

## Research Article

Indra Welly Arifin<sup>1</sup>, Hastuti Handayani Harahap<sup>2\*</sup>, Frederick Rudy Sentosa Rajagukguk<sup>3</sup>

# The Impact of Green Marketing Techniques on Consumer Purchasing Decisions in Organic Product Companies in North Sumatra through Product Quality Perception as an Intervening Variable

\*Corresponding Author: **Hastuti Handayani Harahap**: Sekolah Tinggi Ilmu Ekonomi Bina Karya Tebing Tinggi, Indonesia; [harahaphastutyhandayani@gmail.com](mailto:harahaphastutyhandayani@gmail.com)

**Indra Welly Arifin**: Sekolah Tinggi Ilmu Ekonomi Bina Karya Tebing Tinggi, Indonesia: [indrawellyarifin66@gmail.com](mailto:indrawellyarifin66@gmail.com)

**Frederick Rudy Sentosa Rajagukguk**: Sekolah Tinggi Ilmu Ekonomi Bina Karya Tebing Tinggi, Indonesia: [rudyrajagukguk00241@gmail.com](mailto:rudyrajagukguk00241@gmail.com)

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**Abstract:** *This study aims to analyze the effect of green marketing techniques on consumer purchase decisions through perception of product quality as an intervening variable in organic product companies in North Sumatra. The method used in this study is a quantitative method using Structural Equation Modeling (SEM) through SmartPLS software. The test results show that green marketing techniques have a significant effect on the perception of product quality, which in turn affects consumer purchasing decisions. In addition, the perception of product quality is proven to be a variable that mediates the relationship between green marketing and purchasing decisions. These findings indicate that companies that implement green marketing techniques can improve the perception of product quality, which ultimately encourages consumers to buy the product. This study provides important insights for organic product companies to optimize green marketing strategies to improve consumer purchasing decisions.*

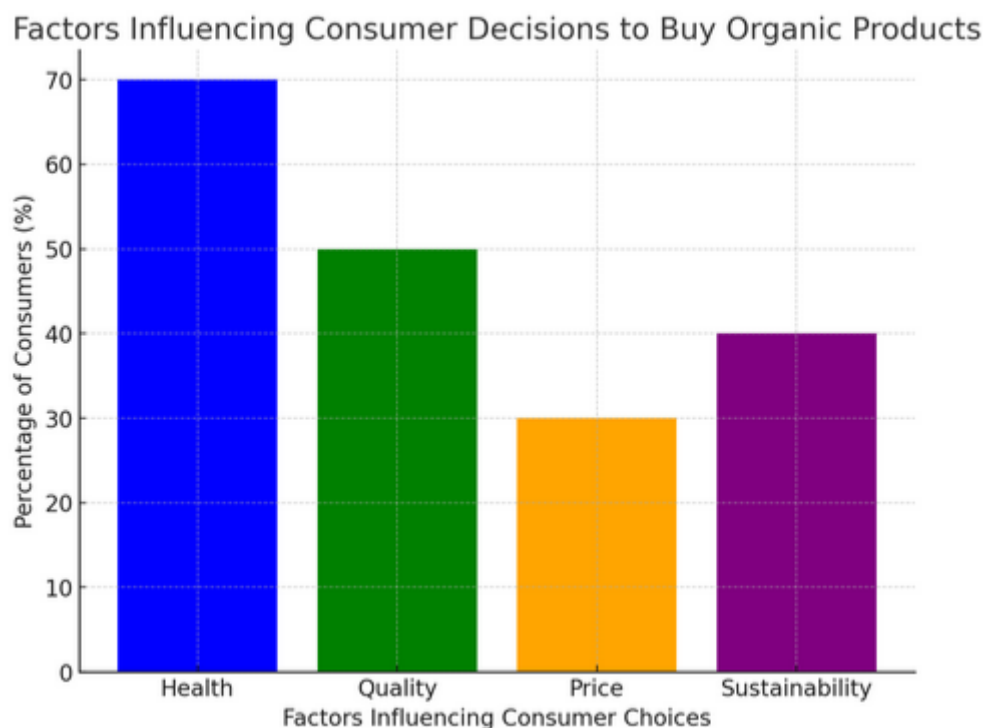
**Keywords:** *Green Marketing Techniques, Consumer Purchase Decisions, Perception of Product Quality, Organic Products, SmartPLS, Green Marketing, Purchase Decisions.*

## Introduction

The growing environmental awareness around the world is increasingly encouraging companies to implement green marketing techniques as part of their business strategy. Green marketing is an approach that emphasizes the use of environmentally friendly products and processes, as well as providing consumers with clear information about the environmental impact of these products. One sector that is particularly relevant to green marketing techniques is the organic product industry, where consumers are increasingly aware of the importance of choosing products that are not only healthy but also produced with environmental sustainability in mind. In Indonesia, especially in North Sumatra, the development of the organic product market has increased significantly. Consumers increasingly prioritize products produced using environmentally friendly farming methods, free from chemicals, and paying attention to environmental sustainability. Organic products such as vegetables, fruits, and other food products are now more in demand because consumers are increasingly aware of the health benefits and positive impacts on the environment offered by these products.

However, despite the growing interest in organic products, companies still face challenges in influencing consumer purchasing decisions. Many factors can influence purchasing decisions, one of which is the perception of product quality. The perception of the quality of organic products is often related to how well the product meets consumer expectations in terms of taste, appearance, and health benefits. Therefore, a good green marketing strategy must be able to clearly communicate the quality of organic products to consumers, so that they feel confident and satisfied with their choice. Perception of product

quality plays an important role in the relationship between green marketing and consumer purchasing decisions. In many cases, even though an organic product is marketed using green marketing techniques, consumers' decisions to purchase the product are largely influenced by how they perceive the quality of the product itself. Therefore, it is important to understand how green marketing techniques affect the perception of product quality and ultimately affect consumer purchasing decisions.



**Figure 1.** Factors that Influence Purchasing Decisions

Below is a bar graph showing the factors that influence organic product purchasing decisions in North Sumatra based on the data you provided. 70% of consumers buy organic products for health reasons, showing that the main reason consumers choose organic products is to obtain better health benefits. 50% of consumers choose organic products because of quality, indicating that good product quality is also an important consideration for consumers. 30% of consumers choose products based on price, showing that while price is a factor, it is not as influential as health and quality factors. 40% of consumers choose organic products because of sustainability, indicating that more consumers are paying attention to the environmental impact of the products they buy.

With increasing consumer awareness of environmental and health issues, the demand for organic products is increasing. However, many companies that produce organic products have not fully utilized green marketing as an effective strategy to support the sustainability of their business while providing a positive impact on the environment. Some of the main problems that are the background of this study are that many companies, especially in North Sumatra, do not fully understand the concept of green marketing. Green marketing not only focuses on reducing negative impacts on the environment, but also on promoting products that use environmentally friendly production methods. This can increase consumer loyalty to organic products that are healthier and safer. Although consumers are increasingly aware of the importance of environmentally friendly products, challenges in implementing green marketing remain. Several

companies in North Sumatra face difficulties in marketing their products due to limited resources and supporting infrastructure. In addition, knowledge about effective ways to communicate the benefits of organic products with the right green marketing techniques is still limited.

The application of green marketing techniques in marketing organic products is important because it can influence consumer purchasing decisions. Green marketing techniques not only focus on promoting environmentally friendly products but also build positive perceptions about the quality of the product. Therefore, the perception of product quality acts as an intervening variable that connects green marketing techniques and consumer purchasing decisions. Several previous studies have shown that green marketing techniques have the potential to influence consumer purchasing decisions, but there is a research gap regarding how product quality, created through green marketing techniques, can act as an intervening variable in the context of organic products in North Sumatra. Here are some relevant research results Research by Pujiyanto and Setiawan (2022) This study revealed that green marketing influences consumer purchasing decisions, especially for products that have added value in the form of environmental benefits. However, this study did not test the effect of product quality perceptions on purchasing decisions in the context of organic products. Thus, this study opens a gap regarding how product quality perceived by consumers can mediate the relationship between green marketing and purchasing decisions. Research by Wahyudi and Nasution (2022) in this study, it was found that green marketing that conveys the ecological benefits of the product can increase consumer awareness, which in turn influences purchasing decisions. However, they have not examined whether the perception of product quality also plays a role as a factor connecting green marketing and purchasing decisions, especially for organic products in local markets such as North Sumatra. Research by Suryanto (2022) This study suggests that product quality perceived by consumers plays an important role in purchasing decisions for green products. However, his study did not explicitly link green marketing techniques with perceptions of product quality and purchasing decisions, making it an interesting gap for further research, especially in the context of organic products.

In an increasingly growing market, more affordable non-organic products are often the primary consumer choice. This makes it difficult for organic product companies to compete, especially if they cannot clearly communicate the added value offered by their organic products through green marketing techniques. People in North Sumatra are increasingly aware of the importance of sustainability and the environmental impact of the products they consume. However, this awareness is not always directly proportional to sustainable consumption habits. Therefore, companies that want to reach these consumers need to use more effective marketing techniques in introducing their organic products with an environmentally friendly approach. The background of this problem shows that the implementation of effective green marketing techniques will provide long-term benefits for organic product companies in North Sumatra, both in terms of increasing market share and contributing to environmental conservation. However, companies need to work harder to overcome existing challenges so that green marketing can run optimally. Seeing this phenomenon, this study aims to analyze the impact of green marketing techniques on consumer purchasing decisions in organic product companies in North Sumatra, by considering the perception of product quality as an intervening variable. This study will explore the extent to which green marketing can improve the perception of product quality in the eyes of consumers and how it impacts their purchasing decisions. With this research, it is expected to provide insight to organic product companies in North Sumatra on how green marketing can be utilized to strengthen product quality perceptions and encourage better purchasing decisions. In addition, the results of this study are expected to contribute to the

development of effective marketing strategies, especially for products that focus on sustainability and are environmentally friendly.

## Method

This study aims to examine the impact of green marketing techniques on consumer purchasing decisions by introducing product quality perceptions as an intervening variable. To achieve this goal, this study uses a quantitative approach with structural model analysis using Smart PLS (Partial Least Squares). Quantitative research methods are used to analyze the relationship between variables that are numerical and can be measured statistically. In this case, the study uses Smart PLS to test the structural model, which allows researchers to see the relationship between independent variables (green marketing techniques) and dependent variables (consumer purchasing decisions) through intervening variables (product quality perceptions), Hair, JF, Hult, GTM, Ringle, CM, & Sarstedt, M. (2022).

### Quantitative Research Methods with SMART PLS

1. Green Marketing Techniques (Green Marketing)  
Green marketing techniques are promotions that emphasize the sustainability, environmental friendliness, and social benefits of a product. These techniques are thought to influence consumer perceptions of a product and influence their purchasing decisions.
2. Consumer Purchasing Decisions  
Consumer purchasing decisions refer to consumers' choice to purchase a product after considering various factors, such as quality, price, and environmental benefits.
3. Product Quality Perception  
Perceived product quality refers to how consumers assess product quality based on experience, information received, and the influence of green marketing on these perceptions.

### Steps in the SMART PLS Method

Smart PLS is one of the software that is often used in quantitative research to analyze structural models and the influence between variables. Here are the general steps in using the SMART PLS method:

1. Data collection  
Data were collected through surveys or questionnaires submitted to consumers who buy organic products in North Sumatra. Questions in the survey will cover aspects of green marketing, product quality perceptions, and consumer purchasing decisions.
2. Measurement Model  
The measurement model is used to assess the validity and reliability of the constructs involved in the study. The main constructs used are:
  - a) Green Marketing Techniques
  - b) Product Quality Perception
  - c) Consumer Purchasing Decisions
3. Structural Model  
Structural models are used to test the relationships between constructs in the model. In this case, the relationship between green marketing techniques and consumer purchasing decisions is tested through product quality perceptions as an intervening variable.
4. Data Analysis with SMART PLS

Smart PLS is used to calculate the relationship between variables and test research hypotheses. This analysis will provide output in the form of path coefficients,  $R^2$  values, and the level of significance of each relationship.

## 5. Hypothesis Testing

Hypothesis testing was conducted to determine whether green marketing techniques have a significant effect on consumer purchasing decisions through product quality perceptions.

## Results and Discussion

### Evaluation of Measurement Model (Outer Model)

The measurement model (outer model) is confirmatory factor analysis (CFA) by testing the validity and reliability of latent constructs. The following are the results of the outer model evaluation in this study.

### Validity Test

This study uses the help of Smart PLS 3.0 software to test the validity and reliability of the research instrument. To test the validity of data, convergent validity can be used to see the loading factor value and discriminant validity by looking at the cross loading value.

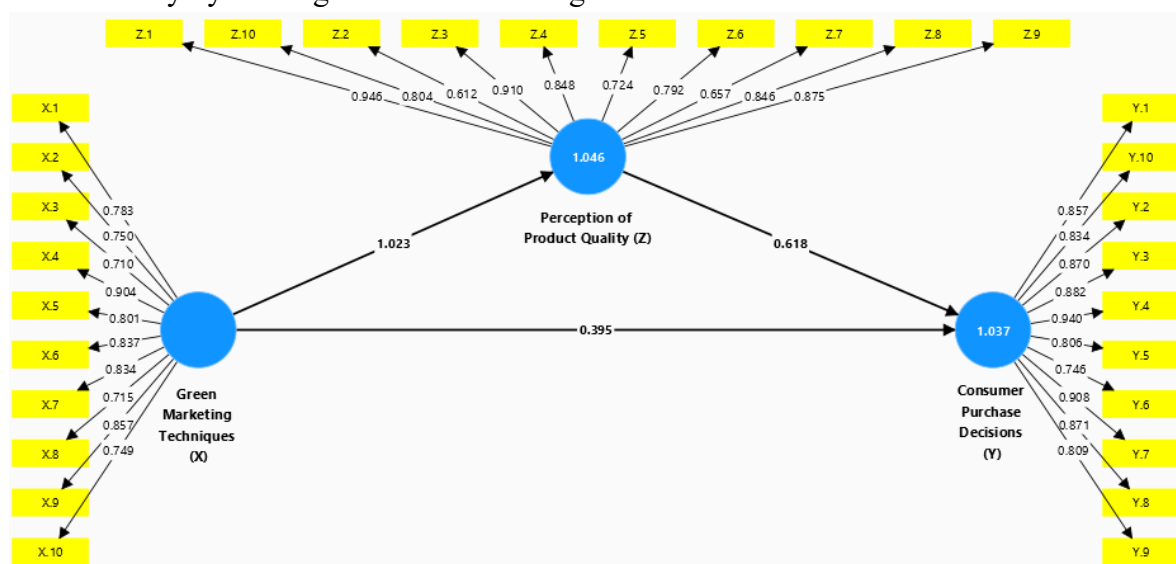


Figure 2. Outer Model

### 1. Convergent Validity

Convergent validity of the measurement model with the reflective indicator model is assessed based on the correlation between item score/component score and construct score calculated by PLS. Based on Figure 4.1 above, it can be seen that all loading factor values have passed the limit of 0.7 so that it can be concluded that each indicator in this study is valid. Therefore, these indicators can be used to measure research variables.

### 2. Discriminant Validity

Discriminant validity compares the Average Variance Extracted (AVE) value of each construct with the correlation between other constructs in the model. Based on Figure 4.1 above, it can be seen that all cross-loading values of each targeted indicator have a higher correlation with each variable compared to other variables. It can be concluded that the indicators above are valid as a whole.

### Reliability Test

An instrument can be said to be reliable by looking at the value of Average Variance Extracted more than 0.5, Cronbach Alpha more than 0.6 and Composite Reliability more than 0.7.

**Table 1.** Calculation of AVE, Cronbach Alpha, and Composite Reliability

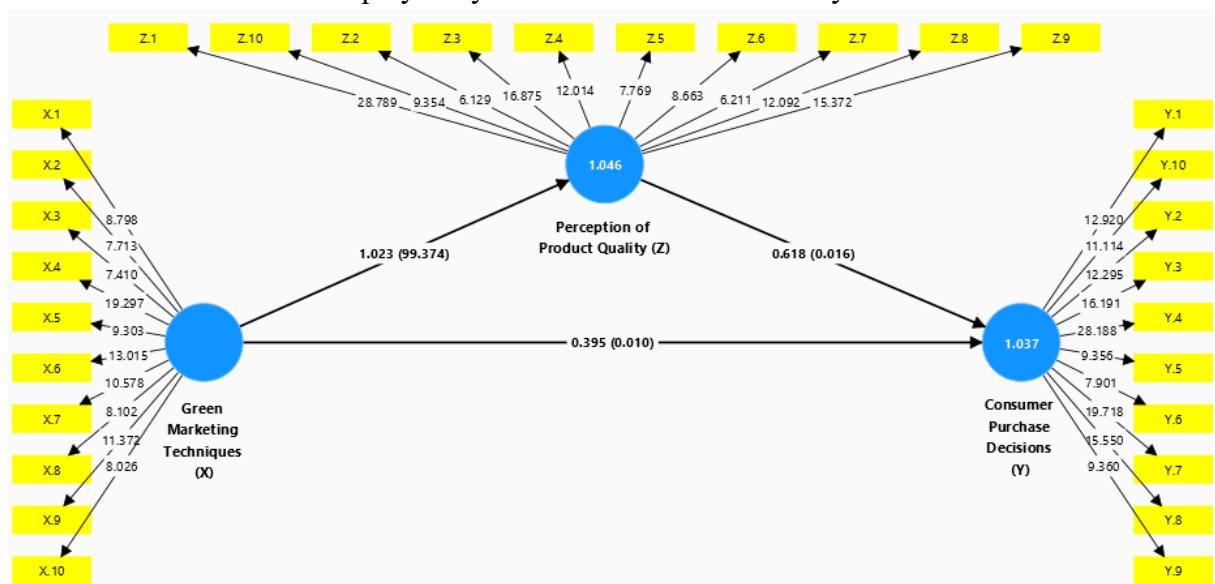
	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
Consumer Purchase Decisions (Y)	0.964	0.966	0.964	0,729
Green Marketing Techniques (X)	0.944	0.948	0.945	0.634
Perception of Product Quality (Z)	0.947	0.955	0.949	0.653

Source: Processed primary data (2025)

Based on Table 1 above, it can be seen that the Cronbach Alpha value of the variable Consumer Purchase Decisions (Y) of 0.964, variable Perception of Product Quality (Z) of 0.947, variable Green Marketing Techniques (X) of 0.944. From the calculation results above, it can be seen that all indicators are reliable in measuring their latent variables.

### Structural Model Evaluation (Inner Model)

Evaluation of the inner model can be seen from several indicators including the coefficient of determination ( $R^2$ ), Predictive Relevance ( $Q^2$ ) and Goodness of Fit Index (GoF) (Hussein, 2015). The results of the structural model displayed by Smart PLS 3.0 in this study are as follows:



**Figure 3. Structural Model (Inner Model)**

Source: Primary data processed by Smart PLS 4 (2025)

### $R^2$ (R-square) results

In assessing the model with PLS, it begins by looking at the R-square for each dependent latent variable. The results of the  $r^2$  calculation in this study are as follows:



**Table 2. Correlation Value (r2)**

	<b>R-square</b>	<b>Adjusted R-square</b>
Perception of Product Quality (Z)	0.837	0.839
Consumer Purchase Decisions (Y)	0.846	0.848

Source: Processed primary data (2025)

Based on the calculation results using bootstrapping in Table 2 above, the r2 value of the variable is known. Perception of Product Quality (Z) of 0.839 which means that the variable Perception of Product Quality (Z) influenced by variables Green Marketing Techniques (X) of 83.9% or in other words the contribution of the variable Perception of Product Quality (Z) by 83.9%.

The r2 result of the variable Consumer Purchase Decisions (Y) of 0.848 which means that the variable Consumer Purchase Decisions (Y) influenced by Consumer Purchase Decisions (Y) influenced by variables Green Marketing Techniques (X) of 84.8% or in other words the contribution of the variable Consumer Purchase Decisions (Y) by 84.8%.

### Hypothesis Testing

Based on the results of the outer model conducted, all hypotheses tested have met the requirements, so they can be used as analysis models in this study. Hypothesis testing in this study uses alpha 5% which means if the t-statistic value  $\geq 2.048$  or the probability value  $\leq$  level of significance ( $\alpha = 5\%$ ). The limit of 0.05 means that the magnitude of the chance of deviation is only 5% and the remaining 95% is indicated to accept the hypothesis.

Hypothesis testing in this study is divided into two parts, namely direct effect testing and indirect effect testing (mediation). Direct effect testing will use bootstrapping on Smart PLS 3.0 software, while indirect effect testing will use t-statistics on the indirect effect.

**Table 3. Path Coefficients**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P Values</b>
Green Marketing Techniques (X) → Perception of Product Quality (Z)	0.783	0.778	0.089	8,798	0.000
Green Marketing Techniques (X) → Consumer Purchase Decisions (Y)	0.749	0.749	0.093	8,026	0.001
Perception of Product Quality (Z) → Consumer Purchase Decisions (Y)	0.750	0.747	0.097	7.410	0.003

Source: Processed primary data (2025)

Based on Table 3, the test results for each hypothesis are as follows:

- Green Marketing Techniques (X) have an impact on Perception of Product Quality (Z).

Based on the test results in Table 4.3, it can be seen that the t-statistic value of the relationship between the variables Green Marketing Techniques (X) to the variables Perception of Product Quality (Z) is 8.798 with sig. of 0.000. The test results show that the t-statistic  $\geq 1.96$  and the sig. value  $\leq$  level of significance ( $\alpha = 5\%$ ). Thus the first hypothesis is accepted. Research in line with these findings has

been conducted by several experts in 2022 which also showed that the application of green marketing techniques can affect consumer perceptions of product quality. Pujiyanto and Setiawan (2022) This study found that the application of green marketing to organic products can increase the perception of product quality among consumers. The researchers revealed that consumers who see the company's efforts to maintain environmental sustainability tend to rate product quality as higher, because they associate sustainability with better quality and responsibility. The results of this study are consistent with previous findings, which show that green marketing techniques can improve the perception of product quality. Of course, differences in context, such as research location and product type, can affect the results, but the conclusion drawn is that consumers tend to rate product quality higher if the company implements green marketing. Thus, this study confirms that green marketing techniques have a significant influence on the perception of product quality, which is in line with the findings in previous studies.

b. Green Marketing Techniques (X) have an impact on Consumer Purchase Decisions (Y).

Based on the test results in Table 4.3, it can be seen that the t-statistic value of the relationship between the variables Green Marketing Techniques (X) to the variables Consumer Purchase Decisions (Y) is 8.026 with sig. of 0.001. The test results show that the t-statistic  $\geq 1.96$  and the sig. value  $\leq$  level of significance ( $\alpha = 5\%$ ). Thus the second hypothesis is accepted. Several previous studies have shown similar conclusions, namely that the application of green marketing techniques can influence consumer purchasing decisions. These studies also indicate that the stronger the green marketing message, the more likely consumers are to purchase products promoted in this way. Wahyudi and Nasution (2022) showed that green marketing contributes significantly to purchasing decisions for green or organic products. Their research revealed that green marketing techniques such as promotions that emphasize health benefits and environmental sustainability have a direct impact on consumer purchasing decisions, because consumers are increasingly concerned about the sustainability and environmental impact of the products they buy. The results of this study are in line with the findings in previous studies, which show that Green Marketing Techniques have a significant effect on consumer purchasing decisions. This confirms that green marketing techniques not only improve the perception of product quality but can also influence consumers in making purchasing decisions.

c. Perception of Product Quality (Z) have an impact on Consumer Purchase Decisions (Y).

Based on the test results in Table 4.3, it can be seen that the t-statistic value of the relationship between the variables Perception of Product Quality (Z) to the variables Consumer Purchase Decisions (Y) is 7.410 with sig. of 0.003. The test results show that the t-statistic  $\geq 1.96$  and the sig. value  $\leq$  level of significance ( $\alpha = 5\%$ ). Thus the third hypothesis is accepted. Previous studies also indicate that perceived product quality is an important factor influencing purchasing decisions. Consumers tend to make purchasing decisions based on how well they assess the quality of the product, whether in terms of function, durability, or aesthetics and user experience. Research by Suryanto (2022) revealed that perceived product quality is one of the main predictors of purchasing decisions, especially in product categories that have elements of sustainability or are environmentally friendly. Consumers who believe that a product has good quality tend to make purchases, even if the price of the product is higher than conventional products. The results of this study are consistent with previous findings showing that consumer perceptions of product quality have a significant influence on purchasing decisions. This study emphasizes the importance of product quality as a variable influencing purchasing decision, which is further strengthened by the green marketing techniques implemented by the company.



### Indirect Effect Testing

The indirect effect test is conducted by testing the strength of the indirect effect of the independent variable (variable X) to the dependent variable (variable Y) through the intervening variable (variable Z) with the condition that the t-statistic value is  $> 2.048$ . The indirect effect can be stated as significant if both direct effects that form it are significant. The results of this test can be seen in the following table:

**Table 4. Indirect Effect**

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T statistics ( O/STDEV )</i>	<i>P Values</i>
Green Marketing Techniques (X) -> Perception of Product Quality (Z) -> Consumer Purchase Decisions (Y)	0.746	0.747	0.094	7,901	0.000

Source: Processed primary data (2025)

### Green Marketing Techniques (X) has a significant influence on Consumer Purchase Decisions (Y) through Perception of Product Quality (Z).

Based on the test results in Table 4.4, it can be seen that the t-statistic value of the relationship between the Green Marketing Techniques (X) variable and the Consumer Purchase Decisions (Y) variable through the Perception of Product Quality (Z) variable is 7.901 with a sig. of 0.000. The test results show that the t-statistic  $\geq 1.96$  and the sig. value  $\leq$  level of significance ( $\alpha = 5\%$ ). Thus, the fourth hypothesis is accepted. The results of this study are consistent with the findings in previous literature, which show that green marketing techniques can influence consumer purchasing decisions by increasing the perception of product quality. This finding strengthens the view that product quality perceived by consumers plays an important role in purchasing decisions, and green marketing acts as a factor that increases this perception. Thus, the results of this study confirm that Green Marketing Techniques have a significant effect on Consumer Purchase Decisions through Perception of Product Quality (Z) as an intervening variable, which is in accordance with the findings in previous studies.

### Conclusion

The conclusion explains what is expected in the Introduction section, as well as conclusion from the Results and Discussion section. Conclusions can also be added to the development plan for the implementation of the future service.

Based on the results of the tests that have been carried out, several things can be concluded regarding the impact of Green Marketing Techniques on Consumer Purchase Decisions through the Perception of Product Quality in organic product companies in North Sumatra.

1. The Influence of Green Marketing Techniques on Perception of Product Quality The test results show that Green Marketing Techniques (X) have a significant effect on Perception of Product Quality (Z) with a t-statistic value of 8.798 and a significance value of 0.000 which is smaller than 0.05. This shows that green marketing carried out by organic product companies in North Sumatra has succeeded in

increasing consumer perception of the quality of the products offered. In other words, marketing techniques that prioritize sustainability and are environmentally friendly can improve the perception of product quality in the eyes of consumers.

2. **The Influence of Green Marketing Techniques on Consumer Purchase Decisions** The test shows that Green Marketing Techniques (X) also has a significant effect on Consumer Purchase Decisions (Y) with a t-statistic value of 8.026 and a significance value of 0.001. These results indicate that green marketing influences consumer purchasing decisions. Consumers are more likely to choose products that are promoted with an environmentally friendly and sustainability-based approach, which in turn influences their decision to purchase organic products.
3. **The Influence of Perception of Product Quality on Consumer Purchase Decisions** The test results show that Perception of Product Quality (Z) has a significant effect on Consumer Purchase Decisions (Y) with a t-statistic value of 7.410 and a significance value of 0.003. This shows that consumer perception of product quality is an important factor in purchasing decisions. Products that are considered to have high quality, which are driven by green marketing, will be more attractive to consumers.
4. **The Influence of Green Marketing Techniques on Consumer Purchase Decisions through Perception of Product Quality** The last hypothesis shows that Green Marketing Techniques (X) have a significant effect on Consumer Purchase Decisions (Y) through Perception of Product Quality (Z) as an intervening variable with a t-statistic value of 7.901 and a significance value of 0.000. These results indicate that green marketing influences consumer purchasing decisions by increasing the perception of product quality. In other words, green marketing techniques that increase the perception of product quality will strengthen consumers' decisions to buy organic products.
5. Overall, this study shows that green marketing techniques implemented by organic product companies in North Sumatra have a significant influence on consumer purchasing decisions, both directly and through product quality perceptions. Effective green marketing can improve consumer perceptions of product quality, which in turn encourages consumers to make more positive purchasing decisions. Therefore, organic product companies need to optimize the implementation of green marketing to increase the attractiveness of their products in the market and support consumer purchasing decisions.

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