

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.
- Agustini, M. H., Athanasius, S. S., & Retnawati, B. B. (2019). Identification of green marketing strategies: Perspective of a developing country. *Innovative Marketing*, 15(4), 42–56. [https://doi.org/10.21511/im.15\(4\).2019.04](https://doi.org/10.21511/im.15(4).2019.04)
- Al-Majali, M. M., & Tarabieh, S. M. Z. A. (2020). Effect of internal green marketing mix elements on customers' satisfaction in Jordan: Mu'tah University students. *Jordan Journal of Business Administration*, 16(2), 411–434. <https://doi.org/10.35516/0338-016-002-004>
- Alhaddad, A. (2015). Perceived quality, brand image and brand trust as determinants of brand loyalty. *Journal of Research in Business and Management. Marketing and International Trade Department, Higher Institute of Business Administration (HIBA)*, 3(4), 1–8.
- Aliff, M., Majid, A., Azuan, M., Alias, M., & Samsudin, A. (2016). Assessing Customer-Based Brand Equity Ratings in Family Restaurant. *Procedia Economics and Finance*, 37(16), 183–189. [https://doi.org/10.1016/S2212-5671\(16\)30111-3](https://doi.org/10.1016/S2212-5671(16)30111-3)
- American Marketing Association. (2017). *The Definitions of Marketing*. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Anselmsson, J., Bondesson, N., & Melin, F. (2016). Customer-based brand equity and human resource management image: Do retail customers really care about HRM and the employer brand? *European Journal of Marketing*, 50(7–8), 1185–1208. <https://doi.org/10.1108/EJM-02-2015-0094>
- Atilgan, E., Akinci, S., Aksoy, S., & Kaynak, E. (2009). Customer-based brand equity for global brands: A multinational approach. *Journal of Euromarketing*, 18(2), 115–132. <https://doi.org/10.1080/10496480903022253>
- Auliva, A. (2023). *Dari Bandung Susu Oat Oatside Mendunia*. SWA Online. <https://swa.co.id/swa/trends/dari-bandung-susu-oat-outside-mendunia>
- Bangkok Post. (2022, July 17). *Introducing Oatside a New Oat Milk Born in*

- Singapore and Made Delicious.*
- <https://www.bangkokpost.com/thailand/pr/2328508/introducing-oatside-a-new-oat-milk-born-in-singapore-and-made-delicious>
- Bekk, M., Spörrle, M., Hedjasie, R., & Kerschreiter, R. (2016). Greening the competitive advantage: antecedents and consequences of green brand equity. *Quality and Quantity*, 50(4), 1727–1746. <https://doi.org/10.1007/s11135-015-0232-y>
- Bruno, L. Y. A., Tadeo, J., Mendoza, X. L. D., & Vitobina, C. B. A. (2023). Analysis of Green Marketing Practices : A Micro and Small Enterprises Perspective. *International Journal of Academe and Industry Research*, May. <https://doi.org/10.53378/352989>
- Chaffey, D., & Chadwick, F. E. (2019). *Digital Marketing Seventh Edition* (Seventh Ed). Pearson.
- Chang, C. H., & Chen, Y. S. (2014). Managing green brand equity: The perspective of perceived risk theory. *Quality and Quantity*, 48(3), 1753–1768. <https://doi.org/10.1007/s11135-013-9872-y>
- Chen, Y., & Chang, C.-H. (2011). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen, Y., Huang, A., Wang, T., & Chen, Y. (2018). Greenwash and green purchase behaviour : the mediation of green brand image and green brand loyalty. *Total Quality Management*, 3363, 1–6. <https://doi.org/10.1080/14783363.2018.1426450>
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- CNN Indonesia. (2023, August 14). *Studi: Tak Semua Susu Nabati Penuhi Nutrisi Sebanyak Susu Sapi*. Cnnindonesia.Com. <https://www.cnnindonesia.com/gaya-hidup/20230727095554-255-978406/studi-tak-semua-susu-nabati-penuhi-nutrisi-sebanyak-susu-sapi>
- Darmawan, R. (2023, July 1). *Profil Benedict Lim CEO Oatside Produsen Susu*

- Oat yang Tengah Melesat.* Sindonews.Com.
<https://ekbis.sindonews.com/read/1141927/34/profil-benedict-lim-ceo-oatside-produsen-susu-oat-yang-tengah-melesat-1688195224>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122(February 2020), 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Davari, A., & Strutton, D. (2014). Marketing mix strategies for closing the gap between green consumers' pro-environmental beliefs and behaviors. *Journal of Strategic Marketing, December*, 37–41.
<https://doi.org/10.1080/0965254X.2014.914059>
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50(July 2018), 322–332.
<https://doi.org/10.1016/j.jretconser.2018.07.007>
- Fisamawati. (2022). *Resmi Hadir di Indonesia, OATSIDE Keluarkan 3 Varian Rasa.* Marketing.Co.Id.
- Food Navigator Asia. (2023, May 10). *Riding the mylk wave: Tapping into the minds of plant-based milk consumers in Indonesia.* Food Navigator Asia.
<https://www.foodnavigator-asia.com/Headlines/Promotional-Features/Plant-based-milk-consumers-in-Indonesia-insights>
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice : The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, January, 2061–2076. <https://doi.org/10.1002/bse.2732>
- Ghozali, & Latan. (2012). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program Smart PLS 2.0 M3.* Badan Penerbit Universitas Diponegoro.
- Giantari, I. G. A. K., & Sukaatmadja, I. P. G. (2021). Effects of environmental orientation, green marketing mix and social capital on the competitive advantage of real estate developers in Bali. *Property Management*, 39(2), 193–209. <https://doi.org/10.1108/PM-01-2020-0005>

- Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review : A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 172, 1848–1866.
<https://doi.org/10.1016/j.jclepro.2017.12.002>
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics*, 28(2), 565–580.
<https://doi.org/10.1007/s00180-012-0317-1>
- Her World Indonesia. (2022). *OATSIDE, Susu Plant-Based Asia Senikmat Susu Sapi*. Her World Indonesia.
<https://www.herworld.co.id/article/2022/1/21435-OATSIDE-Susu-Plant-Based-Asia-Senikmat-Susu-Sapi>
- Huang, C. (2017). The impacts of brand experiences on brand loyalty : mediators of brand love and trust. *Management Decision*, 55(5), 915–934.
<https://doi.org/10.1108/MD-10-2015-0465>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Kovergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati, & Najiya, R. (2017). Predicting Acceptance and Use Behavior of Consumers toward IndiHome Services by Using Extended UTAUT Model (A Case Study in Bandung). *International Journal of Science and Research (IJSR)*, 6(5), 1860–1865. <https://doi.org/10.21275/ART20173547>
- Indrawati, & Putri, D. A. (2018). Analyzing Factors Influencing Continuance Intention of E-Payment Adoption Using Modified UTAUT 2 Model (A Case Study of Go-Pay from Indonesia). *2018 6th International Conference on Information and Communication Technology (ICoICT)*, 167–173.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184.
<https://doi.org/10.1016/j.apmrv.2022.07.007>

- Indrawati, Raman, M., Wai, C. K., Ariyanti, M., Mansur, D. M., Marhaeni, G. A. M. M., Tohir, L. M., Gaffar, M. R., Has, M. N., & Yuliansyah, S. (2017). *Perilaku Konsumen Individu*. Refika Aditama.
- Ipsos. (2022). *Plant-based milk consumers in the United Kingdom 2022, by milk type & age group*.
- Ipsos. (2024). *Hambatan Terbesar Penerapan Produk Ramah Lingkungan di Asia Tenggara*. <https://databoks.katadata.co.id/datapublish/2024/01/05/hambatan-terbesar-penerapan-produk-ramah-lingkungan-di-asia-tenggara>
- Ishaq, M. I. (2021). Multidimensional green brand equity: A cross-cultural scale development and validation study. *International Journal of Market Research*, 63(5), 560–575. <https://doi.org/10.1177/1470785320932040>
- Jamshidi, D., & Rousta, A. (2021). Brand Commitment Role in the Relationship between Brand Loyalty and Brand Satisfaction : Phone Industry in Malaysia. *Journal of Promotion Management*, 1–26.
<https://doi.org/10.1080/10496491.2020.1809596>
- Kang, S., & Hur, W. (2011). Investigating the Antecedents of Green Brand Equity : *Corporate Social Responsibility and Environmental Management*.
<https://doi.org/10.1002/csr.281>
- Katadata Insight Center. (2021). 5 Alasan Konsumen Belanja Produk Ramah Lingkungan. In *Katadata Media Network*.
<https://databoks.katadata.co.id/datapublish/2021/08/24/5-alasan-konsumen-belanja-produk-ramah-lingkungan>
- KedaiKOPI. (2021, October 29). *Survei Mayoritas Anak Muda Indonesia Peduli Isu Lingkungan Hidup*. Databoks.
<https://databoks.katadata.co.id/datapublish/2021/10/29/survei-mayoritas-anak-muda-indonesia-peduli-isu-lingkungan-hidup>
- Keh, H. T., & Xie, Y. (2009). Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial Marketing Management*, 38(7), 732–742.
<https://doi.org/10.1016/j.indmarman.2008.02.005>
- Keller, K. L. (2016). Reflections on customer-based brand equity: perspectives,

- progress, and priorities. *AMS Review*, 6(1–2), 1–16.
<https://doi.org/10.1007/s13162-016-0078-z>
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity* (Fifth Edit). Pearson Education Limited.
- Kementerian Lingkungan Hidup dan Kehutanan. (2019). *Tata Cara Penerapan Label Ramah Lingkungan Hidup untuk Pengadaan Barang dan Jasa Ramah Lingkungan Hidup*. https://jdih.menlhk.go.id/new/uploads/files/P_5-2019_LABEL_RAMAHLH_menlhk_07022019134143.pdf
- Khandelwal, U., Kulshreshtha, K., & Tripathi, V. (2019). Importance of Consumer-based Green Brand Equity : Empirical Evidence. *Paradigm*, 23(1), 83–97. <https://doi.org/10.1177/0971890719844428>
- Kim, D. J. (2012). An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation. *Information Systems and E-Business Management*, 10(2), 219–240. <https://doi.org/10.1007/s10257-010-0136-2>
- Kim, W. H., Cho, J. L., & Kim, K. S. (2019). The relationships of wine promotion, customer satisfaction, and behavioral intention: The moderating roles of customers' gender and age. *Journal of Hospitality and Tourism Management*, 39(January), 212–218.
<https://doi.org/10.1016/j.jhtm.2019.03.001>
- Kimpakorn, N., & Tocquer, G. (2010). Service brand equity and employee brand commitment. *Journal of Services Marketing*, 24(5), 378–388.
<https://doi.org/10.1108/08876041011060486>
- Klikindomaret. (2023). *Produk Susu Cair*. Klikindomaret.Com.
<https://www.klikindomaret.com/product/tropicana-slim-oat-drink>
- Konuk, F. A. (2017). Price fairness , satisfaction , and trust as antecedents of purchase intentions towards organic food. *Journal of Consumer Behaviour*, October, 1–8. <https://doi.org/10.1002/cb.1697>
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (Fifteenth). Pearson.

- Kumar, P. (2016). State of green marketing research over 25 years (1990-2014): Literature survey and classification. *Marketing Intelligence and Planning*, 34(1), 137–158. <https://doi.org/10.1108/MIP-03-2015-0061>
- Kumar, P., & Ghodeswar, B. (2015). Direction for Future Research Green Marketing Mix : *International Journal of Asian Business and Information Management*, 6(September), 42–59. <https://doi.org/10.4018/IJABIM.2015070104>
- Lahtinen, V., Dietrich, T., & Rundle-thiele, S. (2020). Long live the marketing mix . Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*, 10(3), 357–375. <https://doi.org/10.1108/JSOCM-10-2018-0122>
- Leonidou, C. N., Katsikeas, S., & Morgan, N. A. (2013). “Greening” the Marketing Mix – Does it Payoff? *Journal of the Academy of Marketing Science*, 41(2), 151–170. <https://doi.org/10.1007/s11747-012-0317-2>
- Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers’ willingness to pay premium price for portable tech gadgets. *Heliyon*, 8(8), e10145. <https://doi.org/10.1016/j.heliyon.2022.e10145>
- Marakanon, L., & Panjakajornsak, V. (2017). Kasetsart Journal of Social Sciences Perceived quality , perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products. *Kasetsart Journal of Social Sciences*, 38(1), 24–30. <https://doi.org/10.1016/j.kjss.2016.08.012>
- Martínez, P. (2015). Customer loyalty: Exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5), 896–917. <https://doi.org/10.1108/IJCHM-03-2014-0115>
- Martins, A. (2022). Green marketing and perceived SME profitability : the meditating effect of green purchase behaviour. *Management of Environmental Quality: An International Journal*, 33(2), 281–299. <https://doi.org/10.1108/MEQ-04-2021-0074>
- Minbashrazgah, M. M., & Maleki, F. (2017). Green chicken purchase behavior :

- the moderating role of price transparency. *Management of Environmental Quality*, 28(6), 902–916. <https://doi.org/10.1108/MEQ-12-2016-0093>
- Mogaji, E., Adeola, O., Adisa, I., Hinson, R. E., Mukonza, C., & Kirgiz, A. C. (2022). *Green Marketing in Emerging Economies An Communications Perspective*. Springer Nature Switzerland AG.
<https://doi.org/https://doi.org/10.1007/978-3-030-82572-0>
- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer Behavior*. McGraw-Hill.
- Mukonza, C., & Swarts, I. (2020). The influence of green marketing strategies on business performance and corporate image in the retail sector. *Business Strategy and the Environment*, 29(3), 838–845.
<https://doi.org/10.1002/bse.2401>
- Nanjundeswaraswamy, T. S., & Divakar, S. (2021). Determination of Sample Size and Sampling Methods in Applied Research. *Proceedings on Engineering Sciences*, 3(1), 25–32. <https://doi.org/10.24874/pes03.01.003>
- Nguyen-viet, B. (2022). The impact of green marketing mix elements on green customer based brand equity in an emerging market. *Asia-Pacific Journal of Business Administration*, 15(1), 96–116. <https://doi.org/10.1108/APJBA-08-2021-0398>
- Nguyen, T. T. Van, & Nguyen, T. D. (2016). Green Marketing Strategy-A New Trend for Businesses in Vietnam. *Proceedings - 3rd International Conference on Green Technology and Sustainable Development, GTSD 2016*, 116–119. <https://doi.org/10.1109/GTSD.2016.36>
- Nguyen Viet, B., & Nguyen Anh, T. (2021). The role of selected marketing mix elements in consumer based brand equity creation: milk industry in Vietnam. *Journal of Food Products Marketing*, 27(2), 72–88.
<https://doi.org/10.1080/10454446.2021.1892007>
- Oatside. (2023). *Our Story*. <https://oatside.com/id/ourstory/>
- Othman, B. A., Harun, A., De Almeida, N. M., & Sadq, Z. M. (2021). The effects on customer satisfaction and customer loyalty by integrating marketing communication and after sale service into the traditional marketing mix

- model of Umrah travel services in Malaysia. *Journal of Islamic Marketing*, 12(2), 363–388. <https://doi.org/10.1108/JIMA-09-2019-0198>
- Ottman, J. A. (2011). *The New Rules of Green Marketing*. Berret-Kohler Publisher, Inc.
- Putri, D. E., Sudirman, A., Suganda, A. D., Kartika, R. D., Martini, E., Susilowati, H., Bambang, Trenggana, A. F. M., Zulfikar, R., Handayani, T., Kusuma, G. P. E., Triwardhani, D., Rini, N. K., Pertiwi, W. N. B., & Roslan, A. H. (2021). *Brand Marketing*. Widina Bhakti Persada.
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behaviuoral intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Rakuten Insight. (2023, May 2). *Share of expenditure on food and non-food among urban households in Indonesia from March 2016 to March 2022*. Statista. <https://www.statista.com/statistics/1130395/indonesia-food-and-non-food-expenditure-breakdown-urban-areas/>
- Rakuten Insight. (2024a). *Types of consumed plant-based foods among consumers in Indonesia as of February 2024, by age*. <https://www.statista.com/statistics/1074006/indonesia-plant-based-food-consumption-by-type-and-age/>
- Rakuten Insight. (2024b). *Types of plant-based foods consumed in Indonesia 2024, by gender*. <https://www.statista.com/statistics/1073988/indonesia-plant-based-food-consumption-by-type-and-gender/>
- Riduwan. (2012). *Belajar Mudah Penelitian untuk Guru-Karyawan dan Peneliti*. Alfabeta.
- Saini, N. (2022, March 1). *Oatside Founder and CEO Benedict Lim on whats make local oat milk brand distinct*. Prestigeonline.Com. <https://www.prestigeonline.com/sg/people/interview-oatside-benedict-lim-singaporean-behind-local-oatmilk-brand-oatside/>
- Sarwono, J. (2012). *Path Analysis dengan SPSS: Teori, Aplikasi, Prosedur*

Analisis untuk Riset Skripsi, Tesis, dan Disertasi. PT Elex Media Komputindo.

Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (Twelfth Ed). Pearson Education Limited.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (Seventh Ed). John Wiley & Sons Ltd.

Singhal, A., & Malik, G. (2021). The attitude and purchasing of female consumers towards green marketing related to cosmetic industry. *Journal of Science and Technology Policy Management*, 12(3), 2053–4620.
<https://doi.org/10.1108/JSTPM-11-2017-0063>

Sitorus, S. A., Romli, N. A., Tingga, C. P., Sukanteri, N. P., Putri, S. E., Gheta, A. P. K., Wardhana, A., Nugraha, K. S. W., Hendrayani, E., Susanto, P. C., Primasanti, Y., & Ulfah, M. (2022). *Brand Marketing: The Art of Branding*. Media Sains Indonesia.

Sohail, M. S. (2017). Green marketing strategies: how do they influence consumer-based brand equity? *J. for Global Business Advancement*, 10(3), 229. <https://doi.org/10.1504/jgba.2017.10005507>

Start Friday Asia. (2023). *Bongkar Rahasia Oatside: First Oatmilk yang Berani Ekspansi Besar-Besaran*. Start Friday Asia.
<https://www.startfriday.asia/ideas/bongkar-rahasia-oatside-first-oatmilk-yang-berani-ekspansi-besar-besaran-2023>

Statista Market Insight. (2023). *Milk Substitutes*. Statista.Com.
<https://www.statista.com/outlook/cmo/food/dairy-products-eggs/milk-substitutes/indonesia>

Stokes, R. (2018). *EMarketing The essential guide to marketing in a digital world* (Sixth Edit). Red & Yellow Creative School of Business.

Subakti, H. (2023). *Bongkar 3 Strategi Rahasia Oatside, Brand Susu Yang Mendominasi Coffee Shop*. Bit Hour Production.
https://bithourproduction.com/blog/bongkar-3-strategi-rahasia-oatside/#Strategi_Marketing_Yang_Digunakan_Oatside

Testa, F., Iraldo, F., Vaccari, A., & Ferrari, E. (2015). Why eco-labels can be

- effective marketing tools: Evidence from a study on italian consumers.
Business Strategy and the Environment, 24(4), 252–265.
<https://doi.org/10.1002/bse.1821>
- Tripathi, A., & Pandey, N. (2018). Does impact of price endings differ for the non-green and green products?: Role of product categories and price levels.
Journal of Consumer Marketing, 35(2), 143–156.
<https://doi.org/10.1108/JCM-06-2016-1838>
- Troudi, H., & Bouyoucef, D. (2020). Predicting purchasing behavior of green food in Algerian context. *EuroMed Journal of Business*, 15(1), 1–21.
<https://doi.org/10.1108/EMJB-03-2019-0046>
- Tsai, P., Lin, G., Zheng, Y., Chen, Y., Chen, P., & Su, Z. (2020). Exploring the effect of Starbucks ' green marketing on consumers ' purchase decisions from consumers ' perspective. *Journal of Retailing and Consumer Services*, 56(March), 102162. <https://doi.org/10.1016/j.jretconser.2020.102162>
- Ubirajara, J., Jr, G., Reni, L., Souza, M. De, Medeiros, G., Beatriz, A., Sousa, L. De, Oly, N., Jose, C., Jabbour, C., Borchardt, M., & Zvirtes, L. (2021). Green marketing in supermarkets : Conventional and digitized marketing alternatives to reduce waste. *Journal of Cleaner Production*, 296.
<https://doi.org/10.1016/j.jclepro.2021.126531>
- Veloutsou, C. (2015). Brand evaluation , satisfaction and trust as predictors of brand loyalty : the mediator- moderator effect of brand relationships. *Journal of Consumer Marketing*, 32(6), 405–421. <https://doi.org/10.1108/JCM-02-2014-0878>
- Vera, J. (2015). Perceived brand quality as a way to superior customer perceived value crossing by moderating effects. *Journal of Product and Brand Management*, 24(2), 147–156. <https://doi.org/10.1108/JPBM-04-2014-0551>
- Widodo, A., & Yusiana, R. (2022). *Green Marketing dalam Perspektif Bisnis*. Refika Aditama.
- Wiwaha, R. P. (2022). *Bantu Menyehatkan Tubuh, Simak 10 Top Brand Minuman Kaya Nutrisi Terlaris di E-Commerce Yuk!* Compas.Co.Id.
<https://compas.co.id/article/minuman-nutrisi-terlaris-di-e-commerce/>

- Wong, S. K. (2012). The influence of green product competitiveness on the success of green product innovation and electronics industry. *European Journal of Innovation Management*, 15(4).
<https://doi.org/10.1108/14601061211272385>
- Yadav, R., Dokania, A. K., & Article, G. S. P. (2016). The influence of green marketing functions in building corporate image: evidences from hospitality industry in a developing nation. *International Journal of Contemporary Hospitality Management*, 28. <https://doi.org/10.1108/IJCHM-05-2015-0233>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *BUSINESS RESEARCH METHODS* (Ninth Edit). Cengage Learning.