

Green Marketing concept Through Marketing Mix Approach And Consumer Knowledge On Buying Interest And Buying Decision For the Body Shop In Pekanbaru

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Abstract:

This study aims to see the concept of green marketing through marketing mix approach and consumer knowledge of consumer buying interest and purchasing decisions of The Body Shop in Pekanbaru. In this study the population of research is the consumers of The Body Shop in Pekanbaru. The study used Structural Equation Modeling (SEM) with a variance based or component-based approach with partial least square (PLS). The results of the study found that the concept of green marketing with marketing mix approach has an influence on consumer buying interest in The Body Shop product. Then the consumer's knowledge influence the consumer's buying interest on The Body Shop product. Furthermore, the concept of green marketing with a marketing mix approach influences the formation of consumer purchasing decisions against The Body Shop Products. Consumer knowledge affects consumer purchasing decisions against The Body Shop Products. And consumer buying interest influences purchasing decisions of The Body Shop products. The research results can't be generalized to other go green cosmetic products. It's because go green cosmetic products are different from each other. Research data can only be performed on closed-ended questions, so the researcher couldn't get direct and detailed argument

from respondents. The originality of the present study is the implementation of Green Marketing concept through Marketing Mix approach connected with the knowledge of *The Body Shop* consumers with SEM method in Pekanbaru, Indonesia, which has distinct culture and consumer behavior from other regions.

Keywords : Green Marketing Concept on Marketing Mix, Consumer Knowledge, Consumer Buying Interest and Purchase Decision

1. Introduction

The current phenomenon of public environmental awareness increased after witnessing environmental damages, such as ozone layer depletion which directly increases the prevalence of skin cancer and potentially disrupts world climate and global warming, increases the concern. There are also acid rain, greenhouse effect, dangerous level of air and water pollutions, forest fire and deforestation which threaten the amount of oxygen in the atmosphere, as well as flood which often happen in some cities. Garbage is also a big problem due to increasing amount of garbage and the amount of unrecyclable garbage (Wibowoin Haryandi, 2009).

Because of this condition many environmental organizations emerge to create marketers' activities. This affects consumers,

so they start to pay more attention to environmental issues. This leads to green consumerism. Green consumerism is a continuation of a global consumerism movement which starts with stronger consumer awareness of their rights to get proper, safe, and environmentally friendly products.

This awareness leads corporates to use environmental issues as a marketing strategy or green marketing. As stated by Pride and Nanere (2010), green marketing is an organization or corporate's effort to design, promote, price, and distribute products which don't damage the environment.

Marketers consider this phenomenon a business opportunity in corporate's effort to develop and implement long term plan proactively in the corporate's environmental strategy. It's also consistent with increasing attention to environmental issue by public regulation makers which indicates that environmental concern is a potential area as a business strategy.

Green marketing emerges by considering the satisfaction of customer's needs, wishes, and desires in terms of environmental preservation and conservation. Green marketing is related with four elements of marketing mix (product, price, promotion, and distribution) to sell products and services offered from environmental preservation benefits derived from waste reduction, increased energy efficiency, and reduced toxic emission release. These advantages are often approached through life-cycle analysis (LCA) which measures the effect of environment on product in the entire life cycle of the product.

Environmentally friendly products have many variables except marketing mix which

drive consumer choice on environmentally friendly product. The variables can be categorized into value, belief or knowledge, needs and motivation, behavior and demography. The current study will study trust or knowledge on cosmetic industry with a case study on PT Monica Hijau Lestari, the holder of the franchise rights of The Body Shop in Indonesia.

The Body Shop is a well known company in the cosmetic industry and one of the pioneers of green marketing. According to Fabricant & Gould in Haryadi, (2009) products of the cosmetic industry are unique because these products have the ability to fulfill the basic needs (especially of women) for beauty and be a means for consumers to clarify their identity in the society. These products actually have risks which should be considered since chemical contents don't have the same effect on every consumer. So, product quality is usually the main criteria in assessing product to be purchased beside other product mix elements (price, product, place, and promotion).

Based on a survey by "Clicktop10" in 2013, there were ten cosmetic companies which had the best sales in Indonesia (Clicktop10, 2013). The survey agency agreed that the market leader of the cosmetic industry in Indonesia was "L'Oreal Group" which have famous brands under it, e.g. "Garnier", "Maybelline", "The Body Shop", etc. "The Body Shop" is a cosmetic brand of "L'Oreal" which is the bestselling cosmetic company in Indonesia.

Today, The Body Shop has 3.000 across 66 countries. Per October 2013, they had 96 stores across Indonesia. The target of The Body Shop Indonesia is to keep increasing the number of store as large malls

in Indonesia. Per October 2016, there were 160 stores across Indonesia. With increasing number of store, The Body Shop Indonesia targets 20-25% increase of sales compared with realized sales in 2015 in which the sale of skincare products ad the largest contribution of up to 20% to the total sale of the company's products.

Today, The Body Shop has 1 million members, 10% of them are men. The Body Shop's business increases by 30% annually. "Skin care is a requirement for every woman, teen, and even man, to maintain healthy skin," says Rika Anggraini, GM of Corporate Communications The Body Shop to *Money.id* in Jakarta.

Therefore, the problem to be addressed in this study are: 1) Does *Green Marketing* concept with marketing mix approach affect consumer's buying interest in buying *The Body Shop* products? 2) Does consumer knowledge affect consumer's buying interest in buying *The Body Shop* products? 3) Does Green Marketing concept with marketing mix approach affect consumer's buying decision for *The Body Shop* products? 4) Does consumer knowledge affect consumer's buying decision for *The Body Shop* products? 5) Does consumer's buying interest affect consumer's buying decision for *The Body Shop* products?

The purpose of this study is to analyze: 1) The effect of Green Marketing concept with marketing mix approach on *The Body Shop* products. 2) The effect of consumer knowledge on consumer's buying interest for *The Body Shop* products. 3) The effect of Green Marketing concept with marketing mix approach on consumer's buying decision for *The Body Shop* products. 4) The effect of consumer knowledge on consumer's buying

decision for *The Body Shop* products. 5) The effect of consumer's buying interest on consumer's buying decision for *The Body Shop* products.

Previous studies on Marketing Mix were performed by Syahbandi (2012); Haryadi (2009); Manongko (2011); Octoviani (2011); Wibowo (2006); Tarkiainen and Sundqvist (2006); Putra (2012); Magnusson, et al., (2001); Anilkumar (2012); Beltran (2012); Mihart (2012); Palade (2011); Sari (2009); and Sanjaja (2014). The originality of the present study is the implementation of Green Marketing concept through Marketing Mix approach connected with the knowledge of *The Body Shop* consumers with SEM method in Pekanbaru, Indonesia, which has distinct culture and consumer behavior from other regions.

2. Literature Review

Green Marketing. There are several reasons why the company increases the usage of green marketing. One of them is the organization accepts environmental marketing as an opportunity to reach its objectives. Pride and Nanere (2010) state that green marketing is an organization or corporate's effort to design, promote, price, and distribute products which don't damage the environment. Charter in Haryadi, (2009) defines green marketing as a holistic strategic responsibility of the management process which identifies, anticipates, satisfies and fulfills the needs of stakeholders to provide reasonable appreciation and not damage human or the environmental health.

Marketing Strategy. According to Kotler and Armstrong in Haryadi (2009), marketing is a social and managerial process by which individuals and groups get what they

need and want by creating and exchanging each other's products and values. Meanwhile, according to Boyd, Walker and Larroche, marketing is a social process which involves important activities which enable individual and company to get what they need and want through exchange with another party and to develop exchange relation.

According to Corey (in Haryadi, 2009), marketing strategy consists of five interrelated elements which are market research, product planning, pricing, distribution system, and marketing communication (promotion) which covers advertising, personal selling, sales promotion, direct marketing, and public relations.

Marketing Mix. According to Kotler and Keller (2007), marketing mix is a series of marketing variables which can be controlled and combined by company to produce the desired response in target market. Marketing mix consists of everything performed by company to influence demands for their products. The activities in the definition are decision is four variables, i.e. product, price, distribution, and promotion.

To reach company's goal to achieve target market and fulfill or serve consumers as effectively as possible, the activities should be combined, integrated, and coordinated. In this case, company or organization doesn't only have the best combination but also must coordinate the marketing mix elements to perform marketing program effectively.

Knowledge. Knowledge is a characteristic which affect all phases in decision making process. Specifically, knowledge is a relevant and important construct which affects how consumer collects and regulates information, how much information is used to make decision and how

consumer evaluates product and service. Consumer awareness comes from their knowledge on the importance of creating healthy environment which is the basis of improvement of people's quality of life. Improvement of quality of life can be controlled by individual consumer by changing selection and consumption of certain environmentally friendly goods (Martin and Simintras, 1995 and Yam-Tang and Chan, 1998 in Junaedi, 2005).

Most consumers know that their buying behavior directly affect various environmental issues. Consumers adapt with this situation by considering environmental issues when shopping and through their buying behavior. Evidence which support improvement of ecological environment is increasing number of individual willing to pay more for environmentally friendly products (Vlosky et. al., 1999 & Maguire et. al., 2004 in Junaedi, 2005).

Buying Interest. Schiffman and Kanuk (2007:201) state that buying interest is a thought which emerges due to interest and desire to have desired good or service. According to Ferdinand (2002:129), buying interest can be identified through transactional interest, preferential interest, and explorative interest.

Theoretical Framework. Green marketing is used as a competitive strategy which can be positioned as a competitive advantage by the company. Green marketing with marketing mix approach, i.e. product, price, place, and promotion as indicators, is referred to by Kotler and Keller (2007) as a marketing stimulus which affects consumer behavior described as buying decision. This is confirmed by Haryadi (2009), who states that

green marketing can be explained using marketing mix approach.

The difference between conventional marketing mix and green marketing is in the environmental aspect approach. Green marketing mix pays close attention to environmental aspect, while conventional marketing mix doesn't consider it. Green marketing has good prospect to develop as a socially responsible marketing strategy. Companies which implement green marketing strategy have some extra points. The advantage of green marketing strategy is making people easily believe a product which then forms buying interest which is expected to impact consumer buying decision.

Companies with green marketing concept are preferred by consumers, especially consumers who shift to environmentally friendly products. This is confirmed by Allen A. CH. Manongko's (2011) study, Green Marketing and Its Effect on Buying Decision through Buying Interest for Organic Products (A Study on Organic Product Customers in Manado). The study shows that Green Marketing directly affects buying interest and buying decision for Organic Products in Manado.

Beside green marketing and marketing mix used as corporate strategies, equally important is knowledge. Knowledge is used as information stored in memory. The memorized information is selective, meaning only information considered important and interesting by consumer will be memorized. Consumer's information sources include personal experience, model observation and other consumptive activities, as well as marketing communication tools.

Consumer knowledge is classified into three common fields: product knowledge,

usage knowledge, and buying knowledge. Consumers who have knowledge and awareness on environment are called "green orientation" which is predicted to increase in the future. Consumers who have high knowledge and awareness on environment will select environmentally friendly products despite the relatively high prices. It's consistent with the study of Syahbandi (2012) on the Implementation of Green Marketing through Marketing Mix Approach, demography and Knowledge on Consumer Choice (A Study on the Body Shop of the products of the Body Shop in Pontianak).

Consumer rating for product depends on knowledge on information of the actual function of the product, thus consumer buying interest is indirectly affected by their knowledge on the information on a product. Good perception on product or service quality will stimulate consumer buying interest which impacts buying behavior. Buying decision is indicated as actual decision and frequency of buying which is shown behavior or actual behavior of individual (Jogiyanto, 2007: 25).

Based on the framework described above, the framework model of inter-variable relation is presented below:

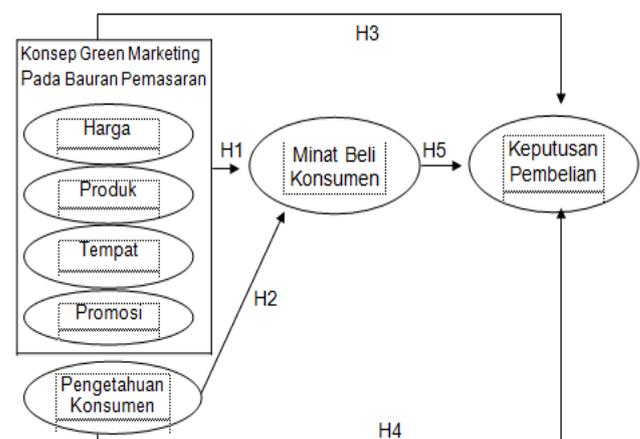


Figure 1. Research Model

Source : Byrne (2002),modified.

Research Hypothesis. Based on the framework and inter-variable relation described above and to answer the research questions, the research hypothesis are formulated below:

- H1 : Green Marketing concept with marketing mix approach affects consumer buying interest for *The Body Shop* products.
- H2 : Consumer knowledge affects consumer buying interest for *The Body Shop* products.
- H3: Green Marketing concept with marketing mix approach affects consumer buying decision for *The Body Shop* products.
- H4 : Consumer knowledge affects consumer buying decision for *The Body Shop* products.
- H5 : Consumer buying interest affects buying decision for *The Body Shop* products.

3. Methodology

Population is a set of units which are usually people, objects, transactions, or events, one is interested to study. In the present study, the research population was *The Body Shop* consumers in Pekanbaru. Roscoe in Sekaran (2006) provides general reference to determine sample size. In multivariate study, sample size should be 10x bigger than total research variable. In the present study, the sample size was based on the number of indicator multiplied by 10. So the sample size was $19 \text{ indicators} \times 10 = 190$. Therefore, the sample size was 190 consumers who bought *The Body Shop* products determined by

convenience sampling. The research used Structural Equation Modeling (SEM) with variance based or component based approach with partial least square (PLS). The structural model to be analyzed met recursive model and latent variable had formative, reflective, or mixed indicator. So the most appropriate approach was PLS.

4. Result and Discussion

Respondent Characteristic. The *Body Shop* customers was dominated by respondents aged 20-25 years old (50,53%). Generally women used *The Body Shop* products (66,84%). Respondents' occupations were generally employee (34,74%). Respondents' income was generally >Rp. 1.500.000,- to Rp. 2.000.000,- (40,00%).

Description of Research Variable. Marketing mix consists of everything that can be done by company to influence demand for their products. Marketing Mix in the present study was measured by product, price, place, and promotion. The research result shows that overall respondents' response on marketing mix variable is good.

Knowledge is a number of information owned by consumer on various products and other information related with their function as consumer. Knowledge in this study was measured by knowledge on environment and consumer awareness of environmental conservation. The research result find that respondents' response on knowledge is good.

Buying interest is respondent's tendency to act before buying decision is actually performed. Buying interest in the present study was measured by tendency to buy product, priority on product, and searching for information on products. The

research result shows that respondents' response on buying interest is good.

Buying decision is an actual process in buying, whether buying or not. Buying decision in the present study was measured by actual decision to buy an buying frequency. The research result shows that respondents' response on buying decision is good.

Inferential Test. This study used variance based or component based approach

with Partial Least Square (PLS) method. In PLS, the structural model of the relation between latent variables is called inner model, while the measurement model is called outer model. The stability of the estimation was evaluated by t-statistic test. Before analysis, the empirical research model was examined. The result is described below:

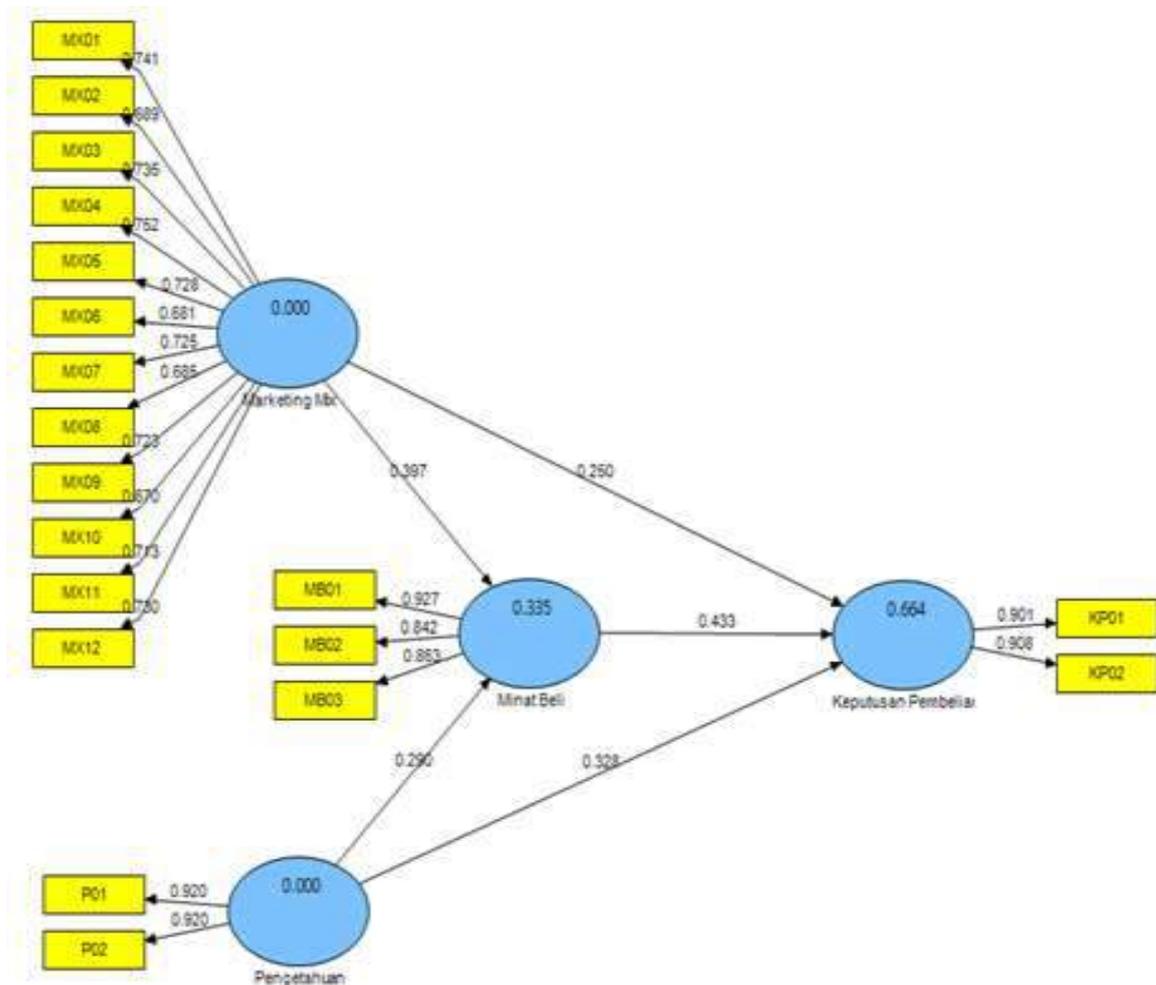


Figure 2. PLS Analysis Result

There are three values which should be noted at this stage, i.e. convergent validity,

discriminant validity, and composite reliability. Convergent validity is used to determine instrument items used as indicators of all latent.

Table 1: Convergent Validity Test Result

Variable	Loading Factor
KP	0.901 – 0.908
MB	0.842 – 0.927
MM	0.670 – 0.752
P	0.920

Source: Research Result, 2017

Table 1 shows that the values of all outer loading/loading factors are bigger than 0,5. So the measurement has met convergent validity requirement.

Table 2: AVE Test Result

Var	\sqrt{AVE}	KP	MX	MB	P
KP	0.905	1.000			
MB	0.715	0.607	1.000		
MM	0.878	0.710	0.515	1.000	
P	0.920	0.625	0.407	0.451	1.000

Source: Research Result, 2017

Table 2 shows that the root of AVE of each construct is higher than correlation value between other constructs. This's concluded that the measurement has met discriminant validity measurement requirement.

Table 2: Composite Reliability Test Result

Variable	Composite Reliability
KP	0.900
MB	0.926
MM	0.910
P	0.916

Source: Research Result, 2017

Table 3 shows that composite reliability values of all constructs are above 0,7, showing that all constructs in the estimated model are qualified (reliable).

After the model was estimated and met outer model criteria, structural model (inner model) was examined. Goodness of fit of the structural model in the inner model was

examined by predictive–relevance (Q2) value.

Table 4: Structural Model

Variable	R Square
KP	0.664
MB	
MM	0.335
P	

Source: Research Result, 2017

Table 4 above shows that the R Square value of buying interest is 0,335. It means that 33,5% of buying interest is affected by marketing mix and knowledge. The R Square value of buying decision is 0,664. It means 66,4% of buying decision is affected by marketing mix, knowledge and buying interest. The result above shows *predictive–relevance* (Q2) value by the following equation:

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2)$$

$$Q^2 = 1 - (1 - 0.335) (1 - 0.664)$$

$$Q^2 = 0.777$$

This means that 77.7% variation in buying decision is explained by the variables used in the model, the remaining 22.3 % is explained by other factors outside of the model.

Hypothesis Test. Hypothesis test by Partial Least Square (PLS) will show five hypotheses. It also used *bootstrapping* method on the sample. Bootstrapping method was also intended to minimize issue in the research data.

Table 5: Hypothesis Test Result

Hypothesis	Path Coefficients	T Statistics	p-value	Conclusion

Marketing Mix ->Buying Interest	0.397	4.900	<0.001	Significant
Knowledge ->Buying Interest	0.290	3.408	0.001	Significant
Marketing Mix ->Buying Decision	0.422	6.272	<0.001	Significant
Knowledge ->Buying Decision	0.454	6.637	<0.001	Significant
Buying Interest ->Buying Decision	0.433	5.933	<0.001	Significant

Source: Research Result, 2017

The path coefficient value is 0.397 with t statistic 4.900. The result shows that statistics bigger than 1.960 (t table), so the hypothesis that marketing mix affects buying interest is accepted. It means every increase of consumer's perception on the marketing mix implemented by The Body Shop by 1 unit will increase consumer buying interest on the products by 0.397. Conversely, every decrease of consumer's perception on marketing mix will decrease buying interest.

The path coefficient value is 0.290 with t statistic 3.408. The result shows that t-statistic is bigger than 1.960 (t table), so the hypothesis that knowledge affect buying interest is accepted. It means every increase of consumer's knowledge on environment by 1 unit will increase consumer's buying interest for environmentally friendly The Body Shop products by 0.290. Conversely, the lower the consumer's knowledge on

environment, the lower their buying interest.

The path coefficient value is 0.422 with t statistic 6.272. The result shows that t-statistic is bigger than 1.960 (t table), so the hypothesis that marketing mix affects buying decision is accepted. It means every increase of consumer's perception on the marketing mix of The Body Shop products by 1 unit will increase consumer's buying decision by 0.422. Conversely, the lower the consumer's perception on the marketing mix, the lower the buying decision.

The path coefficient value is 0.454 with t statistic 6.637. The result shows that t-statistic is bigger than 1.960 (t table), so the hypothesis that knowledge affects buying decision is accepted. It means every increase of consumer's perception on knowledge on environment by 1 unit will increase buying decision by 0.454. Conversely, the lower the consumer's perception on environmental knowledge, the lower the buying decision.

The path coefficient value is 0.433 with t statistic 5.933. The result shows that t-statistic is bigger than 1.960 (t table), so the hypothesis that buying interest affects buying decision is accepted. It means every increase of consumer's perception on buying interest by 1 unit will increase buying decision by 0.433. Conversely, the lower the consumer's perception on buying interest, the lower the consumer buying decision.

Discussion. 1. The Effect of Green Marketing Concept with Marketing Mix Approach on Consumer Buying Interest and Buying Decision. The study shows that respondents consider the marketing mix performed by *The Body Shop* in Pekanbaru to be good. This is shown in consumers' response to the marketing mix system used by *The Body Shop*. In terms of

product, consumers consider *The Body Shop* always guarantees the quality of their products, have a large amount of contents, have long-lasting products and attractive and recyclable packaging.

In terms of price, *The Body Shop* consumers believe that although the products are more expensive than other skin care products, the quality justifies the benefits for the consumers' skins. In terms of place, the study shows that consumers have good perception on the atmosphere of the outlets and the environmental message on *The Body Shop* products. And in terms of promotion, consumers consider the promotion of *The Body Shop* is more attractive than other products, as *The Body Shop* always promote their products exclusively, drawing consumers' attention.

The examination shows that Green Marketing concept with marketing mix approach affects consumer buying interest and buying decision for *The Body Shop* Products. The research result is consistent with the study by Allen A. CH. Manongko (2011) titled *Green Marketing and Its Effect on Buying Decision through Buying Interest for Organic Products (A Study on Organic Product Customers in Manado)*. The study shows that Green Marketing directly affects buying interest and buying decision for Organic Products in Manado.

2. The Effect of Knowledge on Consumer Buying Interest and Buying Decision. Knowledge is some information stored in memory. A set of parts of total information relevant with consumer function in market is consumer knowledge. The memorized information is selective, meaning only information considered important and interesting by consumer will be memorized.

Consumer's information sources include personal experience, model observation and other consumptive activities, as well as marketing communication tools. For example, if information in promotion or printed media is considered important or interesting, consumer will store it in their memory. The more often consumer finds important or interesting information, the more knowledge they have.

Consumer uses knowledge to find issue of needs, search information and evaluate alternative problem solving. When consumer has needs (experiences problem), information from the environment or stored in memory will be recalled. When recognizing problem and searching information, consumer's cognitive side is very active. Beside rational consideration, a product is also considered hedonistically, meaning sorted by desire and belief. Consumer can be sure due to knowledge on product.

Consumer knowledge is classified into three common fields: product knowledge, usage knowledge, and buying knowledge. Consumers who have knowledge and awareness on environment are called "green orientation" which is predicted to increase in the future. Consumers who have high knowledge and awareness on environment will select environmentally friendly products despite the relatively high prices.

The study shows that respondents have good knowledge on the body shop in Pekanbaru due to high enthusiasm for environmental preservation to conserve the environment. The examination shows that knowledge affects consumer buying interest and buying decision for *The Body Shop* Products.

The research result is consistent with

the study by Syahbandi (2012) on the Implementation of Green Marketing through Marketing MIX Approach, Demography and Knowledge on Consumer Choice (A Study on the Body Shop of Pontianak). The study shows that knowledge affects consumer choice for *The Body Shop* products in Pontianak.

3. The Effect of Buying Interest on Consumer Buying Decision for *The Body Shop* Products. The study shows that respondents have good confidence that *The Body Shop* will provide what they look for and need and give benefit from the products. The examination shows that buying interest affects consumer buying decision for *The Body Shop* Product.

The research result is consistent with the study by Allen A. CH. Manongko (2011) titled Green Marketing and Its Effect on Buying Decision Through Buying Interest for Organic Products (A Study on Organic Product Customers in Manado). The result shows that buying interest directly affects buying decision for Organic Products in Manado.

Limitations. The research results can't be generalized to other go green cosmetic products. It's because go green cosmetic products are different from each other. Research data can only be performed on closed-ended questions, so the researcher couldn't get direct and detailed argument from respondents.

5. Conclusions and Suggestions

From the research result, it's concluded that: (1) Green Marketing Concept with marketing mix approach has positive and significant effect on consumer buying interest for *The Body Shop* products, (2) Consumer

knowledge has positive and significant effect on consumer buying interest for *The Body Shop* products, (3) *Green Marketing* Concept with marketing mix approach has positive and significant effect on consumer buying decision for *The Body Shop* products, (4) Consumer knowledge has positive and significant effect on consumer buying decision for *The Body Shop* products, (5) Consumer buying interest has positive and significant effect on buying decision for *The Body Shop* products.

From the conclusion described above, the author proposes the following suggestions: (1) In implementing green marketing concept, company will experience several problems, so the company must anticipate them by paying more attention to consumers and suitable offer skin care and cosmetic products so the consumers will feel they are listened to and served well, making them more interested and loyal to *The Body Shop*. Furthermore, the company should regularly make new innovation to not bore consumers so they don't turn to cheaper and innovative cosmetic products, (2) Consumers' perception and knowledge on *The Body Shop* is generally good. But *The Body Shop* should be active in campaigning its five values by having exclusive promotional program to raise consumer or society's awareness socially and hold events involving society or consumers, such as working with *Green Peace* and popular celebrities. (3) The buying interest and decision of consumers of *The Body Shop* are generally good. But the company should reintroduce *The Body Shop* as products which are environmentally and socially friendly because many consumers or the society don't know that *The Body Shop* have green marketing program. Some

consumers will decide to buy environmentally friendly products because they're concerned about worsening global warming. (4) *The Body Shop* should publicize its campaigns and social activities via television, so people know that green campaigns or programs and social activities held by *The Body Shop* are real.

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