environmental awareness directly strengthens consumers’ intention to buy green products, notably those with sustainable packaging. In the Indonesian context, Fahik et al. (2023) demonstrate that emotional values exert the strongest influence on environmental concern, subsequently affecting eco-friendly purchasing behavior, while social, epistemic, and functional values contribute positively and conditional values show no significant effect. Consistent findings among Indonesian Unilever consumers reveal that environmental concern and conviction significantly enhance the intention to purchase green products, as confirmed through structural equation modeling (SEM) analysis (Mulya & Kusumawardhani, 2023).

4. CONCLUSION

Recent studies indicate that green marketing exerts a substantial and positive influence on both consumer concern and the decision to purchase environmentally friendly products. By prioritizing sustainability and eco-conscious practices, marketing strategies not only heighten consumer awareness of environmental issues but also directly stimulate green purchasing behavior. Core components of green marketing encompassing eco-friendly products, pricing,

and promotional efforts collectively shape buying decisions, while consumer concern, informed by emotional, social, epistemic, and functional values, further reinforces intentions and choices to acquire green products.

Despite its contributions, this study presents several limitations that warrant consideration. Its scope was confined to urban respondents, restricting the generalizability of the findings. The cross-sectional design precludes an understanding of temporal shifts in consumer behavior, while reliance on Likert-scale surveys introduces potential social desirability bias. Furthermore, the analysis focused solely on psychological factors, omitting critical influences such as price, product quality, availability, environmental education, and digital media impact. Demographic and socioeconomic variables were also excluded as potential moderators, despite their likely effect on green purchasing behavior.

For future research, it is recommended to expand the geographic scope and include respondents from diverse regions, adopt a longitudinal design to capture the evolving patterns of consumer behavior, and incorporate additional variables such as green perceived value, brand image, pricing, and the influence of digital media. Analyses that account for variations in demographic and socioeconomic characteristics are also essential to identify consumer segments with heightened environmental awareness. Employing this approach is expected to yield more comprehensive theoretical and practical insights, thereby advancing green marketing strategies and deepening understanding of sustainable consumer behavior in Indonesia.

5. REFERENCES

- Alamsyah, A., Artanti, Y., & Surabaya, U. N. (2021). *Jurnal Ilmu Manajemen*. 11, 858–870.
- Alhally, A. (2020). Pengaruh Kepedulian, Pengetahuan, Sikap, Inisiatif Pemerintah, Tekanan Teman Sebaya Dan Spiritualitas Terhadap Niat Beli Produk Ramah Lingkungan Di Banjarmasin. *At-Tadbir : Jurnal Ilmiah Manajemen*, 4(2), 130.
- Christiarini, R., & Qadri, R. A. (2023). *Green marketing & environmental concern : Minat beli generasi z terhadap personal care products*. 2023.
- Mulya, E. A. W., & Kusumawardhani, A. (2023). The impact of green marketing on customer purchase intention: The mediating role of customer concerns and beliefs and green brand knowledge. *Diponegoro International Journal of Business*, 6(2), 90–103.
- Permata Sari, D. (2021). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian, Kualitas Produk, Harga Kompetitif, Lokasi (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 2(4), 524–533.
- Romadhany, Y. I., & Hakim, L. (2024). The Effect of Green Marketing on Product Purchasing Decisions with E-Wom as a Mediating Variable. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 141–150. <https://doi.org/10.37641/jimkes.v12i1.2397>
- Wahhab, A., Rengganis, K., & Hanina, S. N. (2020). Pengembangan Model Pemasaran Produk Ramah Lingkungan Berbasis Minat Beli Konsumen. *Prosiding Industrial Research Workshop and National Seminar*, 11(1), 26–27.
- Alhanatleh, M., Basha, S., Alkis, N., & Bhatti, A. (2023). Dampak praktik pemasaran ramah lingkungan terhadap niat beli konsumen terhadap produk ramah lingkungan: Peran mediasi kepedulian lingkungan. *Keberlanjutan*, 15(4), 2305.

- Rochana Lia Nuraisyah, Mohammad Sholahuddin., The Role Of Green Marketing In Encouraging Consumer Concern Towards Plastic Waste And Purchase Decisions For Environmentally Friendly Products | 1472*
 Fadilah, R. (2024). Pengaruh strategi pemasaran hijau terhadap sikap merek dan niat pembelian ulang produk ramah lingkungan. *Jurnal Pengembangan Pemasaran*, 12(1), 55–68.
- Ajzen, I. (1991). Teori perilaku terencana. *Perilaku Organisasi dan Proses Pengambilan Keputusan Manusia*, 50(2), 179–211.
- Yayasan Ellen MacArthur. (2010). Menuju ekonomi sirkular: Rasional ekonomi dan bisnis untuk transisi yang dipercepat. Yayasan Ellen MacArthur.
- Jayadi, A., & Ardani, D. (2024). Strategi pemasaran ramah lingkungan dan kesadaran konsumen terhadap sampah plastik: Bukti dari Indonesia. *Asian Journal of Business Research*, 14(2), 112–127.
- Rahman, I., Park, J., & Chi, CG (2022). Konsekuensi "greenwashing": Reaksi konsumen terhadap inisiatif ramah lingkungan hotel. *Jurnal Internasional Manajemen Perhotelan*, 100, 103083.
- Alhamdulillah, Arafat. 2020. "Pengaruh Kepedulian, Pengetahuan, Sikap, Inisiatif Pemerintah, Tekanan Teman Sebaya Dan Spiritualitas Terhadap Niat Beli Produk Ramah Lingkungan Di Banjarmasin." *At-Tadbir : Jurnal Ilmiah Manajemen* 4 (2): 130.
- Anjani, Syatira, dan Mirwan Surya Perdhana. 2021. "Pengaruh Bauran Pemasaran Ramah Lingkungan Terhadap Keputusan Pembelian Konsumen: Studi Literatur." *Jurnal Manajemen Diponegoro* 10 (1): 8.
- Fahik, Aptianti Skolastika, Anjani Musika, Maria Damaina Tiberia Roga, Apryanus Fallo, Gaudensius Djuang, dan Maria Augustin Lopes Amaral. 2023. "Keputusan Pembelian Kembali: Kekhawatiran Konsumen Terhadap Produk Ramah Lingkungan." *Inovatif: Jurnal Penelitian Ilmu Sosial* 3 (4): 3818–31.
- Fikri Haikal Ramadhani Mubarak, dan Muhammad Sholahuddin. 2023. "Pengaruh Green Marketing Terhadap Minat Pembelian Ms Glow For Men Di Surakarta Dengan Ewom Sebagai Variabel Mediasi." *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)* 9 (2): 461–72.
- Han, Heesup. 2021. "Perilaku Konsumen dan Keberlanjutan Lingkungan dalam Pariwisata dan Perhotelan: Tinjauan Teori, Konsep, dan Penelitian Terbaru." *Jurnal Pariwisata Berkelanjutan* 29 (7): 1021–42.
- Husna, Nadiatul, Candra Kusuma Wardana, dan Kesha Dewi Nur Ramadani. 2024. "Pengaruh Mediasi Pemasaran Hijau Terhadap Niat Pembelian Online Pada Pembelian Skincare Di Indonesia." *Manfaat: Jurnal Manajemen Dan Bisnis* 9 (1): 118–30.
- Kanwar, Anu, dan Yu Chuan Huang. 2022. "Menjelajahi Dampak Influencer Media Sosial terhadap Niat Beli Pelanggan: Model Mediasi Sekuensial dalam Konteks Taiwan." *Entrepreneurial Business and Economics Review* 10 (3): 123–41.
- Kussudyarsana, dan nur yuliana devi. 2020. "pengaruh pengetahuan lingkungan dan sikap konsumen terhadap niat beli produk ramah lingkungan (studi pada konsumen air mineral ades di kota klaten)." *Jurnal fokus* 10 (1): 87–101.
- Lestari, Novia Indah. 2020. "Pengaruh Green Awareness Terhadap Keputusan Pembelian Produk Kosmetik Ramah Lingkungan Konsumen Generasi Y." *Jurnal Ekonomi Vokasi* 3 (1): 36–48.
- "Tesis Master Magister uppsats." dan
- Mongula, Angelline, Yolanda Masnita, dan Kurniawati Kurniawati. 2023. "Kepedulian Lingkungan: Apakah Hal Ini Mendorong Niat Membeli Ramah Lingkungan pada Kemasan Berkelanjutan?" *Jurnal Ekonomi Bisnis Dan Kewirausahaan* 12 (3): 290.
- Mudrika, Siti, Diyono Suharjo, Deni, dan Iyus Wiadi. 2024. "Keberlanjutan dalam Pemasaran: Menjelajahi Dampak Pemasaran Hijau terhadap Kepedulian Lingkungan dan Kepuasan Pelanggan." *Jurnal Internasional Pemahaman Multikultural dan Multiagama* 11 (2): 97–112.

- Oliveira Lima, Lucas Alves de, José Marconde Souza da Silva, Aline de Oliveira Santos, Francisco Roldineli Varela Marques, Airton Pereira da Silva Leão, Maria da Conceição Leal Carvalho, Stênio Maia Estevam, dan Allan Berthier Silva Ferreira. 2024. "Pengaruh Pemasaran Ramah Lingkungan terhadap Niat Membeli Konsumen: Tinjauan Sistematis." *Revista de Gestao Social dan Ambiental* 18 (3): 1–11.
- Pramayanti, Dian Ikha. 2024. "Dampak Pemasaran Digital Terhadap Kesadaran Merek dalam Pemanfaatan E-Commerce." *Manajemen Dan Akuntansi* 4 (1): 28–33.
- Purwanza, Sena Wahyu, Wardhana Aditya, Mufidah Ainul, Reny Renggo Yuniarti, Kabubu Hudang Adrianus, Setiawan Jan, Darwin, dkk. 2022. *Metodologi Penelitian Kuantitatif, Kualitatif, Dan Kombinasi*. Media Sains Indonesia.
- Sari, Saidah Putri. 2020. "Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen." *Psikoborneo: Jurnal Ilmiah Psikologi* 8 (1): 147.
- Setiawan, Doni, dan Fullchis Nurtjahjani. 2021. "pengaruh digital marketing (pemasaran digital) dan brand image (citra merek) terhadap loyalitas pelanggan di awesam store kota malang (pada masa pandemi covid-19)." *Jurnal aplikasi bisnis* 7 (2): 113–16.
- Tri Wahyuni, Tri Hidayati Anggraeni, Uswatun Hasanah, dan Umar Burhan. 2023. "Pengaruh Green Marketing Terhadap Keputusan Pembelian Lampu Philips." *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)* 2 (2018): 506–9