



HOW GREEN MARKETING AND BRAND EQUITY INFLUENCE A POPULAR CAFETERIA CUSTOMER PURCHASE INTEREST

Siti Ayunda Dinda Gunawan¹, Mahir Pradana²

Article History: Received: 12.12.2022

Revised: 29.01.2023

Accepted: 15.03.2023

Abstract

Consumer interest in buying is an important factor for companies in improving business continuity and profit. Starbucks Coffee is a well-known coffee brand that has high consumer interest despite its high price. Factors that influence consumer interest in buying include green marketing and brand equity. Green marketing relates to increased environmental awareness and environmental issues that affect a company's activities, while brand equity relates to a company's image and reputation. The purpose of this study is to determine the impact of green marketing and Starbucks brand equity on consumer purchasing interest. This research was conducted in Bandung, West Java. This type of research is descriptive research with a quantitative approach, namely the distribution of questionnaires conducted on 400 respondents using non-probability sampling techniques. The data processing conducted in this study was conducted using SmartPLS 4.0 software. The results of this study are as follows: (1) there is a positive and significant influence of green marketing on consumer buying interest in Starbucks Coffee, and (2) there is a positive and significant influence of brand equity on consumer buying interest in Starbucks Coffee.

Keywords: Green Marketing, Brand Equity, Buying Interest

^{1,2}School of Communication and Business, Telkom University, Bandung 40257 Indonesia

DOI: 10.31838/ecb/2023.12.s3.038

1. Introduction

Companies' strategy includes participating in carrying out some social applications, such as the "go green" concept (Amier & Pradana, 2022). Green marketing emerged to create a marketing change in this new era related to deteriorating environmental conditions due to waste. The application of the concept of green marketing in a company also aims to make people more sensitive and aware of environmentally friendly products for a healthier and better survival. Related to some companies that use green marketing strategies, there are serious problems, one of which is the potential for increasing the amount of plastic waste from coffee cups. According to data from the International Coffee Organization (ICO), coffee consumption in Indonesia reached 5 million bags measuring 60 kilograms per bag in the period 2020–2021. This amount increased by 4.04% compared to the previous period of 4.81 bags in the 2018–19 period. But indeed, since the last 4 years, coffee consumption in Indonesia has increased rapidly, reaching 50%.

Starbucks is one of the companies that aggressively uses the concept of "green marketing." The Starbucks Experience book, written by Joseph Michelli in 2006, explains that from 2004 to the present, Starbucks has been doing its business to become an environmentally friendly coffee company. Starbucks invests more effort in implementing its green marketing strategy than any other coffee shop company. They also carry out their environmentally friendly policy by producing tumblers in the hope of reducing plastic waste. Awareness of environmental protection has greatly increased in recent years, in part because today's companies have gradually begun to apply the concept of environmental protection in their business development, from production to marketing (Chen and Yang, 2019; Dangelico and Vocalelli, 2017).

Talking about Starbucks, there is no doubt about its quality, and by achieving this, they have succeeded in comparing the brand and keeping it good in the eyes of the public. According to Keller (1993), the relationship between brand strength and brand equity indicates that brand equity represents the condition in which consumers are familiar with a product. Brand equity measurement is closely related to customer loyalty and can be a benchmark for new customers to become loyal customers. In addition to the use of a successful green marketing strategy, Starbucks also does not forget the defense of its brand equity in the incessant coffee shop culture that is rampant among the public. Wood (2000) argues that brand equity is used by companies to show the strength of their respective brands, where the strength also comes from

customers. The emergence of Starbucks in various countries has changed people's lifestyles because the culture of drinking coffee has become something that is familiar and even part of everyday life (Novanto & Pradana, 2022). Starbucks not only provides a quality product but is also able to provide strong value to its customers through excellent branding.

Literature Review Marketing

According to Wardhani (2019:1), marketing has many different definitions but serves the same function. A narrow definition of marketing is one that includes features of sales, advertising, and community-building. Additionally, the definition of marketing encompasses a wide range of activities, including product creation, market research, distribution, pricing, and promotion. According to Sudaryono (2016: 41), quoting the American Marketing Association, marketing is a function of the organization and a series of processes for creating, communicating, and conveying value to customers as well as managing the relationship between customers and businesses to achieve benefits for both customers and producers. According to Kotler and Keller (2016), in the marketing mix there are several aspects that are divided into 4P, namely product (product), price (price), place (place/distribution channel), and promotion (promotion).

Green Marketing

According to Yazdsnifard (2015, 15:17), the American Marketing Association (AMA) defines "green marketing" as the promotion of products that are thought to be environmentally friendly. This includes a variety of activities, including product arrangement, changes to production processes, packaging, labeling, promotional strategies, and marketing awareness. Purchasing "green" items refers to sustainable or environmentally friendly things that can be recycled and are good for the environment, while avoiding products that are bad for the environment and society (Chan, 2001; Mostafa, 2007). The four components of green marketing are green product, green price, green place, and green promotion (Sigh, 2010)

Brand Equity

According to David A. Aaker in Tjiptono (2012:96), brand equity is a series of liabilities and brand assets related to a brand, name, and symbol that can increase or decrease the value provided by a product or service to the company or customer. The creation of a positive brand evaluation associated with quality, the development of a brand attitude that creates maximum impact on purchasing behavior, and the development of a consistent brand image are

the roots of brand equity to be built (Furquhar, 1989). According to Aaker (2018), brand equity is divided into four dimensions: brand awareness, perceived quality, brand association, and brand loyalty.

Buying Interest

According to Priansa (2021:164) explains that buying interest is able to attract attention to something, followed by a feeling of pleasure, and then trigger a desire that generates confidence to use the product and own the item. In addition, Marx also stated that human interest depends on the feeling of pleasure and the tendency to find the preferred object (Atkinson, 2007). Buying interest is the consumer's attraction to a product or service and can also be interpreted as the last step in a complex purchasing decision process. Buying interest was identified as having four indicators, namely exploratory interest, preferential interest, transactional interest, and referential interest (Ferdinand in Hanjani and Widodo, 2019)

2. Research Methods

The type of research used in this study is quantitative research using descriptive analysis and calculations using SEM PLS, namely convergent validity, discriminant validity, reliability, evaluation of structural models, predictive relevance, and path co-efficiency. Data collection in this study used primary data derived from the dissemination of questionnaires and a Likert scale as a measurement scale of the questionnaire results.

3. Results

a) Descriptive Analysis

This study uses the distribution of questionnaires with data collection as many as 400 respondents to serve as primary data in order to determine the effect of green marketing and brand equity Starbucks coffee on consumer buying interest. Questionnaire addressed to consumers Starbucks Coffee in Bandung.

Table 1 Descriptive Analysis

Variable	Score	Presentation	Category
Green Marketing	15176	84,311%	Very Good
Brand Equity	16997	84,985%	Very Good
Buying Interest	14558	80,877%	Good

Based on the table above, it can be concluded that the variable Green Marketing (X_1) is included in the category of "very good" with a total score of 15.176 or 84.311%. Then the variable Brand Equity (X_2) is included in the category of "very good" with a total score of 16.997 or 84.985%. While the Buying Interest variable (Y) is included in the "good" category with a total score of 14.558 or 80.877%

Measurement Model (Outer Model)

In this study, testing the measurement model (outer model) is done to measure the specific relationship between independent variables and dependent variables, namely Green Marketing and Brand Equity as independent variables, as well as Buying Interest as a dependent variable. The following are the test results of the measurement model (outer model) using SmartPLS 4.0 algorithm software.

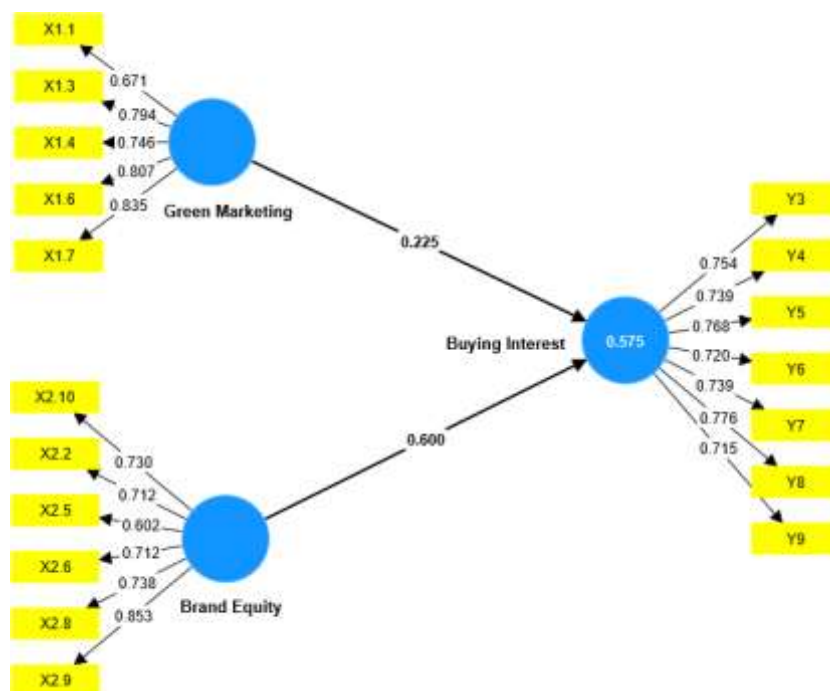


Figure 1 Structural Equation Modelling Algorithm

a) Convergent Validity

Table 2 Outer Loadings of Green Marketing Variable

Variable	Outer Loadings	T Statistics	Evaluation Model
X1.1	0,671	12,891	Valid
X1.3	0,794	29,566	Valid
X1.4	0,746	22,306	Valid
X1.6	0,807	37,268	Valid
X1.7	0,835	44,228	Valid

The table above is the outer loading value of the Green Marketing variable (X_1). It can be seen that the highest outer loading value is found in the X1.7 indicator. Starbucks invites consumers to always love the environment with a value of 0.835 and T statistics of 44.228. The second place is in the X1.6 indicator, where Starbucks provides environmental messages in its promotions, with a value of 0.807 and T Statistics of 37.268. The third place is in the X1.3 indicator; the packaging used by Starbucks is

environmentally friendly packaging, with a value of 0.794 and T statistics of 29.566. The fourth place is in the X1.4 indicator, where the price of Starbucks is comparable to its quality because it is an environmentally friendly product, with a value of 0.746 and T Statistics of 22.306. And the fifth order is on the X1.1 indicator: Starbucks uses safe and environmentally friendly materials, with a value of 0.671 and T statistics of 12.891.

Table 3 Outer Loadings of Brand Equity Variable

Variable	Outer Loadings	T Statistics	Evaluation Model
X2.2	0,712	19,356	Valid
X2.5	0,602	9,638	Valid
X2.6	0,712	16,335	Valid
X2.8	0,737	22,908	Valid
X2.9	0,853	54,971	Valid
X2.10	0,730	24,423	Valid

The table above is the outer loading value of the Brand Equity variable (X_2). It can be seen that the highest value of all indicators is contained in the

indicator X2.9, many recommend Starbucks' products, with a value of 0.853 and T Statistics of 54.971. The second order is found in the X2.8

indicator: consumers always make re-purchases of Starbucks even though the price is quite expensive, with a value of 0.737 and T Statistics of 22.908. The third place is in the X2.10 indicator, where Starbucks is the main choice in purchasing coffee or drinks, with a value of 0.730 and T statistics of 24.423. The fourth place is in the indicator X2.2, where the content on Starbucks social media

accounts is very attractive to consumers, with a value of 0.712 and T Statistics of 19.356. And in the indicator X2.6, Starbucks makes consumers always curious about its secret recipe, with a value of 0.712 and T Statistics of 16.335. The fifth place is in the X2.5 indicator the service at Starbucks is very satisfying for consumers, with a value of 0.602 and T statistics of 9.638.

Table 4 Outer Loadings of Buying Interest Variable

Variable	Outer Loadings	T Statistics	Evaluation Model
Y3	0,754	28,326	Valid
Y4	0,739	22,781	Valid
Y5	0,768	25,713	Valid
Y6	0,720	20,655	Valid
Y7	0,739	25,305	Valid
Y8	0,776	33,062	Valid
Y9	0,715	18,913	Valid

The table above shows the outer loading value of the Buying Interest variable (Y). It can be seen that the highest value is found in the Y8 indicator, namely that consumers prefer Starbucks products to others, with a value of 0.776 and T statistics of 33.062. The second place is in the Y5 indicator, which indicates that consumers will spend any cost to buy Starbucks products, with a value of 0.768 and T statistics of 25.713. The third position is in the Y3 indicator, which is to make recommendations to the public related to Starbucks products directly or through social media, with a value of 0.754 and T statistics of 28.326. The fourth place in the Y4 indicator is that consumers inform other consumers about ongoing Starbucks promotions, with a value of 0.739 and T statistics of 22.781. The fifth position is on the Y7 indicator, namely that consumers are interested in Starbucks' secret recipe, with a value of 0.739 and T

Statistics of 25.305. The sixth place is found in the Y6 indicator, namely that the high price is not a reason not to buy Starbucks, with a value of 0.720 and T Statistics of 20.655. The seventh place is in the Y9 indicator, namely consumers interested in buying Starbucks tumblers, with a value of 0.715 and T Statistics of 18.913.

In testing, convergent validity can be known through the average variance extracted (AVE), with the criteria having a value of > 0.50 (Ghozali and Latan, 2015). In the table below, it can be seen that the results of the test of the three latent variables have a good value of average variance extracted (AVE). Thus, all reem Marketing variables (X₁), Brand Equity (X₂), and Buying Interest (Y) are declared to have met the convergent validity requirement.

Table 5 Average Variance Extracted (AVE) Test

Latent Variable	Critical Value	AVE
Green Marketing (X ₁)	> 0,50	0,597
Brand Equity (X ₂)	> 0,50	0,530
Buying Interest (Y)	> 0,50	0,555

b) Discriminant Validity

Table 6 Fornell Lacker Criterion Test

Latent Variable	Y	X ₁	X ₂
Brand Equity (X ₂)	0,728		
Green Marketing (X ₁)	0,610	0,773	
Buying Interest (Y)	0,737	0,591	0,745

It is possible to select the fornell lacker criterion values that have the highest value in each latent variable that has been tested in the table above.

Table 7 Cross Loadings Test

Latent Variable	Green Marketing (X ₁)	Brand Equity (X ₂)	Buying Interest (Y)
X1.1	0,671	0,398	0,348
X1.3	0,794	0,454	0,432
X1.4	0,746	0,438	0,434
X1.6	0,807	0,506	0,507
X1.7	0,835	0,540	0,532
X2.2	0,475	0,712	0,622
X2.5	0,523	0,602	0,534
X2.6	0,497	0,712	0,284
X2.8	0,345	0,738	0,452
X2.9	0,313	0,853	0,507
X2.10	0,509	0,730	0,655
Y3	0,483	0,593	0,754
Y4	0,458	0,591	0,739
Y5	0,422	0,510	0,768
Y6	0,419	0,524	0,720
Y7	0,414	0,584	0,739
Y8	0,484	0,554	0,776
Y9	0,387	0,465	0,715

In the table above, it can be seen that the value of cross loading for each colored indicator has a higher value than the correlation indicator with other latent variables, so that the latent variable has an adequate and qualified discriminant validity value.

c) Reliability

The reliability of a construct can be measured by testing Cronbach's alpha and composite reliability,

with the condition that the value of Cronbach's alpha has a value > 0.6 and composite reliability has a value > 0.7. In the table below, it can be seen that the values of Cronbach's alpha and composite reliability produced have a value above their respective criteria, so it can be concluded that all construct indicators have accuracy, consistency, and accuracy in measuring constructs well. As a result, all construct indicators are said to be trustworthy.

Table 8 Cronbach's Alpha and Composite Reliability Test

Latent Variable	Cronbach's Alpha	Critical Value	Composite Reliability (rho_c)	Critical Value	Evaluation Model
Green Marketing (X ₁)	0,831	>0,6	0,880	>0,7	Reliabel
Brand Equity (X ₂)	0,822		0,870		Reliabel
Minat Beli (Y)	0,866		0,897		Reliabel

Structural Model (Inner Model)

The following are the results of research through bootstrapping procedures performed using SmartPLS 4.0 software

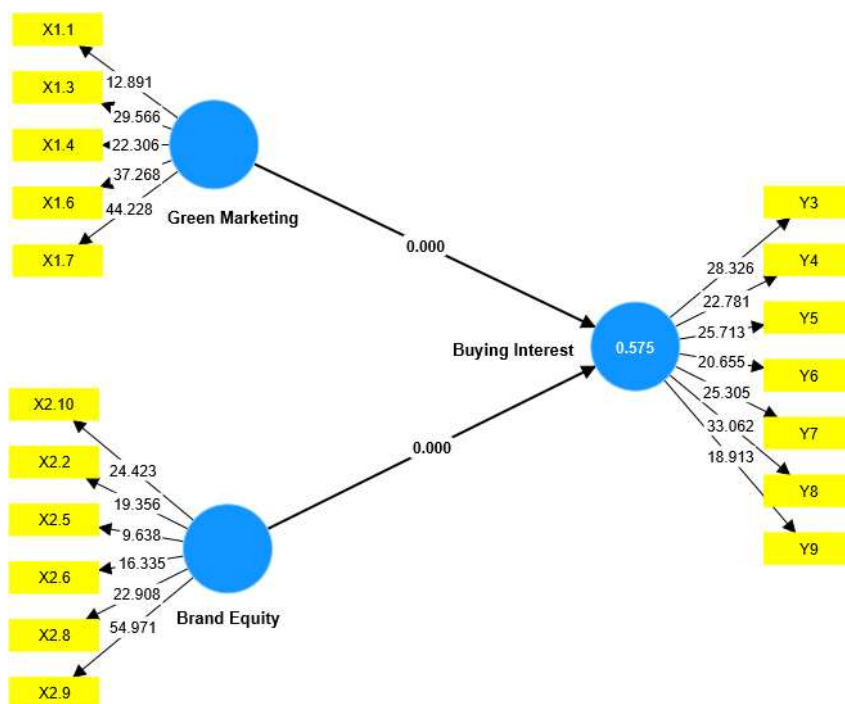


Figure 2 Structural Equation Modelling Bootstrapping

a) The Model’s Structural Evaluation

Table 9 R-Square Value

	R-square	R-square adjusted
Buying Interest	0.575	0.573

In the table above, it can be seen that the acquisition value of R-Square is equal to 0.575, or 57.5%. This shows that green marketing (X1) and brand equity (X2) together have an influence on buying interest

(Y) in Starbucks Coffee in Bandung. While 1-R Square is 0.425, or 42.5%, of the rest is due to the influence of other factors outside the scope of this study.

b) Predictive Relevance (Q²)

The following is the result of calculating the Q-Square with the formula (Hair, 2011).

$$Q^2 = 1 - (1 - R1^2) \dots 1 - (1 - Rn^2)$$

$$Q^2 = 1 - (1 - 0,575^2)$$

$$Q^2 = 1 - 0,330625$$

$$Q^2 = 0,669$$

The Q-Square calculation results in this study amounted to 0.669 or 66.9% therefore, this research model has a relevant predictive value because $Q^2 > 0$ (zero), where the model used can provide clear information with research data of 66.9%.

c) Path Coefisien

In this study, hypothesis testing can be seen by comparing the p-value (0.05) with T-statistics greater than 1.96. The amount of p-value and T-statistics obtained from SmartPLS output using the bootstrapping method

Table 10 Hypothesis Test (Path Coefisien)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Brand Equity (X ₂) → Minat Beli (Y)	0,600	0,601	0,044	13,620	0,000
Green Marketing (X ₁) → Minat Beli (Y)	0,225	0,227	0,046	4,946	0,000

Based on Table 4.12, it can be seen that the variable "green marketing" (X_1) has a P value of $0.000 < 0.05$ and T statistics of $4.946 > 1.96$. This shows that H_01 is rejected and H_{a1} is accepted, which means that green marketing has a significant influence on buying interest. Furthermore, the variable brand equity (X_2) has a P value of $0.000 < 0.05$ and a T statistic of $13.620 > 1.96$. This shows that H_02 is rejected and H_{a2} is accepted, which means that brand equity has a significant influence on buying interest.

4. Discussion

In this study, the characteristics of respondents were based on gender, age, and occupation. Respondents based on gender were dominated by female respondents, with a percentage of 68.3%, or 273 respondents, while male respondents were 31.7%, or 127 respondents.

The characteristics of respondents by age are dominated by the age range of 18–25 years, with a percentage of 85.6% or as many as 344 respondents, while other respondents are in the age ranges > 18 years and > 26 years.

The characteristics of respondents based on work are dominated by students with a percentage of 81.8% or as many as 328 respondents, employees with a percentage of 12% or as many as 48 respondents, and the rest are respondents with other jobs.

In testing the validity of the convergent validity method, we obtained results with the average variance extracted on the green marketing variable (X_1) of $0.597 > 0.50$, variable brand equity (X_2) of 0.530 , and variable buying interest (Y) of $0.555 > 0.50$. From the test results of these three variables, it is stated to have met convergent validity because the value obtained in accordance with the criteria > 0.50 . Then, for testing using discriminant validity test results from Fornell Lacker criteria and cross loadings that have criteria where each latent variable has the highest value of the correlation between one construct with another construct, it can be said to meet the requirements of discriminant validity because all latent variables have the same highest value.

Based on the reliability test results, green marketing variables obtained a Cronbach's alpha value of $0.831 > 0.6$ and composite reliability of $0.880 > 0.7$. A brand equity variable obtained a Cronbach's alpha value of $0.822 > 0.6$ and composite reliability of $0.870 > 0.7$. A variable buying interest obtained a Cronbach's alpha value of $0.866 > 0.6$ and composite reliability of $0.897 > 0.7$. This shows that all construct indicators have accuracy, consistency,

and accuracy in measuring, so they are said to be reliable.

The value of R-Square in the buying interest variable obtained a value of 0.575, or 57.5%, which indicates that green marketing (X_1) and brand equity (X_2) together have an influence on buying interest (Y).

The Influence of Green Marketing on Consumer Buying Interest in Starbucks Coffee

T-statistics of $4.946 > 1.96$ with a p-value of $0.000 < 0.05$ were used to estimate the results of path co-efficient analysis for green marketing variables. The results showed that green marketing has a significant effect on buying interest. Thus, the first hypothesis that "there is a significant influence of green marketing on buying interest" is accepted.

The findings revealed that Starbucks Coffee was successful in implementing the concept of green marketing, influencing consumer interest in purchasing the product. Based on descriptive analysis, a green marketing score (X_1) of 84.311% was categorized as "very good," while a buying interest score (Y) of 80.877% was categorized as "good."

The results of testing with PLS SEM showed the highest outer loadings indicator for green marketing (X_1) at $X1.7$ (Starbucks invites consumers to always love the environment) with a value of 0.835 and a t-statistic of 44.228. The buying interest indicator (Y) is highest at $Y8$ (consumers prefer Starbucks products to others) with a value of 0.776 and T-statistic of 33.062. These findings confirmed that green marketing has a positive effect on consumer interest in Starbucks Coffee.

The Influence of Brand Equity on Consumer Buying Interest in Starbucks Coffee

The path co-efficient analysis results for brand equity variables yielded a statistical t of $13.620 > 1.96$ with a p-value of $0.000 < 0.05$. The results showed that green marketing has a significant effect on buying interest. Thus, the second hypothesis that "there is a significant influence between brand equity and buying interest" is accepted.

The results showed that Starbucks Coffee has been good at applying the concept of brand equity, thus affecting consumer interest in buying. Based on descriptive analysis, a brand equity score (X_2) of 84.985% is categorized as "very good," while a buying interest score (Y) of 80.877% is categorized as "good."

The results of testing with PLS SEM showed the highest outer loadings indicator of brand equity (X_2) at $X2.9$ (many recommend Starbucks to buy its products), with a value of 0.853 and a T-

statistic of 54.971. The buying interest indicator (Y) is highest at Y8 (consumers prefer Starbucks products to others) with a value of 0.776 and T-statistic of 33.062. These results confirm that the application of brand equity has a positive effect on consumer buying interest in Starbucks Coffee.

5. Conclusion

Based on the results of research conducted by researchers with the title "The effect of Green Marketing and Brand Equity at Starbucks Coffee on Consumer Interest," it can be concluded as follows:

1) Based on the results of the descriptive analysis, the green marketing variable has a percentage of 84.311% and is in the category of "very good." This shows Starbucks Coffee in Bandung has been very good at implementing the concept of "green marketing" so that consumers do not hesitate to buy Starbucks products because the products and packaging are made from environmentally friendly materials.

2) Based on the results of the descriptive analysis, variable brand equity has a percentage of 84.985% in the category of "very good." This shows the brand equity of Starbucks Coffee in Bandung is very good because Starbucks is able to maintain all the quality and service that exists with a high level of consumer awareness of the brand.

3) Based on the results of the descriptive analysis, variable buying interest has a percentage of 80.877% in the category of "good." This demonstrates that consumer interest in purchasing Starbucks Coffee in Bandung is fairly high.

4) Based on the results of SEM analysis, the green marketing variable on buying interest showed a T-statistic value of 4.946 > 1.96. This shows that H_01 is rejected and H_a1 is accepted, which means that green marketing has a significant influence on buying interest.

5) Based on the results of SEM analysis, the brand equity variable to buying interest shows a value of T-statistics of 13.620 > 1.96. This shows that H_02 is rejected and H_a2 is accepted, which means that brand equity has a significant influence on buying interest.

6) Based on the results of SEM analysis, the value of R-Square in the buying interest variable obtained a value of 0.575, or 57.5%, which indicates that green marketing (X_1) and brand equity (X_2) together have an influence on buying interest (Y).

Recommendation

Companies can improve the implementation of green marketing at Starbucks Coffee to strengthen consumer interest in buying and increase brand equity. by doing the right marketing strategy. And for further research, we can add other variables such as word of mouth, consumer satisfaction, and

consumer confidence to understand the overall effect on consumer interest in Starbucks Coffee. In addition, it can also conduct research on a larger scale with a more varied population to obtain more representative results.

6. References

- Aaker. (2018). *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama.
- Amier, A. M. R. A. P., & Pradana, M. (2022). Analisis Bibliometrik tentang Green Marketing: Perkembangan Studi dalam Periode 1999-2022. *SEIKO: Journal of Management & Business*, 4(3), 121-131.
- Atkinson. (2007). Health, disability, caring, and employment : longitudinal anaysis. *DWP Research*.
- Chen, R. (2001). Determinants of Chinese Consumers' Green Purchase Behavior. *Psychological and Marketing*. 18(4), 389-413.
- Chen, S. (2019). An Exploration of Factors Influencing the Potential Customer'. *Commerce & Management Quarterly*. Vol.20, No.2, 109-130.
- Furquhar, P. H. (1989). *Managing Brand Equity*. Marketing Research.
- Hanjani, G., & Widodo, A. (2019). Consumer Purchase Intention:The Effect of Green Brand and Green Knowledge on Indonesian Nestle Company. *Jurnal Sekretaris dan Administrasi Bisnis*. Vol.3, No.1.
- Keller, L. (1993). *How To Manage Brand Equity*. Jakarta: Gramedia.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12*. Jakarta: PT. Indeks.
- Mirabi. (2015). A Study of Factors Affecting on Customers Purchase. *Jurnal of JMEST*. Vol.2 Issue 1.
- Novanto, A., & Pradana, M. (2022). Studi Bauran Pemasaran di Industri Coffee Shop: Sebuah Analisis Bibliometrik pada Database Scopus. *SEIKO: Journal of Management & Business*, 4(3), 489-495.
- Priansa, D. J. (2021). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: CV. Alfabeta.
- Singh, P. (2010). *Green Marketing: Oppotunity for Innovation and Sustainable Development*.
- Sudaryono. (2016). *Manajemen Pemasaran Teori Dan Implementasi*. Yogyakarta: Andi.
- Tjiptono, F. (2012). *Strategi Pemasaran ed.3*. Yogyakarta: Andi.
- Wardani , A. T. (2019). *Manajemen Pemasaran*. Yogyakarta: CV. Budi Utama.
- Wood, L. (2000). Brands and Brand Equity: Definition and Management. *Management Decision*. Vol.38, No.9, 662-669.

Yazdanifard, R., & Igbazua, E. M. (2015). The Impact of Green Marketing on Customer Satisfaction and Environmental Safety. International Conference on Computer Communication and Management.