
**GREEN PRICE AND GREEN PLACE :
HOW IMPORTANT IS GREEN CONSUMER KNOWLEDGE FOR PURCHASING
SUSTAINABLE PRODUCTS?**



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Abstract

This study aims to analyze the role of green consumer knowledge in mediating the influence of green price and green place on the purchasing decisions of environmentally friendly AMDK Aqua Life products in Bogor City. This study uses a quantitative approach with a survey method involving 200 respondents who are Aqua Life consumers. Data analysis was conducted using Structural Equation Modeling (SEM) with the help of LISREL 8.80 software. The research results show that green price has a positive and significant effect on green consumer knowledge, while green place does not have a significant effect. Green price has a negative and significant effect on purchasing decisions, while green place has a positive and significant effect. In addition, green consumer knowledge has been proven to have a positive and significant impact on purchasing decisions. The mediation test using the Sobel test shows that green consumer knowledge can mediate the influence of green price on purchasing decisions, but does not mediate the influence of green place. These findings affirm that green consumer knowledge plays an important role in raising environmental awareness and encouraging the purchase of eco-friendly products. Therefore, improving consumer literacy and effective distribution strategies are key to strengthening sustainable consumption behavior.

Keywords: Green Price, Green Place, Consumer Knowledge, Purchase Decision

INTRODUCTION

The industrial world today is rapidly impacting social and environmental issues. The large-scale exploration of natural resources without considering environmental preservation leads to natural disasters. The low awareness of companies regarding waste or production by-products adds to the numerous sources of environmental damage.

One strategic step that can be taken by large companies is the implementation of a sustainability-based marketing approach. The concept of marketing that takes into account the preservation of the environment is known as green marketing. According to Chairunnisa et al. (2019), this green marketing concept will then meet consumer needs in the future. The trend of green marketing has occurred in recent years due to the increasing public awareness of environmental issues. In a survey conducted by White et al. (2019), 65% of consumers worldwide said that they are interested in buying brands that care about the environment and sustainability. However, only 26% actually do it. This phenomenon is called the green gap. According to Gleim and Lawson (2014), the green gap is the discrepancy between consumers' concerns or intentions regarding environmental issues and their actual actions in purchasing eco-friendly products. This poses a challenge for green product marketers to formulate the right green marketing strategies so that consumers are not only interested but also willing to purchase these green products.

Plastic is a material widely used in various aspects of human life. From packaging materials to automotive needs, this has led to uncontrolled plastic usage (Suminto, 2017). Based on the results of the 2023 single-use plastic consumption survey (Datasampah, 2023), the average use of single-use plastics in Indonesia has significantly increased compared to the previous year. In 2023, each respondent was recorded using approximately 95.36 single-use plastics per month, up from 70.73 in 2022.

The high consumption of plastic in society poses a serious problem related to plastic waste that pollutes the environment. Based on a survey conducted by Jajak Pendapat (JakPat), the majority of young consumers show environmental concern through various actions, including bringing their own shopping bags (69.8%), buying eco-friendly products (56.2%), and collecting empty product packaging for recycling (46.4%) (Databoks.Katadata.co.id, 2022). A survey by WWF-Indonesia and Nielsen in 2017 showed that 63% of Indonesian consumers are willing to consume eco-friendly products (WWF-Indonesia, 2017). Furthermore, a survey by the Rakuten Insight Center in 2022 recorded that 64% consider purchasing eco-friendly products to be very important (Goodstats.id, 2023). Another survey revealed that consumers are reluctant to buy eco-friendly products. This is caused by several factors, including a lack of knowledge about environmentally friendly products, higher prices, limited availability of products in the market, and so on.

In recent years, the issue of sustainability and eco-friendly products has increasingly become a global concern, including in the Southeast Asian region. The adoption of environmentally friendly products and services in this region still faces a number of significant obstacles. Based on data from Databoks.katadata.co.id (2024), the main obstacles faced by the community in adopting environmentally friendly products or services are a lack of knowledge, reaching 32%. Other factors that also serve as barriers include a lack of trust in product claims (21%), limited product availability (20%), perceived high prices (15%), and other reasons such as habits or personal preferences (12%). Furthermore, data from the

Snapcart TASC Online Survey (2024) shows that the main reason consumers do not buy environmentally friendly products is that they do not understand the concept of these products, with the highest percentage reaching 45%. Additionally, the perception that environmentally friendly products tend to be more expensive (22%), difficult to find both offline and online (20%), and the tendency for consumers to choose more familiar general products (13%) further strengthen the challenges in increasing the use of sustainable products. The main factors causing this are: 1) low consumer knowledge about environmentally friendly products; 2) environmentally friendly products are considered more expensive (green price); and 3) limited availability of products, both offline and online (green place).

In 2018, Aqua launched Aqua Life, a bottled drinking water product with packaging that is 100% made from recycled materials and is recyclable. This step is a manifestation of Aqua's commitment to supporting the circular economy while enhancing competitiveness in the bottled drinking water industry. Aqua Life packaging is made from used plastic processed using advanced technology to produce high-quality recycled PET (rPET) material, making it safe and compliant with BPOM, Halal, SNI, and FSSC 22000 standards. The production process involves collecting plastic bottles from various sources, which are then sorted, shredded, and processed into new raw materials. Recycling PET in Aqua Life reduces carbon emissions by up to 75%, minimizes the use of fossil raw materials, and supports a circular economy. Its presence marks an important milestone in recycled packaging innovation in Indonesia, pioneered by Danone-Aqua. Generally, the difference between Aqua Life and other similar products is that Aqua Life has a plain bottle, without additional labels, without plastic wrapping on the bottle cap, and is made from 100% recycled materials and is also recyclable. Currently, Aqua Life is only available in a 1,100 ml or 1.1-liter packaging. Aqua Life is sold at a price of Rp.114,000 for a box of 12 bottles (Aqua Official Store Tokopedia, 2025). This is more expensive compared to the regular Aqua bottle product with a 1,500 ml or 1.5-liter packaging, which is sold at Rp.80,400 for a box of 12 bottles (Aqua Official Store Tokopedia, 2025). On average, the price of 1 liter of Aqua Life is Rp.8,636, while the regular Aqua bottle costs Rp.4,466. Therefore, Aqua Life is approximately 93.35% more expensive than the regular Aqua bottle.

In line with the research findings of Eveline et al. (2020), Aqua Life products still face limitations in terms of availability and distribution in the market. This product is not widely distributed and is only available in certain outlets, such as Alfamart or Indomaret in limited areas, making it difficult for consumers who want to purchase the product. These findings indicate that the aspects of green place (product distribution) and green price (price) are dominant factors influencing purchasing decisions. This is in line with data from Databoks.katadata.co.id (2024) and data from the Snapcart TASC Online Survey (2024), which show that one of the main obstacles to eco-friendly products is their higher price (green price) as well as the limitations and difficulties in product availability (green place).

Knowledge about sustainability, or green knowledge, has become an important component in the purchasing decision-making process due to the increasing public awareness of the environmental impact caused by consumer products. Green knowledge in this context refers to the level of understanding and information that consumers have about aspects such as product composition, production processes that reduce pollution, and their impacts. According to Sisrika and Prasojo (2024), consumers with good environmental knowledge

tend to be more aware of the environmental impact of their consumption activities and are more likely to choose sustainable products. This is due to the fact that knowledge about the positive impact of eco-friendly products can influence consumer attitudes and behaviors, including their decision to purchase green goods. Therefore, green consumer knowledge serves as an important factor that mediates or even strengthens the relationship between products and sustainability values.

Based on the Katadata Insight Center survey (2021), it was found that only 28 percent of consumers truly understand sustainable products. Most of their understanding of sustainable products is that they are items that can be used repeatedly for a long period. Although that is part of sustainable products, it is not yet a complete definition of sustainable products. Based on data from Databoks.katadata.co.id (2024), it is emphasized that the lack of knowledge is the most dominant barrier to the adoption of environmentally friendly products. Consumers generally do not have adequate information regarding the sustainability options available in the market, which hinders their decision-making to switch to more environmentally friendly products (Data Snapcart TASC Online Survey, 2024). The lack of understanding of the concept of sustainability itself is also the main reason why most consumers are reluctant to purchase these products. This is all reinforced by research from Firdiansyah et al. (2021), which states that the lack of consumer knowledge about environmental issues causes companies to represent products or services in the market where consumers do not believe that the promoted products or services are environmentally friendly. According to Maniatis (2015), there are 15 indicators that consumers consider when deciding to purchase green products, one of which is knowledge about the product (Harahap et al., 2018). This highlights the importance of green consumer knowledge to maximize the adoption of environmentally friendly products.

REVIEW OF LITERATURE

Green Price

Green price is a pricing strategy that considers sustainability aspects and the ecological value of a product while maintaining competitiveness and affordability. The indicators for the green price variable used in the research are: 1) price reflects ecological benefits; 2) affordability of eco-friendly product prices; 3) price alignment with product quality; and 4) premium price to support sustainability.

Green Place

Green place is a distribution strategy that focuses on energy efficiency, carbon emission reduction, and ease of access for consumers. The indicators for the green place variable used in the research are: 1) strategic and environmentally friendly distribution locations; 2) ease of product access (online and offline); 3) energy-efficient distribution channels that minimize carbon footprint; and 4) product availability when needed.

Green Consumer Knowledge

Green consumer knowledge is the accumulation of information, understanding, and experience that consumers have regarding products, services, and environmental issues, including environmental symbols and terms, the negative impact of products on the environment, environmental regulations, and actions that can be taken to reduce pollution. This knowledge encompasses both subjective and objective dimensions formed from

consumers' experiences, perceptions, and expectations, and plays a crucial role in shaping their attitudes and decisions to behave in an environmentally friendly manner. The indicators for the green consumer knowledge variable used in the research are: 1) understanding the characteristics and attributes of environmentally friendly products; 2) knowing the benefits of environmentally friendly products for oneself and the environment; 3) having an understanding of environmental issues such as pollution, plastic waste, and climate change; 4) knowing various actions that can be taken to reduce negative impacts on the environment; 5) understanding the effectiveness of environmentally friendly actions taken by individuals; and 6) being familiar with consumption activities that can harm the environment (such as the use of single-use plastics).

Purchase Decision

The purchase decision is an evaluation process carried out by consumers to choose a product or service from several available alternatives. The indicators on the purchase decision variable used in the research are: 1) product choice; 2) brand choice; 3) channel choice; 4) purchase timing; 5) purchase quantity; and 6) payment method.

RESEARCH METHOD

The method used in this research is quantitative using survey techniques. This research was conducted on the people of Bogor City who have purchased and consumed Aqua Life bottled water products. The survey was carried out on all research variables, namely green price, green place, and green consumer knowledge, as well as purchasing decisions. This research questionnaire is divided into three sections: screening, profile, and main questions related to the research variables. The sample was conducted due to the existence of the green gap. The green gap refers to the discrepancy between consumers' concerns or intentions regarding environmental issues and their actual purchasing actions of eco-friendly products (Gleim and Lawson, 2014). Therefore, the researcher must take a sample that is truly representative (relevant and accurate) (Sugiyono, 2019). Based on the calculation of the Wibisono formula, the number of respondents to be used as the sample for this research is 200 respondents.

Conceptual Framework

Based on the theoretical framework, previous research findings, and the formulated hypotheses, the proposed research model is as follows:

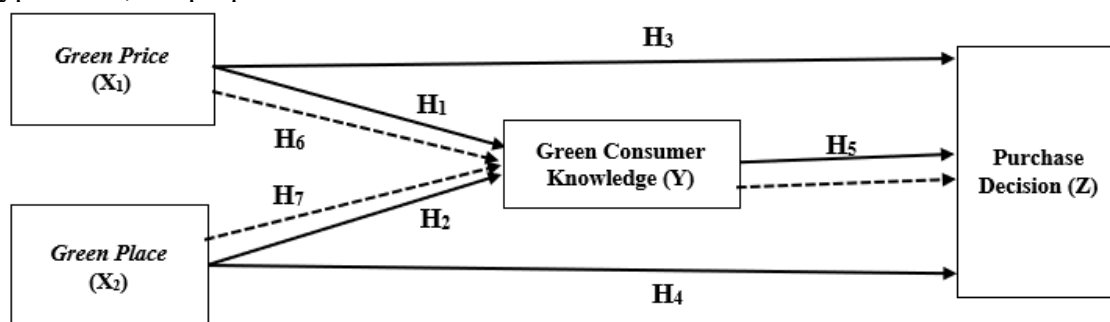


Figure 1.
Conceptual Framework

Research Hypothesis

- H1: Green price affects green consumer knowledge
- H2: Green place affects green consumer knowledge
- H3: Green price affects purchasing decisions
- H4: Green place affects purchasing decisions
- H5: Green consumer knowledge affects purchasing decisions
- H6: Green price affects purchasing decisions through green consumer knowledge
- H7: Green place affects purchasing decisions through green consumer knowledge

RESULTS AND DISCUSSION

Data collection and processing conducted by the researcher were carried out by distributing questionnaires online (Google Forms) and offline (directly to respondents). A total of 200 respondents were used for the research "The Role of Green Consumer Knowledge in Mediating the Influence of Green Price and Green Place on the Purchase Decision of Eco-Friendly Products." All respondents met the criteria of residing in Bogor City, and the data were processed using SEM Lisrel 8.80.

Hypothesis Testing

Table 1.
Direct Effect Hypothesis Testing

| Hypothesis | Standardized Coefficient | Value T-Stat. ($\geq 1,96$) | Result |
|--|--------------------------|-------------------------------|---------------------|
| Green Price → Green Consumer Knowledge | 0,80 | 8,58 | Accepted (Positive) |
| Green Place → Green Consumer Knowledge | 0,13 | 1,50 | Rejected (Positive) |
| Green Price → Green Consumer Knowledge | -0,31 | -2,04 | Accepted (Negatif) |
| Green Place → Green Consumer Knowledge | 0,83 | 7,51 | Accepted (Positive) |
| Green Knowledge → Purchase Decision | 0,38 | 3,05 | Accepted (Positive) |

Source: Primary data processed by the researcher using LISREL 8.80, 2025

Based on the analysis results in Table 1, the hypothesis test results can be described as follows:

1. The hypothesis test result for hypothesis 1 shows that green price has a positive and significant effect on green consumer knowledge, which is accepted.
2. The hypothesis test result for hypothesis 2 shows that green place has no effect on green consumer knowledge, which is rejected.
3. The hypothesis test result for hypothesis 3 shows that green price has a negative and significant effect on purchase decisions, which is accepted.
4. The hypothesis test result for hypothesis 4 shows that green place has a positive and significant effect on purchase decisions, which is accepted.

5. The hypothesis test result for hypothesis 5 shows that green consumer knowledge has a positive and significant effect on purchase decisions, which is accepted.

Table 2.

Indirect Effect Hypothesis Testing

| Hypothesis | Value Z-Stat. ($\geq 1,96$) | Result |
|--|-------------------------------|---------------------|
| Green Price → Green Consumer Knowledge → Purchase Decision | 2,967 | Accepted (Positive) |
| Green Place → Green Consumer Knowledge → Purchase Decision | 1,390 | Rejected (Positive) |

Source: Primary data processed by the researcher, 2025

6. The hypothesis test results for hypothesis 6 indicate that green consumer knowledge can mediate the influence of green price on purchase decisions, which is accepted.
 7. The hypothesis test results for hypothesis 7 indicate that green consumer knowledge cannot mediate the influence of green place on purchase decisions, which is rejected.

The Influence of Green Price on Green Consumer Knowledge

The research results indicate that the green price significantly contributes to shaping green consumer knowledge about the environmentally friendly AMDK Aqua Life products. These findings show that prices considering sustainability aspects and the ecological value of products can enhance consumer understanding of the importance of environmental sustainability. This research aligns with the findings of Gomes et al. (2023), who found that environmental concern positively influences the willingness of consumers, particularly Generation Z, to pay more for eco-friendly products.

The Influence of Green Place on Green Consumer Knowledge

The research results indicate that green places have not yet made a significant contribution to shaping green consumer knowledge about the environmentally friendly AMDK Aqua Life products. These findings suggest that the ease and availability of green distribution for AMDK Aqua Life's environmentally friendly products are not sufficient to enhance consumer understanding. All of this must be accompanied by adequate education on understanding environmentally friendly products. This research aligns with the findings of Su and Li (2024), which state that green place has no influence on purchase intention.

The Influence of Green Price on Purchase Decisions

The research results show that Green price has a negative and significant relationship in shaping purchase decisions for the eco-friendly AMDK Aqua Life products. Consumers tend to reject premium prices even though eco-friendly products have ecological benefits. This is in line with the research by Gleim and Lawson (2014) which states that price is one of the most significant barriers causing consumers not to realize their intention to purchase environmentally friendly products, despite having concern for the environment.

The Influence of Green Place on Purchase Decisions

The research results indicate that green places significantly contribute to shaping the purchase decisions of the environmentally friendly AMDK Aqua Life products. These findings show that ease of access, product availability across various distribution channels, and strategic product placement can encourage consumers to decide to purchase the

environmentally friendly AMDK Aqua Life products. This research aligns with the findings of Irsalina and Susilowati (2023), explaining that green places significantly influence purchasing decisions. Additionally, the study by Sukraeni and Kusyana (2022) states that green places affect purchasing decisions.

The Influence of Green Consumer Knowledge on Purchase Decisions

The research results show that green consumer knowledge significantly contributes to shaping purchase decisions for the environmentally friendly AMDK Aqua Life product. From these research findings, it can be concluded that to enhance purchase decisions, the environmentally friendly AMDK Aqua Life product must increase education regarding the benefits and sustainability of the consumed product as a strategy to improve the intention and purchase decisions for the environmentally friendly AMDK Aqua Life product. This is in line with the research by Nurhayati et al. (2016), which states that knowledge has a positive influence on purchase decisions. Additionally, the research by Rusniati and Rahmawati (2019) states that product knowledge has a positive influence on purchase decisions.

The Influence of Green Price on Purchase Decisions Through Green Consumer Knowledge

The research results show a significant relationship, indicating that green consumer knowledge can mediate the influence of green price in shaping purchase decisions for the environmentally friendly AMDK Aqua Life product. This analysis confirms that green consumer knowledge plays a role as a mediator in the relationship between green price and purchase decisions. This means that although the direct influence of the green price shows a negative impact on purchasing decisions (Hypothesis 3), when green consumer knowledge is included as a mediator, its influence becomes positive and significant. In other words, the green price square of a product reflects the ecological value that consumers can accept if they have a good understanding of the environmental benefits of the AMKD Aqua Life product. This is in line with the research by Mehmood and Bhaumik (2023), which states that there is a relationship between green price and consumer purchasing behavior with green consumer knowledge as a mediator. The research by Mahmoud et al. (2024) states that green price significantly affects repurchase intention with green knowledge as a moderator that strengthens the relationship.

The Influence of Green Place on Purchase Decisions Through Green Consumer Knowledge

The research results indicate that there is no significant relationship, thus green consumer knowledge cannot mediate the influence of green place in shaping purchase decisions for the environmentally friendly AMDK Aqua Life product. This analysis confirms that green consumer knowledge is unable to mediate the relationship between green place and purchase decisions for the environmentally friendly AMDK Aqua Life product. Although direct testing of green place shows a positive and significant influence on purchase decisions (Hypothesis 4), when green consumer knowledge is included as a mediator, its influence becomes insignificant. With the results of the second hypothesis, the access or availability of environmentally friendly AMDK Aqua Life products through offline and online distribution channels is not yet strong enough to enhance consumer understanding of the benefits of environmentally friendly products. This indicates that although environmentally friendly products are easily accessible, if not followed by communication, education, and promotion that reinforce consumers' understanding of environmental values,

it will result in weak purchasing decisions for Aqua Life's environmentally friendly bottled water products. This is in line with the research by Su and Li (2024) which states that green place does not significantly affect purchase intention due to the lack of awareness and education about environmentally friendly products, so good distribution alone is not enough to encourage purchases without a deep understanding from consumers.

CONCLUSION

The results of this study indicate that green price, green place, and green consumer knowledge have different contributions in shaping the purchasing decisions of Aqua Life's environmentally friendly bottled water products in Bogor City. Green price and green place significantly influence green consumer knowledge, but only green price has been proven to be significantly mediated by green consumer knowledge in affecting purchase decisions. Green price has a direct negative impact on purchase decisions, but this influence turns positive when mediated by green consumer knowledge. Meanwhile, green place has a direct positive impact on purchase decisions, but it cannot be mediated by green consumer knowledge. These findings emphasize the importance of educating consumers about the benefits and value of product sustainability to make green marketing strategies more effective.

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