

DAFTAR PUSTAKA

- Abdul-Muhmin, A. G. (2002). Effects of suppliers' marketing program variables on industrial buyers' relationship satisfaction and commitment. *Journal of Business & Industrial Marketing*. DOI: [10.1108/08858620210451136](https://doi.org/10.1108/08858620210451136)
- Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). Analysing the effect of social media on brand attitude and purchase intention: The case of Iran Khodro Company. *Procedia-Social and Behavioral Sciences*, 143, 822–826. DOI: [10.1108/08858620210451136](https://doi.org/10.1108/08858620210451136)
- Adi, T. J. W., & Wibowo, P. (2020). Application of circular economy in the Indonesia construction industry. *IOP Conference Series: Materials Science and Engineering*, 849(1), 012049. DOI: [10.1088/1757-899X/849/1/012049](https://doi.org/10.1088/1757-899X/849/1/012049)
- Aichner, T., & Jacob, F. (2015). Measuring the degree of corporate social media use. *International Journal of Market Research*, 57(2), 257–276. DOI: [10.2501/IJMR-2015-018](https://doi.org/10.2501/IJMR-2015-018)
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Al-Debei, M. M., Al-Lozi, E., & Papazafeiropoulou, A. (2013). Why people keep coming back to Facebook: Explaining and predicting continuance participation from an extended theory of planned behaviour perspective. *Decision Support Systems*, 55(1), 43–54. DOI: [10.1016/j.dss.2012.12.032](https://doi.org/10.1016/j.dss.2012.12.032)
- Alzahrani, A. I., Mahmud, I., Ramayah, T., Alfarraj, O., & Alalwan, N. (2017). Extending the theory of planned behavior (TPB) to explain online game playing among Malaysian undergraduate students. *Telematics and Informatics*, 34(4), 239–251. DOI: [10.1016/j.tele.2016.07.001](https://doi.org/10.1016/j.tele.2016.07.001)
- Ambec, S., Cohen, M. A., Elgie, S., & Lanoie, P. (2011). Can environmental regulation enhance innovation and competitiveness? *Chair's Paper for the Conference 'Porter Hypothesis At, 20*. DOI: [10.1093/reep/res016](https://doi.org/10.1093/reep/res016)

Ambec, S., & Lanoie, P. (2008). Innovation at the service of the environment and business performance. *INRA Sciences Sociales*, 2007(910-2016–71672).
<https://ageconsearch.umn.edu/record/156640>

Amegbe, H., Owino, J. O., & Nuwasiima, A. (2017). *Green marketing orientation (GMO) and performance of SMEs in Ghana*.
http://erepository.uonbi.ac.ke/bitstream/handle/11295/101133/AmeqbeH_Web11_1.pdf?sequence=1

Assael, H. (1984). *Consumer behavior and marketing action*. Kent Pub. Co..

Bagozzi, R. P. (1982). A field investigation of causal relations among cognitions, affect, intentions, and behavior. *Journal of Marketing Research*, 19(4), 562–584.
DOI: [10.1177/002224378201900415](https://doi.org/10.1177/002224378201900415)

Baqer, S. M. (2012). True green consumers: An investigation of consumers' genuine willingness to share environmental responsibility. *Global Journal of Business Research*, 6(3), 37–48. <http://www.theibfr2.com/RePEc/ibf/gjbres/gjbr-v6n3-2012/GJBR-V6N3-2012-4.pdf>

Barber, B. M., Odean, T., & Zhu, N. (2008). Do retail trades move markets? *The Review of Financial Studies*, 22(1), 151–186. DOI: [10.1093/rfs/hhn035](https://doi.org/10.1093/rfs/hhn035)

Basumbul, A. N. (2016). Consumer's Attitude in Mediating the Influence of Green Marketing on the Purchase Intention. *University of Lampung: Lampung, Indonesia*.

Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of Marketing Studies*, 7(1), 126. DOI: [10.5539/ijms.v7n1p126](https://doi.org/10.5539/ijms.v7n1p126)

Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of consumer susceptibility to interpersonal influence. *Journal of Consumer Research*, 15(4), 473–481. DOI: [10.1086/209186](https://doi.org/10.1086/209186)

Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139–168. DOI: [10.1086/209154](https://doi.org/10.1086/209154)

Bendisch, F., Larsen, G., & Trueman, M. (2013). Fame and fortune: a conceptual model of CEO brands. *European Journal of Marketing*. DOI: [10.1108/03090561311297472](https://doi.org/10.1108/03090561311297472)

Blazevic, V., Hammedi, W., Garnefeld, I., Rust, R. T., Keiningham, T., Andreassen, T. W., Donthu, N., & Carl, W. (2013). Beyond traditional word-of-mouth: An expanded model of customer-driven influence. *Journal of Service Management*. DOI: [10.1108/09564231311327003](https://doi.org/10.1108/09564231311327003)

Bohyeon, K. (2014). Corporate social responsibility perception and corporate performance. *Journal of Applied Science, ISSN, 5654*, 14–21.

Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52–68. DOI: [10.1509/jmkg.73.3.52](https://doi.org/10.1509/jmkg.73.3.52)

Burris, C. T., & Rempel, J. K. (2004). “It’s the end of the world as we know it”: threat and the spatial-symbolic self. *Journal of Personality and Social Psychology*, 86(1), 19. DOI: [10.1037/0022-3514.86.1.19](https://doi.org/10.1037/0022-3514.86.1.19)

Buyssse, K., & Verbeke, A. (2003). Proactive environmental strategies: A stakeholder management perspective. *Strategic Management Journal*, 24(5), 453–470. DOI: [10.1002/smj.299](https://doi.org/10.1002/smj.299)

Cahyanti, N. P. I., & Ekawati, N. W. (2021). Green Trust Memediasi Green Perceived Value Dan Green Perceived Risk Terhadap Green Repurchase Intention. *E-Jurnal Manajemen*, 10(12), 1325–1346. <https://media.neliti.com/media/publications/401709-green-trust-memediasi-green-perceived-va-28509125.pdf>

Carmen, C., & José, G. M. (2008). The role of technological and organizational innovation in the relation between market orientation and performance in cultural organizations. *European Journal of Innovation Management*. DOI: [10.1108/14601060810889035](https://doi.org/10.1108/14601060810889035)

- Cegarra-Navarro, J. G., & Martinez, A. M. (2010). Managing environmental knowledge through learning processes in Spanish hospitality companies. *The Spanish Journal of Psychology*, 13(2), 827–840. DOI: [10.1017/S1138741600002481](https://doi.org/10.1017/S1138741600002481)
- Cerjak, M., Mesić, Ž., Kopić, M., Kovačić, D., & Markovina, J. (2010). What motivates consumers to buy organic food: Comparison of Croatia, Bosnia Herzegovina, and Slovenia. *Journal of Food Products Marketing*, 16(3), 278–292. DOI: [10.1080/10454446.2010.484745](https://doi.org/10.1080/10454446.2010.484745)
- Chang, C.-H. (2011). The influence of corporate environmental ethics on competitive advantage: The mediation role of green innovation. *Journal of Business Ethics*, 104(3), 361–370. DOI: [10.1007/s10551-011-0914-x](https://doi.org/10.1007/s10551-011-0914-x)
- Cheah, I., & Phau, I. (2011). Attitudes towards environmentally friendly products: The influence of ecoliteracy, interpersonal influence and value orientation. *Marketing Intelligence & Planning*. DOI: [10.1108/02634501111153674](https://doi.org/10.1108/02634501111153674)
- Chen, C. (2001). Design for the environment: A quality-based model for green product development. *Management Science*, 47(2), 250–263. DOI: [10.1287/mnsc.47.2.250.9841](https://doi.org/10.1287/mnsc.47.2.250.9841)
- Chen, C.-T., Lin, C.-T., & Huang, S.-F. (2006). A fuzzy approach for supplier evaluation and selection in supply chain management. *International Journal of Production Economics*, 102(2), 289–301. DOI: [10.1016/j.ijpe.2005.03.009](https://doi.org/10.1016/j.ijpe.2005.03.009)
- Chen, Y.-S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://link.springer.com/article/10.1007/s10551-009-0223-9>
- Cheong, S.-K., Coulthart, J., Kanawati, J., Han, A. ; L. J., Maryarini, P., Ono, C., Pookan, M., Robles, D., & Rumeral, Y. (2016). Asia Personal Care & Cosmetic Market Guide; U.S. Department of Commerce: Washington, DC, USA.

Cherrier, H., Black, I. R., & Lee, M. (2011). Intentional non-consumption for sustainability: Consumer resistance and/or anti-consumption? *European Journal of Marketing*. DOI: [10.1108/03090561111167397](https://doi.org/10.1108/03090561111167397)

Choudhury, D., Rao, V. G., & Mishra, M. K. (2019). Impact of strategic and tactical green marketing orientation on SMEs performance. *Theoretical Economics Letters*, 9, 1633–1650.

Cochran, W. G. (1977). *Sampling techniques*. John Wiley & Sons.
https://www.scirp.org/html/26-1501891_93301.htm

Cohen-Charash, Y., & Spector, P. E. (2001). The role of justice in organizations: A meta-analysis. *Organizational Behavior and Human Decision Processes*, 86(2), 278–321. DOI: [10.1006/obhd.2001.2958](https://doi.org/10.1006/obhd.2001.2958)

Cowley, E. (2014). Consumers telling consumption stories: word-of-mouth and retrospective evaluations. *Journal of Business Research*, 67(7), 1522–1529. DOI: [10.1016/j.jbusres.2014.01.013](https://doi.org/10.1016/j.jbusres.2014.01.013)

Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), 158–174. DOI: [10.1007/s11747-010-0227-0](https://doi.org/10.1007/s11747-010-0227-0)

Dagher, G. K., & Itani, O. (2014). Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behaviour*, 13(3), 188–195. DOI: [10.1002/cb.1482](https://doi.org/10.1002/cb.1482)

Dangelico, R. M., & Pujari, D. (2010). Mainstreaming green product innovation: Why and how companies integrate environmental sustainability. *Journal of Business Ethics*, 95(3), 471–486. DOI: [10.1007/s10551-010-0434-0](https://doi.org/10.1007/s10551-010-0434-0)

Dangelico, R. M., & Vocalelli, D. (2017a). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279. DOI: [10.1016/j.jclepro.2017.07.184](https://doi.org/10.1016/j.jclepro.2017.07.184)

Dangelico, R. M., & Vocalelli, D. (2017b). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279. DOI: [10.1016/j.jclepro.2017.07.184](https://doi.org/10.1016/j.jclepro.2017.07.184)

de Jager Meezenbroek, E., Garssen, B., van den Berg, M., van Dierendonck, D., Visser, A., & Schaufeli, W. B. (2012). Measuring spirituality as a universal human experience: A review of spirituality questionnaires. *Journal of Religion and Health*, 51(2), 336–354. DOI: [10.1007/s10551-009-0223-9](https://doi.org/10.1007/s10551-009-0223-9)

de Moura, A. P., Cunha, L. M., Castro-Cunha, M., & Lima, R. C. (2012). A comparative evaluation of women's perceptions and importance of sustainability in fish consumption: An exploratory study among light consumers with different education levels. *Management of Environmental Quality: An International Journal*. DOI: [10.1108/14777831211232263](https://doi.org/10.1108/14777831211232263)

Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A social influence model of consumer participation in network-and small-group-based virtual communities. *International Journal of Research in Marketing*, 21(3), 241–263. DOI: [10.1016/j.ijresmar.2003.12.004](https://doi.org/10.1016/j.ijresmar.2003.12.004)

Dyson, J., Cobb, M., & Forman, D. (1997). The meaning of spirituality: A literature review. *Journal of Advanced Nursing*, 26(6), 1183–1188. DOI: [10.1046/j.1365-2648.1997.00446.x](https://doi.org/10.1046/j.1365-2648.1997.00446.x)

Effendy, O. U. (2003). Ilmu, Teori dan Filsafat Komunikasi, Bandung: PT. *Citra Aditya Bakti*.

Eisingerich, A. B., & Rubera, G. (2010). Drivers of brand commitment: A cross-national investigation. *Journal of International Marketing*, 18(2), 64–79. DOI: [10.1509/jimk.18.2.64](https://doi.org/10.1509/jimk.18.2.64)

Ekawati, N. W., Kertiyyasa, N. N., Giantari, G. A. K., & Sariyathi, N. K. (2017). Ecopreneurship and green innovation for the success of new spa products. *Journal of Business and Retail Management Research*, 11(3). https://jbrmr.com/cdn/article_file/content_41240_17-04-22-11-07-39.pdf

- Elfreda, J. (2020, October 28). *How COVID-19 Boosted the Skincare Industry in Indonesia*. Bright Indonesia. <https://brightindonesia.net/2020/10/28/how-covid-19-boosted-the-skincare-industry-in-indonesia/>
- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt. *The Business & Management Review*, 7(5), 268. https://cberuk.com/cdn/conference_proceedings/conference_46166.pdf
- Eskildsen, J. K., Kristensen, K., & Westlund, A. H. (2004). Work motivation and job satisfaction in the Nordic countries. *Employee Relations*.
- Fankhauser, S., Bowen, A., Calel, R., Dechezleprêtre, A., Grover, D., Rydge, J., & Sato, M. (2013). Who will win the green race? In search of environmental competitiveness and innovation. *Global Environmental Change*, 23(5), 902–913. <https://www.sciencedirect.com/science/article/pii/S0959378013000812>
- Farahdiba, D. (2020). Konsep dan Strategi Komunikasi Pemasaran: Perubahan Perilaku Konsumen Menuju Era Disrupsi. *Jurnal Ilmiah Komunikasi Makna*, 8(1), 22–38. <http://lppm-unissula.com/jurnal.unissula.ac.id/index.php/makna/article/view/7992>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Desrtasi Ilmu Manajemen*.
- Fisher, J. W., Francis, L. J., & Johnson, P. (2000). Assessing spiritual health via four domains of spiritual wellbeing: The SH4DI. *Pastoral Psychology*, 49(2), 133–145. DOI: [10.1023/A:1004609227002](https://doi.org/10.1023/A:1004609227002)
- Garcia, R., & Calantone, R. (2002). A critical look at technological innovation typology and innovativeness terminology: a literature review. *Journal of Product Innovation Management: An International Publication of the Product Development & Management Association*, 19(2), 110–132. DOI: [10.1016/S0737-6782\(01\)00132-1](https://doi.org/10.1016/S0737-6782(01)00132-1)
- Geels, F. W., McMeekin, A., Mylan, J., & Southerton, D. (2015). A critical appraisal of Sustainable Consumption and Production research: The reformist, revolutionary and

reconfiguration positions. *Global Environmental Change*, 34, 1–12.
DOI: [10.1016/j.gloenvcha.2015.04.013](https://doi.org/10.1016/j.gloenvcha.2015.04.013)

Ghorban, Z. S., & Tahernejad, H. (2012). A study on effect of brand credibility on word of mouth: With reference to internet service providers in Malaysia. *International Journal of Marketing Studies*, 4(1), 26. DOI: [10.5539/ijms.v4n1p26](https://doi.org/10.5539/ijms.v4n1p26)

Gibbs, D., & O'Neill, K. (2017). Future green economies and regional development: a research agenda. *Regional Studies*, 51(1), 161–173.
DOI: [10.1080/00343404.2016.1255719](https://doi.org/10.1080/00343404.2016.1255719)

Gomez, R., & Fisher, J. W. (2003). Domains of spiritual well-being and development and validation of the Spiritual Well-Being Questionnaire. *Personality and Individual Differences*, 35(8), 1975–1991. DOI: [10.1016/S0081-9653\(03\)00045-X](https://doi.org/10.1016/S0081-9653(03)00045-X)

Green, K. M., Covin, J. G., & Slevin, D. P. (2008). Exploring the relationship between strategic reactiveness and entrepreneurial orientation: The role of structure-style fit. *Journal of Business Venturing*, 23(3), 356–383.
DOI: [10.1016/j.jbusvent.2007.01.002](https://doi.org/10.1016/j.jbusvent.2007.01.002)

Grier, S. A., & Deshpandé, R. (2001). Social dimensions of consumer distinctiveness: The influence of social status on group identity and advertising persuasion. *Journal of Marketing Research*, 38(2), 216–224. DOI: [10.1509/jmkr.38.2.216.18843](https://doi.org/10.1509/jmkr.38.2.216.18843)

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Second Edition. In *California: Sage*. DOI: [10.1080/1743727x.2015.1005806](https://doi.org/10.1080/1743727x.2015.1005806)

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*. DOI: [10.1108/EBR-11-2018-0203](https://doi.org/10.1108/EBR-11-2018-0203)

Handoko, S. (2012). Model Pengembangan Green Business Melalui Corporate Social Responsibility Pada Perusahaan Go Public di Bursa Efek Indonesia. *Jurnal Ilmiah*

Aset, 14(1), 75–82.
<https://widyamanggala.ac.id/journal/index.php/jurnalaset/article/view/91>

Heejae, S., & Dahana, W. D. (2017). The moderating roles of prior attitude and message acceptance in electronic word of mouth. *International Journal of Business and Information*, 12(2), 183. https://www.researchgate.net/profile/Wirawan-Dahana/publication/320979050_The_Moderating_Roles_of_Prior_Attitude_and_Message_Acceptance_in_Electronic_Word_of_Mouth/links/5a0558350f7e9bc4079394d6/The-Moderating-Roles-of-Prior-Attitude-and-Message-Acceptance-in-Electronic-Word-of-Mouth.pdf

Henion, K. E. (n.d.). II (1976), *Ecological Marketing*. Columbus, Ohio: Grid. Inc.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38–52. DOI: [10.1002/dir.10073](https://doi.org/10.1002/dir.10073)

Henriques, I., & Sadorsky, P. (1999). The relationship between environmental commitment and managerial perceptions of stakeholder importance. *Academy of Management Journal*, 42(1), 87–99. DOI: [10.2307/256876](https://doi.org/10.2307/256876)

Herlina, L. (2010). *Analisis Pengaruh Penerapan Konsep Green Marketing Terhadap Keputusan Pembelian Produk di Serambi Botani-Botani Square Bogor*. <https://repository.ipb.ac.id/handle/123456789/61741>

Hsu, C.-L., Chang, C.-Y., & Yansritakul, C. (2017a). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 34, 145–152. DOI: [10.1016/j.jretconser.2016.10.006](https://doi.org/10.1016/j.jretconser.2016.10.006)

Hsu, C.-L., Chang, C.-Y., & Yansritakul, C. (2017b). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 34, 145–152. DOI: [10.1016/j.jretconser.2016.10.006](https://doi.org/10.1016/j.jretconser.2016.10.006)

- Hu, H.-H., Parsa, H. G., & Self, J. (2010). The dynamics of green restaurant patronage. *Cornell Hospitality Quarterly*, 51(3), 344–362. DOI: [10.1177/1938965510370564](https://doi.org/10.1177/1938965510370564)
- Jain, N. (2001). *Connection between spirituality and sustainable development*. Environmental Design. https://prism.ucalgary.ca/bitstream/handle/1880/41193/2001_Jain?sequence=1
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69. DOI: [10.1016/j.jretconser.2017.11.008](https://doi.org/10.1016/j.jretconser.2017.11.008)
- Jeong, H.-J., & Koo, D.-M. (2015). Combined effects of valence and attributes of e-WOM on consumer judgment for message and product: The moderating effect of brand community type. *Internet Research*. DOI: [10.1108/IntR-09-2013-0199](https://doi.org/10.1108/IntR-09-2013-0199)
- Johnson, M. D., & Ettlie, J. E. (2001a). Technology, customization, and reliability. *Journal of Quality Management*, 6(2), 193–210. DOI: [10.1016/s1084-8568\(01\)00037-2](https://doi.org/10.1016/s1084-8568(01)00037-2)
- Johnson, M. D., & Ettlie, J. E. (2001b). Technology, customization, and reliability. *Journal of Quality Management*, 6(2), 193–210. DOI: [10.1016/s1084-8568\(01\)00037-2](https://doi.org/10.1016/s1084-8568(01)00037-2)
- Johnstone, N., & Hascic, I. (2010). Directing technological change while reducing the risk of (not) picking winners: The case of renewable energy. *OECD Working Pap.* DOI: [10.1016/s1084-8568\(01\)00037-2](https://doi.org/10.1016/s1084-8568(01)00037-2)
- Juliana, J., Djakasaputra, A., & Pramono, R. (2020). Green perceived risk, green viral communication, green perceived value against green purchase intention through green satisfaction. *Journal of Industrial Engineering & Management Research*, 1(2), 124–139. <https://jiemar.org/index.php/jiemar/article/view/46>
- Kareklaš, I., Carlson, J. R., & Muehling, D. D. (2012). The role of regulatory focus and self-view in “green” advertising message framing. *Journal of Advertising*, 41(4), 25–39. DOI: [10.1080/00913367.2012.10672455](https://doi.org/10.1080/00913367.2012.10672455)

Khare, A. (2014). Consumers' susceptibility to interpersonal influence as a determining factor of ecologically conscious behaviour. *Marketing Intelligence & Planning*. DOI: [10.1108/MIP-04-2013-0062](https://doi.org/10.1108/MIP-04-2013-0062)

Kilbourne, W. E., Beckmann, S. C., & Thelen, E. (2002). The role of the dominant social paradigm in environmental attitudes: A multinational examination. *Journal of Business Research*, 55(3), 193–204. DOI: [10.1016/S0148-2963\(00\)00141-7](https://doi.org/10.1016/S0148-2963(00)00141-7)

Kim, H. Y., & Chung, J. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*. DOI: [10.1108/07363761111101930](https://doi.org/10.1108/07363761111101930)

Kitchen, P. J., & Laurence, A. (2003). Corporate reputation: An eight-country analysis. *Corporate Reputation Review*, 6(2), 103–117. DOI: [10.1057/palgrave.crr.1540193](https://doi.org/10.1057/palgrave.crr.1540193)

Klaus, P., & Maklan, S. (2011). Bridging the gap for destination extreme sports: A model of sports tourism customer experience. *Journal of Marketing Management*, 27(13–14), 1341–1365. DOI: [10.1080/0267257X.2011.624534](https://doi.org/10.1080/0267257X.2011.624534)

Kluczak, A. (2017). Quick green scan: A methodology for improving green performance in terms of manufacturing processes. *Sustainability*, 9(1), 88. DOI: [10.3390/su9010088](https://doi.org/10.3390/su9010088)

Ko, E., Hwang, Y. K., & Kim, E. Y. (2013). Green marketing'functions in building corporate image in the retail setting. *Journal of Business Research*, 66(10), 1709–1715. DOI: [10.1016/j.jbusres.2012.11.007](https://doi.org/10.1016/j.jbusres.2012.11.007)

Ko, S. B., & Jin, B. (2017). Predictors of purchase intention toward green apparel products: A cross-cultural investigation in the USA and China. *Journal of Fashion Marketing and Management: An International Journal*. DOI: [10.1108/JFMM-07-2014-0057](https://doi.org/10.1108/JFMM-07-2014-0057)

Kong, W., Harun, A., Sulong, R. S., & Lily, J. (2014). The influence of consumers perception of green products on green purchase intention. *International Journal of Asian Social Science*, 4(8), 924–939.
<https://archive.aessweb.com/index.php/5007/article/view/2688>

Konuk, F. A., Rahman, S. U., & Salo, J. (2015). Antecedents of green behavioral intentions: a cross-country study of Turkey, Finland and Pakistan. *International Journal of Consumer Studies*, 39(6), 586–596.
<https://onlinelibrary.wiley.com/doi/abs/10.1111/ijcs.12209>

Kotler, P., & Keller. (2007). *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi dan Pengendalian* (1st ed.). Prentice Hall, Salemba Empat.

Kotler, P., & Keller, K. L. (2012). *Marketing Management: Philip Kotler, Kevin Lane Keller*. Pearson.

Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*.
<https://www.emerald.com/insight/content/doi/10.1108/MRR-07-2015-0161/full/html>

Kumar, P., & Ghodeswar, B. (2015a). Green marketing mix: A review of literature and direction for future research. *International Journal of Asian Business and Information Management (IJABIM)*, 6(3), 42–59. <https://www.igi-global.com/article/green-marketing-mix/127628>

Kumar, P., & Ghodeswar, B. M. (2015b). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*. <https://www.igi-global.com/article/green-marketing-mix/127628>

Kumar, P., & Ghodeswar, B. M. (2015c). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*. <https://www.igi-global.com/article/green-marketing-mix/127628>

Kurniawan, I., Santoso, S. B., & Dwiyanto, B. M. (2007). Analisis faktor-faktor yang mempengaruhi minat beli ulang produk serta dampaknya terhadap loyalitas pelanggan. *Jurnal Studi Manajemen & Organisasi*, 4(2), 20–29.
https://www.researchgate.net/profile/Iwan-Subagja/publication/334224225_ANALISIS_FAKTOR-FAKTOR_YANG_MEMPENGARUHI_MINAT_BELI_ULANG_PRODUK_SER

[TA_DAMPAKNYA_TERHADAP_LOYALITAS_PELANGGAN_Studi_Kasus_Pada_Produk_Sakatonik_Liver_di_Kota_Semarang/links/5d1d7fdd458515c11c0f91c5/ANALISIS-FAKTOR-FAKTOR-YANG-MEMPENGARUHI-MINAT-BELI-ULANG-PRODUK-SERTA-DAMPAKNYA-TERHADAP-LOYALITAS-PELANGGAN-Studi-Kasus-Pada-Produk-Sakatonik-Liver-di-Kota-Semarang.pdf](https://www.semanticscholar.org/paper/5d1d7fdd458515c11c0f91c5/ANALISIS-FAKTOR-FAKTOR-YANG-MEMPENGARUHI-MINAT-BELI-ULANG-PRODUK-SERTA-DAMPAKNYA-TERHADAP-LOYALITAS-PELANGGAN-Studi-Kasus-Pada-Produk-Sakatonik-Liver-di-Kota-Semarang.pdf)

Lam, A. Y. C., Lau, M. M., & Cheung, R. (2016). Modelling the relationship among green perceived value, green trust, satisfaction, and repurchase intention of green products. *Contemporary Management Research*, 12(1). DOI: [10.7903/cmr.13842](https://doi.org/10.7903/cmr.13842)

Lao, K. (2020). *The investigation of consumers' behavior intention in China for green skincare products* [Doctoral Dissertation, Wenzhou Kean University]. https://wkuwire.org/bitstream/20.500.12540/347/1/wku_etd001_cbpm01_000319.pdf

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001a). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*. DOI: [10.1108/EUM0000000006155](https://doi.org/10.1108/EUM0000000006155)

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001b). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*. DOI: [10.1108/EUM0000000006155](https://doi.org/10.1108/EUM0000000006155)

Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing Intelligence & Planning*. DOI: [10.1108/02634500810902839](https://doi.org/10.1108/02634500810902839)

Lee, S., & Klassen, R. D. (2008). Drivers and enablers that foster environmental management capabilities in small-and medium-sized suppliers in supply chains. *Production and Operations Management*, 17(6), 573–586. DOI: [10.3401/poms.1080.0063](https://doi.org/10.3401/poms.1080.0063)

Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). “Greening” the marketing mix: Do firms do it and does it pay off? *Journal of the Academy of Marketing Science*, 41(2), 151–170. DOI: [10.1007/s11747-012-0317-2](https://doi.org/10.1007/s11747-012-0317-2)

Leonidou, C. N., & Leonidou, L. C. (2011). Research into environmental marketing/management: a bibliographic analysis. *European Journal of Marketing*. DOI: [10.1108/03090561111095603](https://doi.org/10.1108/03090561111095603)

Leonidou, L. C., Leonidou, C. N., Palihawadana, D., & Hultman, M. (2011). Evaluating the green advertising practices of international firms: a trend analysis. *International Marketing Review*. DOI: [10.1108/02651331111107080](https://doi.org/10.1108/02651331111107080)

Lim, W. M. (2016). A blueprint for sustainability marketing: Defining its conceptual boundaries for progress. *Marketing Theory*, 16(2), 232–249. DOI: [10.1177/1470593115609796](https://doi.org/10.1177/1470593115609796)

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468. DOI: [10.1016/j.tourman.2007.05.011](https://doi.org/10.1016/j.tourman.2007.05.011)

López, M., & Sicilia, M. (2014). Determinants of E-WOM influence: The role of consumers' internet experience. *Journal of Theoretical and Applied Electronic Commerce Research*, 9(1), 28–43. DOI: [10.4067/S0718-18762014000100004](https://doi.org/10.4067/S0718-18762014000100004)

MacArthur, E. (2014). Towards the circular economy: Accelerating the scale-up across global supply chains. *World Economic Forum*.

MacIntyre, C. R., Seale, H., Dung, T. C., Hien, N. T., Nga, P. T., Chughtai, A. A., Rahman, B., Dwyer, D. E., & Wang, Q. (2015). A cluster randomised trial of cloth masks compared with medical masks in healthcare workers. *BMJ Open*, 5(4), e006577. DOI: [10.1136/bmjopen-2014-006577](https://doi.org/10.1136/bmjopen-2014-006577)

Mandhachitara, R., & Poolthong, Y. (2011). A model of customer loyalty and corporate social responsibility. *Journal of Services Marketing*. DOI: [10.1108/08876041111119840](https://doi.org/10.1108/08876041111119840)

Mariadoss, B. J., Tansuhaj, P. S., & Mouri, N. (2011a). Marketing capabilities and innovation-based strategies for environmental sustainability: An exploratory

investigation of B2B firms. *Industrial Marketing Management*, 40(8), 1305–1318.
DOI: [10.1016/j.indmarman.2011.10.006](https://doi.org/10.1016/j.indmarman.2011.10.006)

Mariadoss, B. J., Tansuhaj, P. S., & Mouri, N. (2011b). Marketing capabilities and innovation-based strategies for environmental sustainability: An exploratory investigation of B2B firms. *Industrial Marketing Management*, 40(8), 1305–1318.
DOI: [10.1016/j.indmarman.2011.10.006](https://doi.org/10.1016/j.indmarman.2011.10.006)

Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*. DOI: [10.1108/OIR-11-2015-0373](https://doi.org/10.1108/OIR-11-2015-0373)

McLaughlin, C. (2001). *The center for visionary leadership: Helping people develop the inner, spiritual resources to be effective leaders*. Retrieved February 8, 2011.

Mehrabian, A., & Russell, J. A. (1974). A verbal measure of information rate for studies in environmental psychology. *Environment and Behavior*, 6(2), 233.
DOI: [10.1177/001391657400600205](https://doi.org/10.1177/001391657400600205)

Mittal, B., & Lassar, W. M. (1998). Why do customers switch? The dynamics of satisfaction versus loyalty. *Journal of Services Marketing*.
DOI: [10.1108/08876049810219502](https://doi.org/10.1108/08876049810219502)

Moisander, J., & Pesonen, S. (2002). Narratives of sustainable ways of living: constructing the self and the other as a green consumer. *Management Decision*.
DOI: [10.1108/00251740210426321](https://doi.org/10.1108/00251740210426321)

Mortimer, K. (2001). Services advertising: the agency viewpoint. *Journal of Services Marketing*. DOI: [10.1108/08876040110387926](https://doi.org/10.1108/08876040110387926)

Mourad, M., & Ahmed, Y. S. E. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*.
DOI: [10.1108/14601061211272402](https://doi.org/10.1108/14601061211272402)

- Murillo-Luna, J. L., Garcés-Ayerbe, C., & Rivera-Torres, P. (2008). Why do patterns of environmental response differ? A stakeholders' pressure approach. *Strategic Management Journal*, 29(11), 1225–1240. DOI: [10.1002/smj.711](https://doi.org/10.1002/smj.711)
- Nawawi, H., & Hadari, M. M. (1992). *Instrumen penelitian bidang sosial*.
- Nazri, N. M., Yunus, M. M., & Nazri, N. D. M. (2016). Through the lens of good language learners: What are their strategies? *Advances in Language and Literary Studies*, 7(1), 195–202. <http://www.journals.aiac.org.au/index.php/alls/article/view/2064>
- Neely, A. (2005). The evolution of performance measurement research: developments in the last decade and a research agenda for the next. *International Journal of Operations & Production Management*. DOI: [10.1108/01443570510633648](https://doi.org/10.1108/01443570510633648)
- Nguyen, T. N., Lobo, A., & Nguyen, B. K. (2018). Young consumers' green purchase behaviour in an emerging market. *Journal of Strategic Marketing*, 26(7), 583–600. DOI: [10.1080/0965254X.2017.1318946](https://doi.org/10.1080/0965254X.2017.1318946)
- Nielsen. (2015). *Looking to achieve new product success?*
- Nielsen. (2018). *What's Sustainability Got to Do With It? Linking Sustainability Claims to Sales.* <https://www.nielsen.com/us/en/insights/reports/2018/whats-sustainability-got-to-do-with-it.html#March 2019>
- Nitzl, C. (2018). Management accounting and partial least squares-structural equation modelling (pls-sem): Some illustrative examples. In *Partial least squares structural equation modeling* (pp. 211–229). Springer. DOI: [10.1007/978-3-319-71691-6_7](https://doi.org/10.1007/978-3-319-71691-6_7)
- Oliver, J. D., & Lee, S. (2010). Hybrid car purchase intentions: a cross-cultural analysis. *Journal of Consumer Marketing*. DOI: [10.1108/07363761011027204](https://doi.org/10.1108/07363761011027204)
- Ottman, J., & Books, N. B. (1998). Green marketing: opportunity for innovation. *The Journal of Sustainable Product Design*, 60(7), 136–667.
- Ozaki, R., & Sevastyanova, K. (2011). Going hybrid: An analysis of consumer purchase motivations. *Energy Policy*, 39(5), 2217–2227. DOI: [10.1016/j.enpol.2010.04.024](https://doi.org/10.1016/j.enpol.2010.04.024)

Panayides, P. M., & Lun, Y. H. V. (2009). The impact of trust on innovativeness and supply chain performance. *International Journal of Production Economics*, 122(1), 35–46. DOI: [10.1016/j.ijpe.2008.12.025](https://doi.org/10.1016/j.ijpe.2008.12.025)

Papadas, K.-K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, 80, 236–246. DOI: [10.1016/j.jbusres.2017.05.024](https://doi.org/10.1016/j.jbusres.2017.05.024)

Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. DOI: [10.1016/j.jretconser.2015.11.006](https://doi.org/10.1016/j.jretconser.2015.11.006)

Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. DOI: [10.1080/10864415.2003.11044275](https://doi.org/10.1080/10864415.2003.11044275)

Peattie, K. (1995). *Environmental marketing management: Meeting the green challenge*. Financial Times Management.

Peattie, K., & Charter, M. (1992). Green marketing. *The Marketing Book*, 726.

Persada, S., Lin, S., Nadlifatin, R., & Razif, M. (2015). Investigating the citizens' intention level in environmental impact assessment participation through an extended theory of planned behavior model. *Global NEST Journal*, 17, 847–857. DOI: [10.30955/gnj.001703](https://doi.org/10.30955/gnj.001703)

Pivato, S., Misani, N., & Tencati, A. (2008). The impact of corporate social responsibility on consumer trust: the case of organic food. *Business Ethics: A European Review*, 17(1), 3–12. DOI: [10.1111/j.1467-8608.2008.00515.x](https://doi.org/10.1111/j.1467-8608.2008.00515.x)

Pudaruth, S., Juwaheer, T. D., & Seewoo, Y. D. (2015). Gender-based differences in understanding the purchasing patterns of eco-friendly cosmetics and beauty care products in Mauritius: a study of female customers. *Social Responsibility Journal*. DOI: [10.1108/SRJ-04-2013-0049](https://doi.org/10.1108/SRJ-04-2013-0049)

- Pujari, D., Wright, G., & Peattie, K. (2003). Green and competitive: Influences on environmental new product development performance. *Journal of Business Research*, 56(8), 657–671. DOI: [10.1016/S0148-2963\(01\)00310-1](https://doi.org/10.1016/S0148-2963(01)00310-1)
- Purnomo, P. K., & Widianingsih, L. P. (2012). The influence of environmental performance on financial performance with corporate social responsibility (CSR) disclosure as a moderating variable: evidence from listed companies in Indonesia. *Review of Integrative Business and Economics Research*, 1(1), 57. http://www.sibresearch.org/uploads/2/7/9/9/2799227/riberriber2012-088_57-69.pdf
- Rex, E., & Baumann, H. (2007). Beyond ecolabels: what green marketing can learn from conventional marketing. *Journal of Cleaner Production*, 15(6), 567–576. DOI: [10.1016/j.jclepro.2006.05.013](https://doi.org/10.1016/j.jclepro.2006.05.013)
- Ribeiro, A. S., Estanqueiro, M., Oliveira, M. B., & Sousa Lobo, J. M. (2015). Main benefits and applicability of plant extracts in skin care products. *Cosmetics*, 2(2), 48–65. DOI: [10.3390/cosmetics2020048](https://doi.org/10.3390/cosmetics2020048)
- Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results: The importance-performance map analysis. *Industrial Management & Data Systems*. DOI: [10.1108/IMDS-10-2015-0449](https://doi.org/10.1108/IMDS-10-2015-0449)
- Saha, M., & Darnton, G. (2005). Green companies or green con-panies: Are companies really green, or are they pretending to be? *Business and Society Review*, 110(2), 117–157. DOI: [10.1111/j.0045-3609.2005.00007.x](https://doi.org/10.1111/j.0045-3609.2005.00007.x)
- Sana, S. S. (2020). Price competition between green and non green products under corporate social responsible firm. *Journal of Retailing and Consumer Services*, 55, 102118. DOI: [10.1016/j.jretconser.2020.102118](https://doi.org/10.1016/j.jretconser.2020.102118)
- Sarkis, J., Gonzalez-Torre, P., & Adenso-Diaz, B. (2010). Stakeholder pressure and the adoption of environmental practices: The mediating effect of training. *Journal of Operations Management*, 28(2), 163–176. DOI: [10.1016/j.jom.2009.10.001](https://doi.org/10.1016/j.jom.2009.10.001)

Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016). Estimation issues with PLS and CBSEM: Where the bias lies! *Journal of Business Research*, 69(10), 3998–4010. DOI: [10.1016/j.jbusres.2016.06.007](https://doi.org/10.1016/j.jbusres.2016.06.007)

Schellhase, R., Hardock, P., & Ohlwein, M. (2000a). Customer satisfaction in business-to-business marketing: The case of retail organizations and their suppliers. *The Journal of Business and Industrial Marketing*, 15(2–3), 106–121. DOI: [10.1108/08858629910290210](https://doi.org/10.1108/08858629910290210)

Schellhase, R., Hardock, P., & Ohlwein, M. (2000b). Customer satisfaction in business-to-business marketing: The case of retail organizations and their suppliers. *The Journal of Business and Industrial Marketing*, 15(2–3), 106–121. DOI: [10.1108/08858629910290210](https://doi.org/10.1108/08858629910290210)

Schmitt, B. (1999a). Experiential marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://www.tandfonline.com/doi/abs/10.1362/026725799784870496>

Schmitt, B. (1999b). Experiential marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://www.tandfonline.com/doi/abs/10.1362/026725799784870496>

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. DOI: [10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)

Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J.-H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*. DOI: [10.1108/EJM-02-2019-0189](https://doi.org/10.1108/EJM-02-2019-0189)

Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41, 177–189. DOI: [10.1016/j.jretconser.2017.12.002](https://doi.org/10.1016/j.jretconser.2017.12.002)

Stanwick, S. D., & Stanwick, P. A. (2000). The relationship between environmental disclosures and financial performance: an empirical study of US firms. *Eco-*

Management and Auditing: The Journal of Corporate Environmental Management, 7(4), 155–164.

Starik, M., & Marcus, A. A. (2000). Introduction to the special research forum on the management of organizations in the natural environment: A field emerging from multiple paths, with many challenges ahead. *Academy of Management Journal*, 43(4), 539–547. DOI: [10.5465/1556354](https://doi.org/10.5465/1556354)

Sudita, N. P. C. R., & Ekawati, N. W. (2018). Pengaruh Green Perceived Value Terhadap Green Repurchase Intention Yang Dimediasi Oleh Green Trust. *E-Jurnal Manajemen Universitas Udayana*, 7(11), 5846. DOI: <https://doi.org/10.24843/EJMUNUD.2018.v7.i11.p2>

Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.

Suliswati, T., Jeremia, A., Yenny, M., & Sumijatun, S. (2005). Konsep dasar keperawatan kesehatan jiwa. *Jakarta: EGC*.

Tal, A., Gvili, Y., & Amar, M. (2019). Is Product Experience Improved By Ties to Desired Identity? a Case of Functional Pleasure. *ACR North American Advances*. https://www.acrwebsite.org/volumes/v47/acr_vol47_2551848.pdf

Tirtayani, I. G. A., Ekawati, N. W., & Yasa, N. N. K. (2017). Peran Perceived Value Dalam Memediasi Pengaruh Green Marketing Terhadap Purchase Intention. *Forum Manajemen STIMI Handayani Denpasar*, 14(2), 1–14. <http://ojs.stimihandayani.ac.id/index.php/FM/article/download/135/87>

van Doorn, J., & Verhoef, P. C. (2011). Willingness to pay for organic products: Differences between virtue and vice foods. *International Journal of Research in Marketing*, 28(3), 167–180. DOI: [10.1016/j.ijresmar.2011.02.005](https://doi.org/10.1016/j.ijresmar.2011.02.005)

Wagner, T., Lutz, R. J., & Weitz, B. A. (2009). Corporate hypocrisy: Overcoming the threat of inconsistent corporate social responsibility perceptions. *Journal of Marketing*, 73(6), 77–91. DOI: [10.1509/jmkg.73.6.77](https://doi.org/10.1509/jmkg.73.6.77)

Wang, J., Tao, J., & Chu, M. (2020). Behind the label: Chinese consumers' trust in food certification and the effect of perceived quality on purchase intention. *Food Control*, 108, 106825. DOI: [10.1016/j.foodcont.2019.106825](https://doi.org/10.1016/j.foodcont.2019.106825)

Wangenheim, F. v, & Bayón, T. (2004). The effect of word of mouth on services switching: Measurement and moderating variables. *European Journal of Marketing*. <https://www.emerald.com/insight/content/doi/10.1108/03090560410548924/full/html>

Wiki. (2014). *Natural Skin Care*. http://en.wikipedia.org/wiki/Natural_skin_care

William, Y., Kumju, H., Seonaidh, M., & Caroline, J. O. (2010). Sustainable consumption: green consumer behaviour when purchasing products. *Sustain. Dev*, 18, 20–31. DOI: [10.1002/sd.394](https://doi.org/10.1002/sd.394)

Xu, X., Hua, Y., Wang, S., & Xu, G. (2020). Determinants of consumer's intention to purchase authentic green furniture. *Resources, Conservation and Recycling*, 156, 104721. DOI: [10.1016/j.resconrec.2020.104721](https://doi.org/10.1016/j.resconrec.2020.104721)

Yan, Y. K., & Yazdanifard, R. (2014). The concept of green marketing and green product development on consumer buying approach. *Global Journal of Commerce & Management Perspective*, 3(2), 33–38. https://d1wqxts1xzle7.cloudfront.net/35290569/The_Concept_of_Green_Marketin_g_and_Green_Product_Development_on_Consumer_Buying_Approach-with-cover-page-v2.pdf?Expires=1654769296&Signature=JVjS~Bmd9xy0481q9wojMG~dFuvciqaQOTHBLILrtygOMZMQ7cu6YGzvoEfXJCvpso-TLXOk5Jj3eDgElOeElFqZpITSJZd6abNidKIh6N3OGDD-K3Jk5p32VIdqWrBCab-Oy0GBPnlHWiYiTIVI74nuY9-QbzD1iB0jaStmWH-ZQU8PpnF6SBvDVZPnVNXUMvb29Jmm32FzUZHsfqR6dkC0SYpiulAtWTXh6qHz9h42c8pjki2A4bTb8nekF2DYH63kIskQ9bFtv0R~bJ1svzh0DCNmfsnOkOJZ5d0UZjGsUA5HIfBz46-1Mq-RgJl~Xcd6sgzhoAQtCX1ZId4pI0w__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA

Yang, D., Zhao, P., Lou, R., & Wei, H. (2013). Environmental marketing strategy effects on market-based assets. *Total Quality Management & Business Excellence*, 24(5–6), 707–718. DOI: [10.1080/14783363.2013.776763](https://doi.org/10.1080/14783363.2013.776763)

Zabkar, V., & Hosta, M. (2013). Willingness to act and environmentally conscious consumer behaviour: can prosocial status perceptions help overcome the gap? *International Journal of Consumer Studies*, 37(3), 257–264. DOI: [10.1111/j.1470-6431.2012.01134.x](https://doi.org/10.1111/j.1470-6431.2012.01134.x)

Zhao, H., Gao, Q., Wu, Y., Wang, Y., & Zhu, X. (2014). What affects green consumer behavior in China? A case study from Qingdao. *Journal of Cleaner Production*, 63, 143–151. DOI: [10.1016/j.jclepro.2013.05.021](https://doi.org/10.1016/j.jclepro.2013.05.021)

Zhou, M., Liu, M., & Tang, D. (2013). Do the characteristics of online consumer reviews bias buyers' purchase intention and product perception? A perspective of review quantity, review quality and negative review sequence. *International Journal of Services Technology and Management*, 11, 19(4–6), 166–186. DOI: [10.1504/IJSTM.2013.055632](https://doi.org/10.1504/IJSTM.2013.055632)

Zhu, Q., & Sarkis, J. (2004). Relationships between operational practices and performance among early adopters of green supply chain management practices in Chinese manufacturing enterprises. *Journal of Operations Management*, 22(3), 265–289. DOI: [10.1016/j.jom.2004.01.005](https://doi.org/10.1016/j.jom.2004.01.005)