

# Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon

Volume: 04

Issue: 05

Year: 2024

Page: 127-138

## The Effect of Green Marketing Mix, Environmental Awareness and Green Innovation on Green Purchase Intention

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### Abstract

This research aims to examine the impact of Green Marketing Mix, Environmental Awareness, and Green Innovation on Green Purchase Intention for Wardah Cosmetics. The study involved 100 respondents, selected using a purposive sampling technique. Through multiple linear regression analysis and hypothesis testing using the t-test, the results reveal the Green Marketing Mix does not have a significant positive effect on the intention to purchase Wardah's environmentally friendly products. This suggests that while Wardah may be incorporating green marketing elements into its strategies, these efforts alone are not a decisive factor in influencing consumers' buying intentions toward eco-friendly products. Environmental Awareness shows a significant positive impact on consumers' intention to buy Green Wardah Cosmetics. This indicates that individuals who are more conscious of environmental issues are more likely to be motivated to purchase products that align with their ecological values, demonstrating the importance of environmental concern in shaping green purchase behavior. Green Innovation also has a significant positive influence on Green Purchase Intention. This suggests that Wardah's efforts to innovate in sustainable ways, such as using environmentally friendly ingredients or packaging, resonate with consumers and positively affect their decision to buy.

### Keywords

Green Marketing Mix, Environmental Awareness, Green Innovation, Green Purchase Intention.

## 1. Introduction

The development of the cosmetic business today is experiencing rapid growth, producing a variety of products, one of which is green cosmetics. The rise of green cosmetic innovation is driven in part by the growing consumer awareness of the importance of the impact of product use on health and the environment. This has also encouraged companies to implement environmentally sustainable marketing strategies through the application of green marketing strategies (Dimiyati et al., 2018). One local cosmetic brand that applies the green cosmetics concept is Wardah. Wardah implements the Halal Green Beauty philosophy, which consists of five principles: halal, natural, alcohol-free, local & global expertise, and cruelty-free.

The wide variety of cosmetic products provides consumers with convenience in choosing beauty products and impacts purchase intention. Purchase intention is an individual's feeling when someone is pleased with a product, which will increase their desire to buy (Latief, 2018). Green purchase intention refers to the intention to buy products or services that are not harmful to society and the environment (Nasution, 2014; Farradia et al., 2021). Green purchase intention can be influenced by several factors, such as: (1) the green marketing mix, which includes green products, green pricing, and green promotion, significantly influences green purchase intention (Farradia et al., 2021); (2) environmental awareness plays an important role in shaping green purchase intention; and (3) green innovation significantly influences green purchase intention (Li et al., 2020; Setiawan et al., 2024).

The green marketing mix is the process of marketing products in an environmentally friendly way by reducing the use of raw materials that harm the environment (Kumar, 2015). The green marketing mix modifies the four elements of the marketing mix, which consist of product, price, distribution, and promotion (Trivedi et al., 2018). The green marketing mix can be extended to the service sector and is not limited only to products (Jaiswal & Kant, 2018). The importance of green marketing for public awareness lies in preserving the surrounding environment (Yuliani et al., 2016). A well-implemented green marketing mix will impact an increase in green product purchase intention (Basumbul, 2016; Simanjuntak et al., 2023). However, different studies show that the green marketing mix does not influence green purchase intention (Balawera, 2014).

Green purchase intention can also be influenced by the level of environmental awareness. Environmental awareness is a predictor that enables the purchase of environmentally friendly products (Lukiarti, 2019). Environmental awareness is linked to responsible consumer behavior and the tendency to choose products or brands that care about the environment (Anwari, 2017). Environmental knowledge and awareness significantly affect environmentally conscious attitudes, which in turn will influence the intention to purchase green products (Simanjuntak et al., 2023).

Another factor that can influence green purchase intention is green innovation. Green innovation refers to innovation that aims to achieve sustainable development by reducing the negative impact of products on the natural environment (Awan, 2021). Green innovation can be a financially profitable business investment (Ghisetti & Rennings, 2014). The goal of green product innovation is to increase production in company operations while maintaining a clean environment (Amalia, 2023). Research shows that the implementation of green innovation in environmentally friendly industries has a significant impact on consumer purchase intention (Setiawan et al., 2024). However, different studies show that green innovation does not have a significant effect on green purchase intention (Chen et al., 2019). Based on the importance of studying the factors that influence green purchase behavior, this study aims to analyze the partial effect of Green Marketing, Environmental Awareness, and Green Innovation on Green Purchase Intention for Wardah Cosmetics.

## **2. Literature Review**

Green purchase intention can be defined as an individual's willingness to consider and choose environmentally friendly products (Lasuin & Ng, 2014). Green purchase intention focuses on environmental issues, where consumers' purchasing decisions aim to buy eco-friendly products that have a low impact on the environment (Chen & Lee, 2015). The green marketing mix is the process of marketing products in an environmentally friendly way by reducing the use of raw materials that harm the environment (Kumar, 2015). Green marketing integrates environmental considerations into all aspects of marketing, including product development, production processes, packaging, and advertising modifications, using the marketing mix approach, which consists of product, price, place, and promotion (Manongko, 2018; Li et al., 2021).

Environmental awareness refers to an individual's awareness of environmental issues and their support for addressing these issues (Ariffin et al., 2015). Environmental awareness encompasses sensitivity and concern for the environment (Shah et al., 2021). Green innovation is a production process that uses new technologies aimed at being more environmentally friendly to produce goods or products that have minimal negative impact on the surrounding environment (Xie et al., 2019). Green innovation is a strategy to achieve company goals using techniques, systems, and practices to reduce the impact of environmental damage (Dewi & Rahmianingsih, 2020; Román-Augusto et al., 2022).

The green marketing mix strategy, which includes green product, green price, green place, and green promotion, if implemented properly, will attract consumer interest in purchasing green products (Farradia et al., 2021). This statement aligns with previous research, which stated that green marketing has a positive and significant influence on consumer purchase intention (Dimilna et al., 2023). The effectiveness of the green marketing mix strategy will have a significant impact on increasing green purchase intention (Manongko, 2018; Aagerup et al., 2019).

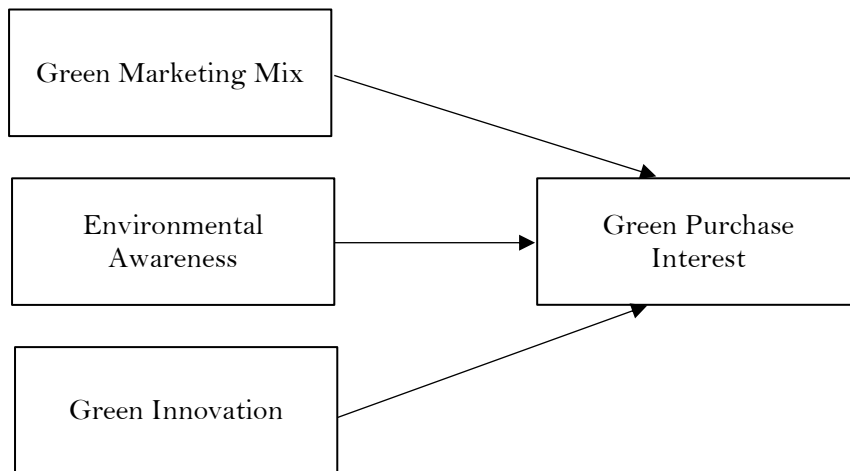
**H1:** The green marketing mix has a positive and significant effect on the green purchase intention of Wardah Cosmetics.

Environmental awareness, demonstrated through environmental knowledge, environmental concern, attitudes toward the environment, and eco-friendly behavior, is a determining factor that can significantly influence green purchase intention (Li et al., 2020). This is in line with previous studies suggesting that the level of environmental awareness influences the level of green purchase intention (Arrazzaqy & Lukiarti, 2023). The health benefits from consuming eco-friendly products have a significant impact on purchase intention (Xu et al., 2019; Chen et al., 2020).

**H2:** Environmental awareness has a positive and significant effect on the green purchase intention of Wardah Cosmetics.

Companies that develop green innovation in their marketed products will influence consumers' interest in purchasing these products. Setiawan et al., (2024) proved that green innovation has a positive and significant impact on green purchase intention. Well-developed green innovation that meets the expectations of potential consumers will result in increased green purchase intention (Damayanti & Waskito, 2024).

**H3:** Green innovation has a positive and significant effect on the green purchase intention of Wardah Cosmetics.



**Figure 1.** Research framework

### 3. Methods

The method used in this research is a quantitative approach. The population is considered infinite as the exact number of population members is unknown. The sampling technique applied is purposive sampling, with specific criteria for selecting the sample. The criteria include: (1) Respondents must be at least 17 years old, as they are considered mature and capable of understanding the content of the questionnaire properly. This age criterion ensures that respondents can provide reliable and insightful responses. (2) Respondents must be familiar with information about Wardah cosmetic products, yet they have never made a purchase of these products before. This criterion is essential to gauge the interest and potential green purchase intention among individuals who are aware of the brand but have not yet become consumers. The study aims to analyze the factors influencing green purchase intention, specifically targeting those who are informed but have not acted on their purchase decisions. Through the data collected from this sample, the research seeks to explore how factors such as the green marketing mix, environmental awareness, and green innovation impact their potential intention to purchase Wardah's green cosmetic products.

### 4. Results

Data analysis involves assessing the validity of the variables in the study. This process includes conducting validity tests to ensure that the measurement tools accurately capture the intended constructs. Various methods, such as factor analysis and content validity assessments, may be utilized to evaluate whether the questions or indicators used in the questionnaire effectively measure the concepts of green marketing mix, environmental awareness, and green innovation.

**Table 1.** Validity Test Results

Variable	Significance	Criteria	Information
Green Marketing Mix (X1)			
X1.1	0,000	$p < 0,05$	Valid
X1.2	0,000	$p < 0,05$	Valid
X1.3	0,000	$p < 0,05$	Valid
X1.4	0,000	$p < 0,05$	Valid
X1.5	0,000	$p < 0,05$	Valid
Environmental Awareness (X2)			
X2.1	0,000	$p < 0,05$	Valid
X2.2	0,000	$p < 0,05$	Valid
X2.3	0,000	$p < 0,05$	Valid
X2.4	0,000	$p < 0,05$	Valid
Green Innovation (X3)			
X3.1	0,000	$p < 0,05$	Valid
X3.2	0,000	$p < 0,05$	Valid
X3.3	0,000	$p < 0,05$	Valid
X3.4	0,000	$p < 0,05$	Valid
X3.5	0,000	$p < 0,05$	Valid
Green Purchase Interest (Y)			
Y1.1	0,000	$p < 0,05$	Valid
Y1.2	0,000	$p < 0,05$	Valid
Y1.3	0,000	$p < 0,05$	Valid
Y1.4	0,000	$p < 0,05$	Valid
Y1.5	0,000	$p < 0,05$	Valid
Y1.6	0,000	$p < 0,05$	Valid

Table 1 presents the validity test results for the study's variables, including Green Marketing Mix (X1), Environmental Awareness (X2), Green Innovation (X3), and Green Purchase Interest (Y). Each item within these variables was evaluated based on its significance level. All items show a significance value (p) of less than 0.05, indicating that they meet the validity criteria. Specifically, every item in the Green Marketing Mix (X1.1 to X1.5), Environmental Awareness (X2.1 to X2.4), Green Innovation (X3.1 to X3.5), and Green Purchase Interest (Y1.1 to Y1.6) is deemed valid. This indicates that the measurement instruments used in the questionnaire effectively capture the intended constructs. As a result, the overall conclusion is that all questionnaire items are valid, confirming their appropriateness for further analysis in the study.

**Table 2.** Reliability Test Results

Variable	Cronbach Alpha ( $\alpha$ )	Criteria	Information
Green Marketing Mix	0,879	$\alpha > 0,60$	Reliable
Environmental Awareness	0,872	$\alpha > 0,60$	Reliable
Green Innovation	0,932	$\alpha > 0,60$	Reliable
Green Purchase Interest	0,948	$\alpha > 0,60$	Reliable

Table 2 presents the reliability test results for the study's variables, which include Green Marketing Mix, Environmental Awareness, Green Innovation, and Green Purchase Interest. The reliability of each variable is assessed using Cronbach's Alpha ( $\alpha$ ), with a criterion set at  $\alpha > 0.60$  for acceptable reliability. The results indicate that all variables have Cronbach Alpha values exceeding 0.60: Green Marketing Mix

(0.879), Environmental Awareness (0.872), Green Innovation (0.932), and Green Purchase Interest (0.948). These findings demonstrate that each variable's measurement instruments are consistent and reliable for data collection. Consequently, it can be concluded that all variables in the questionnaire are reliable, affirming their suitability for further analysis in the study. The high reliability coefficients suggest that the items effectively measure the respective constructs and provide confidence in the data collected for the research.

**Table 3.** Normality Test Results

<b>One-Sample Kolmogorov-Smirnov Test</b>		
	Unstandardized Residual	
N	100	
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.98971446
Most Extreme Differences	Absolute	.098
	Positive	.098
	Negative	-.091
Test Statistic	.098	
Asymp. Sig. (2-tailed)	.019 <sup>c</sup>	
Exact Sig. (2-tailed)	.272	
Point Probability	.000	
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Table 3 displays the results of the normality test conducted using the One-Sample Kolmogorov-Smirnov Test. The analysis involved 100 observations (N = 100) and focused on the unstandardized residuals. The normal parameters indicated a mean of 0.0000000 and a standard deviation of 2.98971446. The test statistic for the most extreme differences is 0.098, which reflects the maximum deviation observed from the expected normal distribution. The Asymptotic Significance (2-tailed) value is reported as 0.019, suggesting that the data does not follow a normal distribution since this p-value is less than the significance level of 0.05. However, the exact significance (2-tailed) value is 0.272. Since this value exceeds 0.05, it indicates that the data can be considered to be normally distributed when using the exact test. Therefore, while the initial test suggested non-normality, the subsequent exact significance analysis concluded that the data does indeed follow a normal distribution, allowing for appropriate statistical analyses to be conducted.

**Table 4.** Multicollinearity Test Results

Model	<b>Coefficients<sup>a</sup></b>						
	Unst. Coeff		Std. Coeff	t	Sig.	Coll. Stat	
	B	Std. Error	Beta			Tol.	VIF
1 (Constant)	.836	1.285		.651	.517		
Green Marketing Mix	.158	.140	.121	1.125	.263	.193	5.194
Environmental Awareness	.470	.139	.311	3.379	.001	.263	3.796
Green Innovation	.606	.146	.495	4.134	.000	.155	6.454
a. Dependent Variable: Green Purchase Interest							

Table 4 presents the results of the multicollinearity test for the independent variables affecting green purchase interest. The coefficients for each variable are

listed, along with their corresponding unstandardized coefficients (B), standard errors, and beta values. The Variance Inflation Factor (VIF) and tolerance values are provided as collinearity statistics to assess multicollinearity among the independent variables. In this analysis, all independent variables—Green Marketing Mix, Environmental Awareness, and Green Innovation—show VIF values below 10 and tolerance values above 0.10. Specifically, the VIF values are 5.194 for Green Marketing Mix, 3.796 for Environmental Awareness, and 6.454 for Green Innovation. These results indicate that there is no significant correlation between the independent variables, meaning that multicollinearity is not present in this study. This supports the validity of the regression analysis, allowing for accurate interpretation of the individual effects of each independent variable on the dependent variable, Green Purchase Interest.

**Table 5.** Heteroscedasticity Test Results

		Coefficients <sup>a</sup>				
Model		Unst. Coeff		Std. Coeff	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.611	.922		1.748	.084
	Green Marketing Mix	-.063	.101	-.145	-.625	.533
	Environmental Awareness	.038	.100	.077	.386	.701
	Green Innovation	.034	.105	.084	.325	.746

a. Dependent Variable: Abs\_RES

Table 5 displays the results of the heteroscedasticity test conducted using the Glejser method. This table includes the unstandardized coefficients (B), standard errors, standardized coefficients (Beta), t-values, and significance levels (Sig.) for each independent variable in relation to the dependent variable, Abs\_RES. The results indicate that all variables—Green Marketing Mix, Environmental Awareness, and Green Innovation—have significance values greater than 0.05. Specifically, the significance levels are 0.533 for Green Marketing Mix, 0.701 for Environmental Awareness, and 0.746 for Green Innovation. Since none of these values are below the threshold of 0.05, it can be concluded that there is no heteroscedasticity present in the study. This implies that the variance of the residuals is consistent across all levels of the independent variables, supporting the validity of the regression analysis and ensuring reliable parameter estimates.

**Table 6.** Multiple Linear Regression Test Results

		Coefficients <sup>a</sup>				
Model		Unst. Coeff		Std. Coeff	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.836	1.285		.651	.517
	Green Marketing Mix	.158	.140	.121	1.125	.263
	Environmental Awareness	.470	.139	.311	3.379	.001
	Green Innovation	.606	.146	.495	4.134	.000

a. Dependent Variable: Green Purchase Interest

Based on the results of the multiple linear regression analysis, the equation obtained is  $Y = 0.836 + 0.121X_1 + 0.311X_2 + 0.495X_3 + e$ . The constant value of 0.836 indicates that when the variables of green marketing mix, environmental awareness, and green innovation are considered to be zero, the green purchase interest is estimated to be 0.836. The regression coefficient for the green marketing

mix variable is 0.121, suggesting that for every one-unit increase in the score of the green marketing mix, the score of green purchase interest increases by 0.121, and vice versa. Similarly, the environmental awareness variable has a regression coefficient of 0.311, indicating that a one-unit increase in environmental awareness corresponds to a 0.311 increase in green purchase interest. Finally, the green innovation variable shows a regression coefficient of 0.495, meaning that a one-unit increase in the score of green innovation leads to an increase of 0.495 in green purchase interest, with the same relationship applying in the opposite direction.

**Table 7.** Hasil Uji t

Variable	t	Sig. (p)	Information
Green Marketing Mix	1.125	0.263	Ha1 rejected
Environmental Awareness	3.379	0.001	Ha2 accepted
Green Innovation	4.134	0.000	Ha3 accepted

The results of the hypothesis testing for this study indicate that the green marketing mix does not have a significant impact on green purchase interest, as evidenced by a significance value (p) of 0.263, which is greater than 0.05, leading to the acceptance of null hypothesis Ho1 and the rejection of alternative hypothesis Ha1. In contrast, environmental awareness demonstrates a positive and significant influence on green purchase interest, with a significance value (p) of 0.001, indicating the rejection of null hypothesis Ho2 and the acceptance of alternative hypothesis Ha2. Furthermore, the green innovation variable also shows a significant positive effect on green purchase interest, with a significance value (p) of 0.000, resulting in the rejection of null hypothesis Ho3 and the acceptance of alternative hypothesis Ha3. Overall, while the green marketing mix appears to have no significant effect, both environmental awareness and green innovation play crucial roles in influencing green purchase interest in Wardah cosmetics.

**Table 8.** Results of the R<sup>2</sup> Determination Coefficient Test

Model	R	R Squaree	AdjustedR Square	Std. Error ofthe Estimate
1	.887 <sup>a</sup>	.786	.780	2.480

a. Predictors: (Constant), green innovation, environmental awareness, green marketing mix

It is explained that the Adjusted R Square value is 0.780, which means the contribution of the independent variables—green marketing mix, environmental awareness, and green innovation—to green purchase interest is 78%, while the remaining 22% is influenced by other variables not included in this study. Based on the hypothesis testing results, it is evidenced that the green marketing mix does not significantly affect the green purchase interest in Wardah cosmetics. This statement demonstrates that the green marketing mix is not a determining factor for the level of green purchase interest. It can be explained that the effectiveness of green marketing mix strategies will not impact the level of interest in purchasing Wardah's green cosmetic products. Although the descriptive analysis results show that, on average, the green marketing mix strategy is perceived as effective, it does not influence green purchase interest. This may be due to consumer purchase interest being driven more by product quality, suitability for use, and price considerations. This research finding is supported by the study of Chen et al. (2019), which states that the green marketing mix does not significantly affect green purchase interest due to the higher prices of green products compared to non-green products.

Based on the hypothesis testing results, it is shown that environmental awareness has a positive and significant impact on green purchase interest in Wardah cosmetics. This statement proves that environmental awareness is a determining variable for green purchase interest in Wardah cosmetics. The level of environmental awareness will affect the level of green purchase interest in Wardah cosmetics. This study indicates that environmental awareness is a consideration for consumers when it comes to green purchase interest. It is evident that environmental awareness, which includes attitudes toward eco-friendly products, environmentally friendly behavior, environmental knowledge, and environmental concern, has a proven effect on green purchase interest in Wardah cosmetics. Xu et al. (2019) state that consumers with high environmental awareness are more likely to have green purchase interest because they understand the negative impacts of non-green products on the environment. The findings of this study are consistent with the research of Li et al. (2020), Usadi et al. (2023), and Arrazzaqy & Lukiarti (2023), which state that environmental awareness significantly affects green purchase interest.

Based on the hypothesis testing results, it is shown that green innovation has a positive and significant impact on green purchase interest in Wardah cosmetics. This statement proves that green innovation is a determining variable for the level of green purchase interest in Wardah cosmetics. The level of green innovation will affect the level of green purchase interest in Wardah cosmetics. This study indicates that green innovation is a consideration for consumers regarding green purchase interest. Green innovation in Wardah cosmetics is reflected through the use of eco-friendly raw materials, environmentally friendly production processes, eco-friendly packaging innovations, green packaging design, and the attractiveness of green products, which have a proven impact on green purchase interest in Wardah cosmetics. Setiawan et al. (2024) state that green innovation can attract environmentally conscious consumers, thereby increasing their green purchase interest. The results of this study are consistent with the research of Wu & Chen (2014), Damayanti & Waskito (2024), and Alvin (2018), which indicate that green innovation significantly affects green purchase interest.

## **5. Conclusion**

The analysis reveals several key insights regarding the factors influencing green purchase interest in Wardah cosmetics. Firstly, the study indicates that the green marketing mix does not significantly impact consumers' interest in purchasing these eco-friendly products. This suggests that the effectiveness of green marketing strategies employed by Wardah may not translate into increased consumer interest, potentially due to other overriding factors that affect purchasing decisions. Conversely, environmental awareness emerges as a critical determinant of green purchase interest. As consumers' environmental consciousness increases, so does their inclination to purchase Wardah's green cosmetics, indicating that awareness plays a vital role in shaping consumer behavior toward eco-friendly products. Additionally, green innovation is found to have a positive and significant effect on purchase interest. This suggests that consumers are more likely to engage with products that demonstrate a commitment to sustainability through innovative practices, such as the use of environmentally friendly ingredients and packaging. These findings highlight the importance of fostering both environmental awareness and innovation in marketing strategies to enhance consumer interest in green products.

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