

DAFTAR PUSTAKA

- Alagarsamy, S., Mathew, S., & Mehrolia, S. (2021). How Green Consumption Value Affects Green Consumer Behaviour : The Mediating Role of Consumer Attitudes Towards Sustainable Food Logistics Practices. *Vision: The Journal of Business Perspective*.
- Almossawi, A. (2014). Effectiveness of SMS advertising (a study of young customers in Bahrain). *Global Journal of Management and Business Research*, 56-71.
- Alwreikat, A. A., & Rjoub, H. (2020). Impact of mobile advertising wearout on consumer irritation, perceived intrusiveness, engagement and loyalty: A partial least squares structural equation modelling analysis. *South African Journal of Business Management*, 1-11.
- Bambang, W. H., Ahmad, S., & Mikhael, D. (2019). A study on information credibility in the social media marketing adoption: Evidence from Indonesia. *International Journal of Research Studies in Management*, 13-24.
- Boca, G. D. (2021). Factors Influencing Consumer Behavior in Sustainable Fruit and Vegetable Consumption in Maramures County, Romania. *Sustainability*.
- Cahyani, N. I., & Artanti, Y. (2020). The Influence of Informativeness, Entertainment and E-mail Marketing Irritation on Online Buying Intentions with Attitude Toward Advertising as Mediation Variable. *SENTRALISASI*, 77-86.
- Chosalys, S. H., & Mirabolghasemi, M. (2020). The role of viral marketing strategies in predicting purchasing intention of eco-labelled products. *Viral Marketing Strategies*, 1-19.
- Choudhary, A., & Gokarn, S. (2013). Green marketing: A means for sustainable development. *Journal of Arts, Science & Commerce*, 26-32.
- Cresci, E. (2017, April 21). <https://www.theguardian.com/business/2017/apr/21/unicorn-frappuccino-starbucks-instagram-selfie-social-media>. Retrieved from theguardian.com.
- Cuesta-Valino, P., Rodriguez, P. G., & Nunez-Barriopedro, E. (2020). Perception of Advertisements for Healthy Food on Social Media: Effect of Attitude on

- Consumers' Response. *International Journal of Environmental Research and Public Health*, 1-19.
- Dagher, G., & Itani, O. (2012). The influence of environmental attitude, environmental concern and social influence on green purchasing behavior. *Review of Business Research*, 104-111.
- De Vries, L., Gensler, S., & Leeflang, P. S. (2012). Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 83-91.
- Fischer, E., & Reuber, A. R. (2011). Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior? *Journal of Business Venturing*.
- Gangadharbatla, H., & Daugherty, T. (2013). Advertising Versus Product Placements: How Consumers Assess the Value of Each. *Journal of Current Issues & Research in Advertising*, 21-38.
- Ghozali, I. (2011). *Applikasi Analisis Multivariate Dengan Program SPSS*. Semarang: BPUP.
- Ghozali, I. (2016). *Applikasi Analisis Multivariate Dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis*. Harlow: Pearson New International.
- Hashim, N. H., Normalini, & Sajali, N. (2018). The Influence Factors Towards Mobile Advertising Message Content on Consumer Purchase Intention. *Global Business Review*, 1187-1206.
- Hendrayanti, H., & Pamungkas, P. (2018). Viral Marketing and E-Word of Mouth Communication in Social Media Marketing. *Advances in Economics, Business and Management Research*, 41-48.
- Hongyan, L., & Zhankui, C. (2017). Effects of Mobile Text Advertising on Consumer Purchase Intention: A Moderated Mediation Analysis. *Frontiers in Psychology*, 1-14.

- Irwan. (2018). Relevansi paradigma posivistik dalam penelitian sosiologi pedesaan. *Jurnal Ilmu Sosial*, 21-38.
- Ismagilova, E., Slade, E., Rana, N. P., & Dwivendi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: a meta-analysis. *Journal of Retailing and Consumer Services*, 1-40.
- Jeong, E., Jang, S., Day, J., & Ha, S. (2014). The impact of eco-friendly practices on green image and customer attitudes: an investigation in a cafe setting. *International Journal of Hospitality Management*, 10-20.
- Lekhanya, L. M. (2014). The Impact Of Viral Marketing On Corporate Brand Reputation. *International Business & Economics Research Journal*, 213-230.
- Li, Y., Liu, B., & Huan, T. C. (2019). Renewal or not? consumer response to a renewed corporate social responsibility strategy: evidence from the coffee shop industry. *Tourism Management*, 170-179.
- Liu, C. L., Sinkovics, R. R., Pezderka, N., & Haghrian, P. (2012). Determinants of consumer perceptions toward mobile advertising – a comparison between Japan and Austria. *Journal of Interactive Marketing*, 21-32.
- Martí-Parreño, J., Aldás-Manzano, J., Currás-Pérez, R., & Sánchez-García, I. (2013). Factors Contributing Brand Attitude in Advergames: Entertainment and Irritation. *Journal of Brand Management*, 374-388.
- Najib, N. M., Kasuma, J., & Bibi, Z. B. (2016). Relationship and Effect of Entertainment, Informativeness, Credibility, Personalization and Irritation of Generation Y's Attitudes towards SMS Advertising. *3rd International Conference on Business and Economics* (pp. 214-224). The European Proceedings of Social & Behavioural Sciences.
- Nguyen, L. Q., & Du, Q. (2010). Effectiveness of Eco-label? A study of Swedish University Students' Choice on Ecological Food. *Master Thesis Umea School of Business*, 1-86.
- Olannye, A. P., & Dibie, R. N. (2020). Brand Credibility and Marketing Performance in the Nigerian Brewery Industry. *International Journal of Social Sciences and Humanities*, 56-67.

- Rahma, E. (2021, Maret 1). *Lebih Ramah Lingkungan, Starbucks Beralih ke Kemasan Berbahan rPET*. Retrieved from Marketeers: <https://www.marketeers.com/lebih-ramah-lingkungan-starbucks-beralih-ke-kemasan-berbahan-rpet/>
- Rajab, B. (2022, Januari 14). *Krisis Lingkungan dalam Perubahan Peradaban*. Retrieved from Kompas.co.id: <https://www.kompas.id/baca/opini/2022/01/14/krisis-lingkungan-dalam-perubahan-peradaban>
- Riskos, K., Hatzithomas, L., Dekoulou, P., & Tsourvakas, G. (2021). The influence of entertainment, utility and pass time on consumer brand engagement for news media brands: a mediation model. *Journal of Media Business Studies*, 1-28.
- Rivaldo, G. (2016). Analisis pengaruh informativeness, credibility, entertainment dan irritation terhadap advertising value serta implikasinya terhadap purchase intention (telaah pada iklan Gillette Mach 3 Turbo di Youtube). *Ultima Management*, 13-31.
- Rusdiana, A., Suroso, A., & Suwandari, L. (2019). The Effect of e-WOM Source Credibility on Purchase Intentions with Consumer Involvement as a Moderating Variable . *International Conference on Rural Development and Enterpreneurship 2019 : Enhancing Small Busniness and Rural Development Toward Industrial Revolution 4.0*, 848-861.
- Sakinahmohdshukri, Abdalazia, M. M., & FerdousAzam, S. M. (2020). The Impact of Informativeness, Entertainment and Demographic Characteristics on Online Social Networking Attitudes. *Systematic Reviews in Pharmacy*, 660-665.
- Saputra, J., & Jonson, J. (2020). The impact of informativeness, credibility, entertainment, and irritation on Gen Z's purchase intention mediated by advertising value in the case of Instagram Stories Advertising. *iBuss Management*.
- Saraswati, M. I., & Anityasari, M. (2012). Analisis Gaya Hidup Berkelanjutan (Sustainable Lifestyle) Siswa-siswi SMA di Surabaya dan Upaya Perbaikannya. *Jurnal Teknik ITS*, 561-566.

- Sari, S., Syamsuddin, & Syahrul. (2021). Analisis brand awarness dan pengaruhnya terhadap buying decision mobil Toyota Alya di Makassar. *Journal of Business Administration*, 37-48.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. Trento: Print Trento.
- Sood, S. (2002). Audience Involvement and Entertainment—Education. *Communication Theory*, 153–172.
- Suarsa, S. H. (2020). Location-based advertising: intrusiveness and irritation. *Jurnal Bisnis dan Manajemen*, 88-99.
- Sugiaman, A. (2014). *Metode Riset Bisnis dan Manajemen*. Bandung: CV Guardaya Intimarta.
- Sugiyono. (2013). *Metode Penelitian Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- Tandijaya, T. N., & Semuel, H. (2021). Viral marketing message, consumers' attitude towards viral marketing, competitiveness ability, and business performance. *Jurnal Manajemen Pemasaran*, 83-98.
- Tanuwijaya, J., & Gunawan, L. (2021). The influence of advertising value towards the purchase intention of Mora.id's products. *Jurnal Entrepreneur dan Entrepreneurship*, 77-92.
- Trivendi, J. (2017). The effect of viral marketing messages on consumer behavior. *Journal of Management Research*, 84-98.
- Walintukan, C., Tumbuan, W. J., & Tulung, J. E. (2018). The effect of product quality, sales promotion and social influence on customers purchase intention in bellagio shoes store in Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3533-3542.
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*.

- Wiloso, E. I., Nazir, N., Hanafi, J., Siregar, K., Harsono, S. S., Setiawan, A. A., . . . Fang, K. (2019). Life cycle assessment research and application in Indonesia. *International Journal of Life Cycle Assessment*, 386-396.

