

## DAFTAR PUSTAKA

- About Garnier*. (n.d.). <https://www.garnier.co.id/about-garnier>
- 92b93c2d4efdb5613ccde51d2aeffe58c112c196 @ [sipsn.menlhk.go.id](https://sipsn.menlhk.go.id). (n.d.).  
<https://sipsn.menlhk.go.id/sipsn/>
- A, G. (1990). *Retail Management*.
- Akbar, W., Hassan, S., Khurshid, S., Niaz, M., & Rizwan, M. (2014). Antecedents Affecting Customer's Purchase Intentions towards Green Products. *Journal of Sociological Research*, 5(1), 273–289. <https://doi.org/10.5296/jsr.v5i1.6566>
- Alamsyah, D. P., Suhartini, T., Rahayu, Y., Setyawati, I., & Hariyanto, O. I. B. (2018). Green advertising, green brand image and green awareness for environmental products. *IOP Conference Series: Materials Science and Engineering*, 434(1). <https://doi.org/10.1088/1757-899X/434/1/012160>
- Alamsyah, D. P., Othman, N. A., Bakri, M. H., Adjie, A. N., Salsabila, K., & Syarifuddin, D. (2020). Confirmatory factor analysis of green advertising and its impact on green awareness. *Management Science Letters*, 10(16), 3899–3906. <https://doi.org/10.5267/j.msl.2020.7.021>
- Alamsyah, D. P., Othman, N. A., Bakri, M. H., Udjaja, Y., & Aryanto, R. (2021). Green awareness through environmental knowledge and perceived quality. *Management Science Letters*, 11, 271–280. <https://doi.org/10.5267/j.msl.2020.8.006>
- Ali, I. (2011). *Influence of corporate social responsibility on development of corporate reputation and customer purchase intentions*.
- BHARGAVA, M. R. R., & KUMAR, M. R. P. (2019). A Comprehensive Study on Solid and Hazardous Waste Management. *International Journal of Innovations in Engineering Research and Technology*, 6(3), 1–5.
- Chen, Y. S., Huang, A. F., Wang, T. Y., & Chen, Y. R. (2020). Greenwash and green purchase behaviour: the mediation of green brand image and green brand loyalty. *Total Quality Management and Business Excellence*, 31(1–2), 194–209. <https://doi.org/10.1080/14783363.2018.1426450>
- Chen, Y.-S., & Chang, C.-H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520.

- Conraud-Koellner, E., & Rivas-Tovar, L. A. (2009). *Study of green behavior with a focus on Mexican individuals*.
- Dahlstrom, R. (2011). *Green marketing management*. South-Western Cengage Learning Mason, OH.
- Development, W. B. C. for S. (2008). *Sustainable Consumption Facts and Trends From a business perspective The Business Role Focus Area*.
- Dewi, W. W. A., & Syauki, W. R. (2023). Green awareness of female consumers towards sustainable products in Indonesia. *Jurnal Pengelolaan Sumberdaya Alam Dan Lingkungan (Journal of Natural Resources and Environmental Management)*, 13(1 SE-Articles), 129–139.  
<https://doi.org/10.29244/jpsl.13.1.129-139>
- Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R., & Bohlen, G. M. (2003). Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation. *Journal of Business Research*, 56(6), 465–480.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307–319.
- European Food Industry. (2021). *Annual Report*. [www.fediaf.org](http://www.fediaf.org)
- Fishbein, M., & Ajzen, I. (1977). *Belief, attitude, intention, and behavior: An introduction to theory and research*.
- Follows, S. B., & Jobber, D. (2000). Environmentally responsible purchase behaviour: a test of a consumer model. *European Journal of Marketing*, 34(5/6), 723–746.
- Frank, K. S. Y. L. C. . B.-T. P. V. W. (20189). What a Waste 2.0 : A Global Snapshot of Solid Waste Management to 2050. In *Urban Development*.  
<https://openknowledge.worldbank.org/handle/10986/30317>
- Gao, Q., & Feng, C. (2016). Branding with social media: User gratifications, usage patterns, and brand message content strategies. *Computers in Human Behavior*, 63, 868–890.
- Garnier Sustainability Team. (2021). Sustainability Progress Report 2020. *Garnier*.  
<https://www.garnier.co.uk/green-beauty>

- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10*. Badan Penerbit Universitas Diponegoro.
- Gupta, S., & Kumar, V. (2013). Sustainability as corporate culture of a brand for superior performance. *Journal of World Business*, 48(3), 311–320.
- Gurău, C., & Ranchhod, A. (2005). International green marketing. *International Marketing Review*, 22(5), 547–561. <https://doi.org/10.1108/02651330510624381>
- Haghjou, M., Hayati, B., Pishbahar, E., Mohammad, R. R., & Dashti, G. (2013). *FACTORS AFFECTING CONSUMERS' POTENTIAL WILLINGNESS TO PAY FOR ORGANIC FOOD PRODUCTS IN IRAN: CASE STUDY OF TABRIZ*.
- Kotler, P. (2017). *Manajemen Pemasaran Jilid I. Edisi ke 13*. Erlangga.
- Kull, A. J., & Heath, T. B. (2016). You decide, we donate: Strengthening consumer--brand relationships through digitally co-created social responsibility. *International Journal of Research in Marketing*, 33(1), 78–92.
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87–96.
- Lin, H.-Y., & Hsu, M.-H. (2015). Using social cognitive theory to investigate green consumer behavior. *Business Strategy and the Environment*, 24(5), 326–343.
- Maheshwari, S. P. (2014). Awareness of green marketing and its influence on buying behavior of consumers: Special reference to Madhya Pradesh, India. *AIMA Journal of Management & Research*, 8(1/4), 497–974.
- Majid, J., Amin, S., & Kansana, K. (2016). Green Marketing: Sustainable Economy, Environment & Society- Concept & Challenges. *Journal GSD - Green & Sustainable Development*, 3.
- Masturoh, L. M. (2017). Pengaruh Green Product, Green Advertising, dan Green Brand terhadap Keputusan Pembelian Konsumen pada Produk Green Bag di Carrefour Kota Malang. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 5(1), 1–14.
- Mostafa, M. M. (2007). Gender differences in Egyptian consumers' green purchase behaviour: the effects of environmental knowledge, concern and attitude. *International Journal of Consumer Studies*, 31(3), 220–229.

- Mourad, M., & Serag Eldin Ahmed, Y. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, 15(4), 514–537.
- Nik Abdul Rashid, N. R. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*, 4. <https://doi.org/10.5539/ijbm.v4n8p132>
- Ogunbode, C. A., & Arnold, K. (2012). A study of environmental awareness and attitudes in Ibadan, Nigeria. *Human and Ecological Risk Assessment: An International Journal*, 18(3), 669–684.
- Osland, J. S. (2003). Broadening the debate: The pros and cons of globalization. *Journal of Management Inquiry*, 12(2), 137–154.
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment: Science and Policy for Sustainable Development*, 48(5), 22–36.
- Peter, J. P. D. & Olson, J. C. (2013). *Perilaku konsumen dan strategi pemasaran*.
- Polonsky, M. J. (1994). An Introduction To Green Marketing. *Electronic Green Journal*, 1(2). <https://doi.org/10.5070/g31210177>
- Priti, C. (2021). GREEN MARKETING: AN EVOLVING PHENOMENON. *International Journal on Recent Trends in Business and Tourism*, 5. <https://doi.org/10.31674/ijrtbt.2021.v05i02.005>
- Putra, I., & Suryani, A. (2015). Peran green trust dalam memediasi green perceived value terhadap green purchase behavior pada produk organik. *E-Jurnal Manajemen Unud*, 4(10), 3015–3036.
- Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Lita, R. P. (2017). Green Brand Image Relation Model, Green Awareness, Green Advertisement, and Ecological Knowledge as Competitive Advantage in Improving Green Purchase Intention and Green Purchase Behavior on Creative Industry Products. *Journal of Economics, Business & Accountancy Ventura*, 20(2), 177–186. <https://doi.org/10.14414/jebav.v20i2.1126>
- Rashid, N., & others. (2009). Awareness of eco-label in Malaysia's green marketing initiative. *International Journal of Business and Management*, 4(8), 132–141.

- Samarasinghe, R. (2012). The influence of cultural values and environmental attitudes on green consumer behaviour. *The Journal of Behavioral Science*, 7(1), 83–98.
- Sarkar, A. (2012). Green marketing and sustainable development challenges and opportunities. *International Journal of Marketing, Financial Services & Management Research*, 1(9), 120–134.
- Sarumathi, S. (2014). Green purchase behavior--a conceptual framework of socially conscious consumer behavior. *Global Journal of Finance and Management*, 6(8), 777–782.
- Sarwono, J. (2011). Mengenal path analysis: sejarah, pengertian dan aplikasi. *Jurnal Ilmiah Manajemen Bisnis*, 11(2), 285–296.
- Sharma, M., & Trivedi, P. (2016). Various Green Marketing Variables and Their Effects on Consumers' Buying Behaviour for Green Products. *Ijltemas*, V(1), 1–8.
- Sherriff, L. (2019). *No TitleThe Minimalist Beauty Company Tackling The Industry's Waste Problem*. <https://www.forbes.com/sites/lucysherriff/2019/09/17/the-minimalist-beauty-company-tackling-the-industrys-waste-problem/?sh=154875d44326>
- Sugiyono. (2021). *Metode Penelitian Kuantitatif Kualitatif* (28th ed.). Alfabeta.
- Suki, N. M. (2013). GREEN AWARENESS EFFECTS ON CONSUMERS'PURCHASING DECISION: SOME INSIGHTS FROM MALAYSIA. *International Journal of Asia-Pacific Studies*, 9(2).
- The Body Shop company. (2021). *The Body shop sustainability report. 1*, 1–19.
- Tiwari, S., Tripathi, D. M., Srivastava, U., & Yadav, P. K. (2011). Green marketing-emerging dimensions. *Journal of Business Excellence*, 2(1), 18–23.
- Wu, S.-I., & Chen, Y.-J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. *International Journal of Marketing Studies*, 6(5), 81.
- Yang, M. G. M., Hong, P., & Modi, S. B. (2011). Impact of lean manufacturing and environmental management on business performance: An empirical study of manufacturing firms. *International Journal of Production Economics*, 129(2), 251–261.

- Yazdanifard, R., & Mercy, I. E. (2011). The impact of green marketing on customer satisfaction and environmental safety. *International Conference on Computer Communication and Management*, 5(1), 637–641.
- Yong, N. L., Ariffin, S. K., Nee, G. Y., & Wahid, N. A. (2017). A study of factors influencing consumer's purchase intention toward green vehicles: evidence from malaysia. *Global Business and Management Research*, 9(4s), 281–297.
- Zelezny, L. C., Chua, P.-P., & Aldrich, C. (2000). New ways of thinking about environmentalism: Elaborating on gender differences in environmentalism. *Journal of Social Issues*, 56(3), 443–457.