

Analysis of Green Marketing Strategies on Consumer Choices with a Marketing Mix Approach at The Body Shop Makassar City

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ARTICLE INFO

Keywords: Price, Product, Demographic Characteristics, Place, Promotion, Customer Choice

Received: 19, February

Revised : 20, March

Accepted: 21, April

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ABSTRACT

This research aims to analyze the influence of green marketing strategies on customer choices for the Makassar Body Shop cosmetics company. The problem in this research is that there is a research gap regarding green marketing strategy, which is a potential strategy as a business strategy and has been used as a marketing strategy pivot. The collection method in this research was carried out using a survey method, namely by using a questionnaire. The research population was customers of the cosmetics company The Body Shop in Makassar, with a sample size of 150 people. The sampling method used in this research is the census method which uses all members of the population as research samples. Testing of the hypothesis in this research will be carried out in a multivariate manner using logistic regression. Logistic regression is used because the independent variable is a combination of metric and nominal (non-metric). The results of the analysis show that the variables price, product, place and gender influence customer choices. Meanwhile, promotion variables, age, education and income have no effect on customer choices. The main implication is that The Body Shop must pay attention to quality aspects to balance high prices and women as its main market.

INTRODUCTION

Very radical changes occur in the marketing environment, such as technological changes, globalization and government regulations. These situations and conditions will encourage the emergence of new behavior from consumers which is reflected in their needs and desires. In order to be able to win the competition, marketers must quickly react to changes in demand, satisfying all customer needs and desires, because the basis of marketing is customer oriented.

The phenomenon of current conditions related to public awareness regarding the importance of environmental conservation is increasing. The increase is triggered by the existence of great concern about the possibility of an environmental disaster that threatens, not only health, but even the survival of humans and their descendants.

Several pieces of evidence that have been shown by scientists and environmentalists, such as the thinning of the ozone layer which directly increases the prevalence of skin cancer and has the potential to disrupt the world's climate and global warming, strengthen the reasons for this concern. Not to mention the problem of acid rain, the greenhouse effect, air and water pollution which is already at dangerous levels, fires and deforestation which threaten the amount of oxygen in our atmosphere and flooding in a number of cities. In fact, waste is now a big problem because the amount of waste is increasing and the amount of waste is difficult to recycle (Wibowo B., 2002).

LITERATURE REVIEWS

In a situation like that, what is called green consumerism finally emerges. Green consumerism is a continuation of the global consumerism movement which began with consumers' awareness of their rights to obtain appropriate, safe and environmentally friendly products which is becoming increasingly strong. Furthermore, the desired product is not truly 'green', but rather reduces the level of damage caused. With this awareness, companies implement environmental issues as one of their marketing strategies or what we know as green marketing. This is also consistent with the increasing attention to environmental issues by public regulators that can be seen as another indication that environmental concern is a potential area as a business strategy (Menon & Menon, 1997). In research conducted by Byrne (2002), environmental or green marketing is a new focus in business ventures, namely a strategic marketing approach that has begun to emerge and become the attention of many parties starting at the end of the 20th century (Ottman, 1998). Conditions like this require marketers to be careful when decisions taken involve the environment. Attention to environmental issues is evident from the increasing market awareness of the environment (Laroche et.al, 2001). Attention to environmental issues is marked by the rise of business people in implementing international standards or better known as ISO-14000.

ISO-14000 is an environmental management system that can provide guarantees (proof) to producers and consumers that by implementing this system the products produced/consumed, whether waste, used products or services, have gone through a process that takes into account the rules or efforts

environmental management efforts. The International Organization for Standardization (ISO) developed a series of international standards for ecolabels (ISO 14020 – ISO 14024). Ecolabelling is defined as the activity of giving labels in the form of symbols, attributes or other forms to a product or service. This label will provide assurance to consumers that the product/service consumed has gone through a process that takes into account environmental management principles.

When several companies used green marketing as the axis of their successful marketing strategy, such as the Body Shop cosmetics company and the Patagonia sportswear company (Henriques & Sadorsky, 1999), from then on green marketing began to become the main business focus for various companies. However, many companies only view green marketing as a minor marketing strategy, even as a niche strategy in the market (Fuller, 1999).

But despite this, green marketing is considered to have failed by several other researchers in providing further contributions to environmental issues and integrating potential competitive advantages with environmental concerns as a business strategy (Buchholz, 1998; Hawken et. al, 1999; Straughan & Roberts, 1998; Vlosky et. al, 1999 in Byrne, 2002). If environmental issues (pollution, protection of species, and recyclability of products) are important for consumers in choosing products, and if a company in the market is the only one offering an environmental marketing mix among its competitors, then the company will have a high strategic competitive advantage (Cravens et. al., 2000 and Straughan & Roberts, 1998).

In this era of increasingly fierce competition, one way to get customers is to satisfy consumer needs from time to time. Companies often compete to provide products at low prices with the assumption that consumers only consider price in purchasing decisions. This assumption is not entirely correct. Various theories of customer behavior and marketing state that human needs are not only influenced by motivation, but also external factors, such as culture, social and economic.

The Body Shop is a well-known company in the cosmetics industry and is one of the pioneers of green marketing. According to Fabricant & Gould (1993) in Ferrinadewi (2005), products from the cosmetics industry are unique products, because apart from this product they have the ability to fulfill basic needs (especially women) for beauty as well as being a means for consumers to clarify their identity in society. Furthermore, this product actually has risks of use that need to be taken into account considering that the chemical ingredients do not always have the same effect for every consumer. So selecting product quality is usually the main criterion for evaluating the product to be purchased, in addition to indicators of other product mix elements (price, product, place and promotion).

In Indonesia itself, choosing cosmetics is something that is easy but difficult, meaning that consumers are faced with many choices which cause them to be confused about which one to choose, because if they make the wrong choice it can have fatal consequences for their health, the beauty of their skin and face. However, what The Body Shop offers is a bit different because it offers products

with natural, environmentally friendly ingredients and no animal testing. The basic principles of environmental friendliness are that purchasing decisions and product choices are often influenced by psychological drives. Products are not designed to meet functional needs only, but also to satisfy social and psychological needs.

Green marketing refers to the satisfaction of customer needs, wants and desires in relation to the maintenance and preservation of the environment. Green marketing manipulates the four elements of the marketing mix (product, price, promotion, and distribution) to sell products and services offered from the superior benefits of environmental maintenance formed from reducing waste, increasing energy efficiency, and reducing the release of toxic emissions. These advantages are often approached through life-cycle analysis (LCA) which measures the environmental influence on the product at all stages of the product's life cycle.

Furthermore, for environmentally friendly products, many variables other than the marketing mix drive consumer choices for environmentally friendly products. These variables can be grouped into values, beliefs or knowledge, needs and motivation, behavior and demographics. In this research, the marketing mix will be examined as a variable of trust or knowledge. The Body Shop was born from the ideas of reusing, refilling and recycling what they can reuse. The large role of business as a determinant of the direction of change is reflected in the emergence of this approach. "Tripe bottom lines" which directs businesses to measure success from its three supporting pillars, namely profit, people and planet. Thus, profit is not the only source of energy for the survival of a company. Without taking into account People (social aspects) and Planet (environmental aspects), a company will never be able to continue its life. However, it must be acknowledged that this approach still has a long way to go to become a business ethic in every company, therefore, Anita Roddick, the founder of The Body Shop, said that The Body Shop's work in running its business using the triple bottom lines principle is still an example of Business as Unusual.

In the context of green marketing, how do consumers actually evaluate cosmetic products that pay attention to environmental aspects when viewed from the marketing mix? An attempt will be made to evaluate empirically the relationship between elements that influence consumer choices for environmentally-marketed cosmetic products, namely The Body Shop cosmetic products.

METHODOLOGY

The primary data collection method in this research was carried out using a survey method, namely by using a questionnaire which was divided into 2 parts, namely, the first part was a statement of the respondent's identity including customer name, occupation, city of residence and identity of purchasing The Body Shop in Makassar City with a sample size of 150 Respondents. The second part is a statement of all variables using closed questions and a cymatic scale (Likert). The use of a systematic scale with five-

point scales for the variables price, product, place, promotion and knowledge, where each respondent is asked to choose one of the alternative options ranging from (1) strongly disagree to (5) strongly agree.

This study is research that in testing its hypothesis seeks to explain the nature of certain relationships or determine differences between groups using a causality approach, namely research that seeks explanations in the form of causal relationships between several concepts or several variables or several strategies developed in management (Sekaran, 2006).

To test the model and relationships developed in this research, an analytical technique is needed. Testing of the hypothesis in this research will be carried out in a multivariate manner using logistic regression. Logistic regression is used in this research because the independent variable is a combination of metric and nominal (non-metric). In logistic regression there is no need to assume normality of data on the independent variables (Ghozali, 2001).

RESEARCH RESULT AND DISCUSSION

Hypothesis Testing

Logistic regression generally used if the assumptions of a multivariate normal distribution are not met. The assumption of a multivariate normal distribution cannot be fulfilled because the independent variables are a mixture of continuous (metric) and categorical (non-metric) variables.

Testing in this research uses a logistic regression model. Logistic regression is used to test the influence of price, product, place, promotion, demographic characteristics (age, gender, education, and income) and knowledge on customer choices. The method used in this logistic regression is a stepwise method with a significance level (α) of 5% and 10%. The analysis that needs to be carried out is to assess the suitability of the regression model (goodness of test), assess the overall model (overall model fit) and test the regression coefficient.

Testing of the hypothesis in this research will be carried out in a multivariate manner using logistic regression. Logistic regression is used in this research because the independent variable is a combination of metric and nominal (non-metric).

Table 1. Logistic Regression Results

Variable	B	Logistics Regressions
Price	0.919	0.025*
Product	0.725	0.053**
Place	0.794	0.077**
Gender (1)	2,453	0.002*
Constant	-8,786	0.001
Hosmer and Lemeshow Test		0.311
-2 Log Likelihood (LL) Block Number = 0		94,242
-2 Log Likelihood (LL) Block Number = 1		69,069

Cox & Snell R Square		0.189
Nagelkerke R Square		0.348
Dependent variable: OPTIONS		
* : significant at 5% level		
** : significant at 10% level		

Source: Data processed from primary data, 2023

In the table above, it can be seen that the probability number shows 0.311, where 0.311 is > 0.05 , so H_0 is accepted. This means that the binary regression model is suitable for use for further analysis, because there is no real difference between the predicted classification and the observed classification. The likelihood L of the model is the probability that the hypothesized model describes the input data. To test the null and alternative hypotheses, L is transformed into $-2\text{Log}L$. The $-2\text{Log}L$ statistic is sometimes called the likelihood ratio X^2 statistic, where X^2 is a distribution with degrees of freedom $n - q$, q is the number of parameters in the model. Pay attention to the number $-2 \text{Log Likelihood (LL)}$ in the table above, where at the beginning (Block Number = 0) the number $-2 \text{Log Likelihood (LL)}$ is 94.242. Meanwhile, in Block Number = 1 number $-2 \text{Log Likelihood (LL)}$ fell to 69.069. This reduction in likelihood shows that the model fits the data.

Coxand Snell's R Square is a measure that tries to imitate the R^2 measure in multiple regression which is based on a likelihood estimation technique with a maximum value of less than 1 (one), making it difficult to interpret. Nagelkerke's R square is a modification of the Cox and Snell coefficients to ensure that their values vary from 0 (zero) to 1 (one). This is done by dividing the Cox and Snell's R^2 values by their maximum values. The Nagelkerke's R square value can be interpreted like the R^2 value in multiple regression. Judging from the SPSS output, the Cox Snell's R Square value is 0.189 and the Nagelkerke R^2 value is 0.348, which means that the variability of the dependent variable can be explained by the variability of the independent variable of 34.8%.

Parameter estimates and their interpretation can be seen in the SPSS output variable in the equation (can be seen in the attachment). From the 6 steps produced by the stepwise method, it can be seen that there are 4 significant independent variables, namely price, product, place and gender.

From the results of the multivariate analysis with logistic regression above, it appears that the 2 independent variables, namely price and gender, have a significant effect on the dependent variable, namely customer choice, with a significance level of 0.025 and 0.002 respectively (at $\alpha = 5\%$). Meanwhile, the product and place variables have a significant effect with a significance level of 0.053 and 0.077 (at $\alpha = 10\%$).

From the logistic regression equation, it can be seen that the log odd of a customer's choice to buy The Body Shop Makassar City products is positively influenced by price, product, place and gender. If product, place and gender are considered constant, then the odds of a customer's choice to buy The Body Shop Makassar City product are by a factor of (e0.919) or 2.507 for each price increase. Likewise with products, if price, place and gender are considered constant, then

the odds of the customer's choice to buy The Body Shop product are with a factor of (e0.75) or 2.065 for each product. If price, product and gender are considered constant, then the odds of the customer's choice to buy The Body Shop Makassar City product are with a factor of (e0.794) or 2.213 for the place influencing the customer's choice.

If price, product, and place are considered constant, then the odds of a customer's choice to buy The Body Shop product are a factor of (e2.453) or 11.621 for gender.

The Effect of Premium Prices on Customer Choice

The first hypothesis which states that premium prices influence customer choices can be accepted. However, the premium price of an environmentally friendly product is positively related to consumers' choice of environmentally friendly products. These findings support the research results of Rao and Bergen (1992) and Vlosky et al. (1999) in Junaedi (2005). Prices include non-product related attributes if they represent an important step in the purchasing process that is indirectly related to the appearance of the product or the function of the service. Price is an important attribute association because consumers often have strong beliefs about the price and value of a brand and categorize products based on price in stages for different brands. Pricing policies for a brand can create associations in consumers' minds according to the price level for a brand in a particular category. The pricing strategy ultimately determines how consumers classify the price of a brand, for example into three categories, namely low, medium and high and how companies or consumers view price flexibility due to discounts. There is also a close relationship between price and quality. At this price level, there is a price range that consumers can accept, which is usually called the price band. Apart from the things mentioned above, consumers can also perceive the price of a brand which has more meaning attached to the product. In fact, in many categories' consumers conclude the quality of a product based on its price.

Consumers can also combine their perception of the quality of a product with their perception of the price of the product to achieve an assessment in the form of the perceived value of the product. Consumer associations in perceived value are often an important factor in decision making. Price has a complex meaning and can play various roles for consumers. From a branding perspective, it is very important to understand all the price perceptions that consumers have towards a brand. As part of this understanding, it is necessary to dissect the conclusions about quality and value as well as existing premium prices.

The Influence of Green Products on Customer Choice

The second hypothesis which states that green products influence customer choice can be accepted. Environmentally friendly products are positively related to consumer choices for these products. Research results show that environmentally friendly products are increasingly being chosen by Reitman (1992) and Voss (1991) customers.

The majority of consumers realize that their purchasing behavior directly influences various environmental problems. Consumers are adapting to this

situation by considering environmental issues when shopping and through their purchasing behavior. Evidence supporting this improvement in the ecological environment is the increase in individuals who are willing to pay more for environmentally friendly products. In addition, often environmental certification labels (for example ISO 14000) and symbols indicating that the product is environmentally friendly provide support for their purchasing decisions.

The awareness of being 'greener' that has hit global consumers has become a real social movement. Global awareness has been formed those environmental problems are a collective problem and can only be resolved if each individual actively contributes, either individually or through collective movements. Recent developments have even come to the realization that a healthy and sustainable environment not only provides a healthy life, but also guarantees sustainable development at the macro level of a country's development.

The Influence of Place (Distribution Channel) on Customer Choice

The third hypothesis which states that place (intensive distribution channel) influences customer choice can be accepted. The results of this research indicate that intensive distribution channels (place) have an influence on customer choices. Previous researchers such as the Queensland Government (2002) stated that the choice of where and when to make products available can have a significant influence on customers. Very few customers really want to buy a product just because of its environmental friendliness. Sellers who want to achieve success in selling environmentally friendly products should position their products widely in the market so that they can be better recognized.

In line with this, Narus & Anderson (1996) in Ariawan (2005) state that marketing channels are an absolute requirement for every money activity aimed at marketing, offering products and brands for every company. The quality of channel relationships is seen as very important in the distribution relationship process, where an important asset in distribution is maintaining relationships between suppliers and customers. These findings support research results from the Queensland Government (2002) and Narus & Anderson (1996). The distance, location and number of outlets that are easily accessible to customers make The Body Shop products their product of choice, especially with the complete availability of the products they need, The Body Shop has become the main brand of choice.

The Effect of Promotions on Customer Choice

The fourth hypothesis which states that promotions influence customer choices cannot be accepted. The results of this research indicate that promotions have no influence on customer choices. These findings support the results of research from Morris et. al. (1995), Bjorner et. al. (2004) and Tails et. al. (2002) who stated that the influence of providing environmentally friendly information on products varies greatly because information is often inconsistent with each other so it is not surprising that consumers feel confused or doubtful.

At the time of the research, The Body Shop was intensively promoting support for AIDS sufferers, victims of domestic violence and breast cancer sufferers. It seems that this makes green consumers feel confused about the

purpose of the promotion for The Body Shop's green products. They felt that the promotion was not in line with environmentally friendly product programs.

The Influence of Demographic Characteristics (Age, Gender, Education, and Income) on Customer Choice

The fifth hypothesis which states that demographic characteristics (gender) influence customer choices can be accepted. Meanwhile, the statement that demographic characteristics (age, education and income) influence customer choices is unacceptable.

The results of this research show that gender influences customer choices. In general, researchers argue that women prefer ecological things compared to men (Banerjee & McKeage, 1994 in Bui, 2005). These findings support the research results of Bui (2005).

The results of this study show that age does not influence customer choices. This is in accordance with research by McEvoy (1972) in Bui (2005) which concluded that there is no significant relationship between age and green behavior. The results of this research also show that education does not influence customer choices. Finally, the results of this research show that income does not influence customer choices. This is in accordance with research by Robert (1996) that there is no significant relationship between income and customer choice.

From the research results, it can be concluded that demographic characteristics (age, education, and income) are not effective as predictors of customer choice. This demographic profile has very low ability to predict socially responsible behavior towards the environment. It seems that customer choice of a product is based more on consumer behavior, individual characteristics, and purchasing intensity. On the other hand, the demographic characteristics of gender, in this case women, seem to really pay attention to the choice of green products because in general women's instincts pay more attention to ecological matters compared to men.

The Influence of Knowledge on Customer Choice

The sixth hypothesis which states that knowledge influences customer choices cannot be accepted. The results of this research show that the higher the level of customer knowledge, the more it will influence the customer's choices. This is in accordance with research by Maloney and Ward (1973) which reports that there is no significant relationship between knowledge and environmental issues. Product selection decisions depend more on personal commitment, in other words how much consumers view behavior that supports environmental sustainability as important to them. himself and for society in general. Often someone individually feels uncomfortable and does not find it easy to carry out activities that support the environment, for example they feel that recycling is very important for society in the long term, but personally they still buy goods with inorganic packaging because of its convenience and practicality.

CONCLUSIONS AND RECOMMENDATIONS

The results of hypothesis testing using logistic regression with eight independent variables (price, product, place, promotion, demographic

characteristics [age, gender, education and income] and knowledge) and one dependent variable of customer choice show that:

1. Based on the results of testing hypothesis 1, it shows that price has an acceptable effect on customer choice. This is indicated by the significance value being smaller than 0.05, namely 0.025. The most important factor in the price of a product is actually not the price itself (objective price) but the subjective price, namely the price perceived by the customer. If customers perceive product A to be very high/expensive then this price will have a positive effect on perceived quality and perceived sacrifice, meaning that customers will view product A as a quality product therefore it is natural that it requires a higher monetary sacrifice. So the price of product A which is perceived as quality will influence customer satisfaction.
2. Based on the results of testing hypothesis 2, it shows that green products have an acceptable effect on customer choice. This is indicated by the significance value being smaller than 0.10, namely 0.053. The majority of consumers realize that their purchasing behavior directly influences various environmental problems. Consumers are adapting to this situation by considering environmental issues when shopping and through their purchasing behavior.
3. Based on the results of testing hypothesis 3, it shows that intensive distribution channels (place) have an acceptable effect on customer choice. This is indicated by the significance value being smaller than 0.10, namely 0.077. The distance, location and number of outlets that are easily accessible to customers make The Body Shop products their product of choice, especially with the complete availability of the products they need.
4. Based on the results of testing hypothesis 4, it shows that promotions have an unacceptable effect on customer choices. This is indicated by the absence of promotions on the stepwise significant list. It seems that this is because green consumers feel confused about the purpose of the promotion for The Body Shop's green products. They feel that some promotions are not in line with environmentally friendly product programs.
5. Based on the results of testing hypothesis 5, it shows that gender has an acceptable influence on customer choices. This is indicated by the significance value being smaller than 0.05, namely 0.002. This means that the demographic characteristics of gender, in this case women, seem to really pay attention to the choice of green products because in general women's instincts pay more attention to ecological matters compared to men. The hypothesis which shows that age, education and income influence customer choices cannot be accepted. This is indicated by the absence of promotions on the stepwise significant list. From the research results, it can be concluded that demographic characteristics (age, education, and

income) are not effective as predictors of customer choice. This demographic profile has very low ability to predict socially responsible behavior towards the environment. It seems that customer choice of a product is based more on consumer behavior, individual characteristics, and purchasing intensity.

6. Based on the results of testing hypothesis 6, it shows that knowledge has an unacceptable influence on customer choices. This is indicated by the absence of promotions on the stepwise significant list. Product selection decisions depend more on personal commitment, in other words how much consumers view behavior that supports environmental sustainability as important for themselves and for society in general.

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