

**ANALYSIS OF THE APPLICATION OF GREEN MARKETING TO ENHANCE  
CONSCIOUS CONSUMPTION  
(A CASE STUDY OF LED LAMPS' CONSUMER IN MANADO)**

*ANALISIS APLIKASI DARI PEMASARAN HIJAU UNTUK MENINGKATKAN  
KESADARAN KONSUMSI  
(STUDI KASUS DARI PENGGUNA LAMPU LED DI MANADO)*

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**Abstract:** The environment is getting worse day by day that make people need to take care the environment to keep living healthy this planet. Because everything comes under an environment, people in these days start concerning about the environmental problem that is continuously increased. People start to think the way how to protect the natural environment. This research aims to identify consumer's conscious consumption toward green product. This is a qualitative research. Fifteen consumers of LED lamp had been interviewed for collecting the data. The results indicated that most of the people looking for the function of the product when they want to buy something, in this case LED lamp. When people want to buy a product, people considered on the benefits of the product. The way of company to do their advertising is really important, because if the information of the product delivered in the right way, it will raise the number of consumers. This research also found that the level of awareness among people who lives in Manado is high, but not all of those people's awareness they take into an action, even though people already have the desire to participate in the green movement. High level of environmental awareness in Manado must be implemented into their daily life by people.

**Keywords:** *green marketing, green product, green price, green promotion, environmental awareness, conscious consumption, LED lamps.*

**Abstrak:** Lingkungan yang semakin hari semakin buruk membuat orang perlu menjaga lingkungan agar tetap hidup sehat di planet ini. Karena semuanya berasal dari lingkungan, orang-orang di masa ini mulai mengkhawatirkan masalah lingkungan yang terus meningkat. Orang mulai berpikir bagaimana cara melindungi lingkungan alam. Penelitian ini bertujuan untuk mengidentifikasi konsumsi sadar konsumen terhadap produk hijau. Ini adalah penelitian kualitatif. Lima belas konsumen lampu LED telah diwawancarai untuk mengumpulkan data. Hasil menunjukkan bahwa sebagian besar orang mencari fungsi produk ketika mereka ingin membeli sesuatu, dalam hal ini lampu LED. Ketika orang ingin membeli suatu produk, orang-orang mempertimbangkan manfaat dari produk tersebut. Cara perusahaan untuk melakukan periklanan mereka sangat penting, karena jika informasi produk diberikan dengan cara yang benar, maka akan meningkatkan jumlah konsumen. Penelitian ini juga menemukan bahwa tingkat kesadaran di antara orang-orang yang tinggal di Manado tinggi, tetapi tidak semua kesadaran orang-orang itu mengambil tindakan, meskipun orang sudah memiliki keinginan untuk berpartisipasi dalam gerakan hijau. Tingkat kesadaran lingkungan yang tinggi di Manado harus diimplementasikan ke dalam kehidupan sehari-hari oleh masyarakat.

**Kata Kunci:** *pemasaran hijau, produk hijau, harga hijau, promosi hijau, kesadaran lingkungan, kesadaran konsumsi, lampu LED.*

## INTRODUCTION

### Research Background

The environment is getting worse day by day that make people need to take care the environment to keep living healthy in this planet. People start to think the way how to protect the natural environment. From the small efforts like reducing putting so much waste to the environment, throwing waste properly, reuse some old things in new ways, minimum use of electricity, all of that can bring a major positive effect to the environment.

In Indonesia, the number of people necessity of electricity for the year is increasing, such as for household, industrial, and commercial businesses, which on average exceed the supply requirements of PT. PLN. Per year, there are around 5,000 megawatts of additional electricity needed by the Indonesian people. But on the contrary, PLN is only capable of providing electricity supply of around 4,000 megawatts per year (hartech.co.id, 2018).

Lamp is one of the examples of daily needs that requires electricity. The use of LED lamp is one of ways to minimize electricity consumption. Through the research process, LED lamp has been able to provide light sources that have higher efficiency, better rendering and greater ability to save electricity. LED lamp is a way for lamp companies to protect environment with minimize their product impact toward environment.

With various environmental issues and electrical energy crises occurring, the community plays an important role in maintaining and preserving the environment. Green marketing then becomes a movement for business companies as a way to preserve the environment by adding value to the company's business. Green marketing is spreading rapidly in the world. Green marketing becoming more popular as more people become concerned with environmental issues and decide that people want to spend money in a way that is kinder to the planet. The attributes of a product might attract consumers that want to give effort in saving environment.

Baker (2015) defined conscious consumption as a movement of people who seek out ways to make positive decisions about what to buy and look for a solution to the negative impact consumerism is having on our world. As human being, consciousness is the biggest step to save the environment. The important aspect of green marketing is by showing the environmental consciousness from ourselves by using green products. By using green products means people are ready to help save the world even from small things like the reduction of consuming electricity.

From the statements that have been presented, the writer purpose on this research is to know the influence of green marketing in people consciousness about environmental, through analyzing consumer conscious consumption toward green product, which in this case is LED lamp, by using In-Depth Interview.

### Research Objectives

The objective of this research is to know the consumer conscious consumption toward green product, which in this case is LED lamp.

## THEORETICAL REVIEW

### Green Marketing

Charter (1992) see green marketing as a holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfils stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being. Polonsky (1994) further explained, green marketing consisting of all activities designed to generate and facilitate any exchanges intended to satisfy human needs, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. According to research conducted by Prosenak, Mulej, and Snoj (2008) green marketing is identified as one of the new forms of marketing which can play a very important role in the provision of the opportunities for well-being of the society.

### Green Product

According to Albino, Balice, and Dangelico (2009) said, green products are designed to reduce unnecessary use of natural resources during the production process and minimize adverse environmental impacts during the production process. According to Ottman (1998), a green product refers to a product that is typically nontoxic, originally grown, recycle/reusable, not tested on animals, not polluting the environment and minimally packaged; and contains natural ingredients, recycled content and approved chemicals.

**Green Promotion**

Visual aesthetics surrounding the product's packaging can be used as an effective marketing tool when consumers do not have prior knowledge about the product. Laroche, Barger, and Barbaro-Forleo (2001) assert that green consumers, examine the labelling of green products to see if it was manufactured with recycled materials. Agyeman (2014) believes that a consumer's choice of a green product is heavily influenced by the packaging.

**Green Price**

Boztepe (2012), in his study, found a noticeable shift in the relationship between price and consumer purchasing behavior, as consumers showed willingness to pay the price for eco-friendly products. According to a research conducted by Burrow (2008) price refers to the amount an individual must pay to obtain an item. It is a crucial element of the green marketing mix. Abzari et al (2013) add that consumers will pay a higher price, on the condition that the benefits of consuming the green product outweigh the price.

**Environmental Awareness**

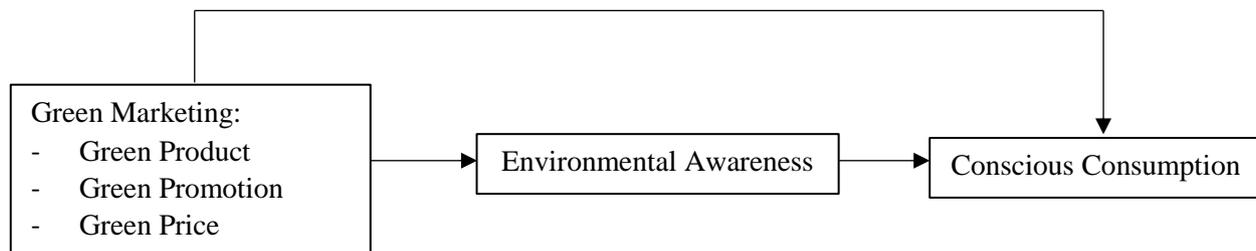
The term environmental awareness has a broad connotation. According to Sengupta (2010) environmental awareness not only implies knowledge about environment but also attitude, values and necessary skills to solve environment related problems. Moreover, environmental awareness is the initial step ultimately leading to the ability to carry on responsible citizenship behavior. According to Yang (2017) the awareness and attitudes of consumers towards green marketing has increased over the past years, however their actions are still not in accordance with their intentions.

**Conscious Consumption**

People live in a consumer society, which means that most of the economy and society are built around consumption. Conscious consumption is on the rise. People are seeking out ways to make better decisions about what to buy. Conscious consumption has a broader appeal when people are properly targeted with products that support the issues they care about. Ebreo, Hershey, and Vining (1999) analyzed conscious consumption based on two categories: concern about the conservation of natural resources (purchasing items that are reusable, refillable, biodegradable) and concern about the wider impact on natural systems (e.g., avoiding items with pesticides, or that were tested on animals). Our consumption can impact the people living today, people born in the future, our descendants and even non-human beings, such as animals, plants and ecological systems. Micheletti (2010) defined conscious consumption as "any choice about products or services made as a way to express values of sustainability, social justice, corporate responsibility, or workers' rights and that takes into account the larger context of production, distribution, or impacts of goods and services". It's all up to citizen to take initiative of confronting the waste of natural resources. According to Schudson (2007) Conscious consumption occurs when people are presented with the opportunity to buy products that support issues they care about. Conscious consumption illustrates the integration of consumer desire and civic responsibility. As an alternative to the growing of wastefulness, conscious consumption mediates the relationship between society and nature.

## Conceptual Framework

Conceptual framework explain about the relation between the variables in this research.



**Figure 1. Conceptual Framework**

*Source: Author (2018)*

The figure 1 show conscious consumption will be identified by environmental awareness, before that happen, the environmental awareness will be identified by green marketing includes green product, green promotion, green price. While green marketing can directly identify the conscious consumption.

## RESEARCH METHOD

### Research Approach

This research use descriptive method. According to Fox and Bayat (2008), descriptive type aimed at casting light on current issues or problems through a process of data collection that enables them to describe the situation more completely.

### Population, Sample and Sampling Technique

In this research, the population was set to people in Manado that are using LED lamp. This research applies purposive sampling technique, which is as a non-probability sample that is selected based on characteristics of a population and the objective of the study (Crossman, 2018). In this research the informant will be determined by the main criteria, that is user of LED lamp.

### Data Collection Method

In this research, the data will be collected from primary data by doing interview by asking questions to the informants which are the consumers of LED lamp to get a point of their view.

### Operational Definition of Research Variables

The variables of this research are green product, green price, green promotion, environmental awareness, and conscious consumption. Green product is a product that will not harm the environment. Green price can be described as consumer willingness to pay for eco-friendly product. Green promotion is effective marketing tool to describe and give information about the product to be marketable for consumer. Environmental awareness is about being care about the environment that getting not-well. Conscious consumption is consumer concerns in choosing product as their reflection thought for natural resources and the impact on natural systems.

### Instrument Testing

For this research, researcher will use triangulation of sources and theory triangulation methods to improve analyzing and understanding the data, and also to test the validity and reliability of this research.

### Technical Analysis

In this research, the data will be analyzed with qualitative descriptive method that relies on inductive reasoning processes which is using the data obtained through in-depth interview to generate ideas. Kvale (1996) suggests several elements of an interview report: An introduction that includes the main themes and contents, an outline of the methodology and methods (from designing to interviewing, transcription and analysis), the results (the data analysis, interpretation and verification), and a discussion.

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## RESULT AND DISCUSSION

### Result

The researcher has interviewed fifteen consumers of LED lamp in Manado.

#### Informant 1

The first informant is Evra Derryl Laurel Wantah, 28 years old, lives in Bahu. He uses LED lamps for diving for his houses. For him, the advantages of using LED lamps include saving more energy, long-lasting, and greater power compared to other type of lamps, and these makes Evra feel comfortable using LED lamps. He does not have any complaint in LED lamps. He said, green products like LED lamp are still expensive compared to conventional products. Quality is the priority for Evra. Evra knows about LED lamp from internet media, for example social media and directly from the website of LED lamp company, and also from his friends. Evra has indeed entered the greening movement through his work, he invites people to change their lifestyles by using LED lamp.

#### Informant 2

The second informant is Mr. Allan Adam, 33 years old, lives in Paniki. He uses LED products including lamp and TV. For him, the advantages of using LED lamps are efficient, good of design and not easily broken. Mr. Allan has no complaints about this product. He knew about this product from advertising and promotions. This product is more economical. Review and suggestions from others has a great influence as references for Mr. Allan to try the product. He is more concern on quality rather than price. The price was slightly higher than the other lamp products, but it is still quite appropriate. Mr. Allan thinks that the manufacturer must have considered the product to be environmentally friendly. Mr. Allan is interested in the green movement, because it would automatically become investment for the next generation. For him, it is even better if all homes use LED lamps.

#### Informant 3

The third informant is Martina Dundu (Binbin), 28 years old, lives in Bahu. She uses LED TV and LED lamps. According to her, people will continue to use this product because of its energy saving and also because its brightness. She saw LED lamps through advertisements in mass media and from her friends. Binbin is more concerned with products that have quality. Binbin is willing to pay more for environmentally friendly products even though the price is more expensive. According to her, the price determined by the company is included with programs that will be implemented by the company, so the company must have calculated such things. Binbin is currently interested in entering conservation movements. She is also interested in helping to save energy by continuing to use this LED until the future.

#### Informant 4

The fourth informant is Nontje Londong, 48 years old, lives in Mapanget. She uses LED lamps, LED flashlights and LED TV. For her, the advantages of LED lamps are energy saving and not dazzling lighting lamp. Nontje know of this LED product from advertisements on TV. Nontje also thinks that by using LED lamps there is no need to think about the electricity cost. Nontje looks for the quality rather than the price. Nontje feels that the price of environmentally friendly products is very suitable with the benefits and dare to pay high for things that are useful. The environment in Manado, according to Nontje, has been polluted. Nontje wants to follow the greening program, especially. Nontje said that Nontje will replace all the lights to the LED lamps, after the lights that are being used damaged.

#### Informant 5

The fifth informant is Hendri Sasikil, 47 years old, lives in Winangun. Hendri uses LED lamps. The benefits of LED lamps are that they can illuminate better and last longer. Hendri knew about LED lamps through the promotion in special supermarkets and building materials. According to him, environmentally friendly products about reducing glasshouse production and saving energy is very good to be further developed. Even though the price is more expensive, Hendri is grateful to use environmentally friendly products, and can help in protecting the environment. According to Hendri, the current environment has been damaged. Hendri

also currently wants to follow the austerity movements, such as by replacing the lamps at his house with LED lamps.

#### **Informant 6**

The sixth informant is Irvandy Arruanbonga, 36 years old, lives in Paniki. Irvan uses LED lamps and TV products, where the lamps are more economical, brighter, and have good design. Initially Irvan knew about this LED lamps from advertising on TV. The environmental products is indeed good for environment because this environment is too good to be polluted. Regarding the price of green products, for him it is still reasonable. Looking at the price determined by the company, professional companies have taken into account the impact of their products on the environment. Irvan can't contribute to green movement because of his activities, but Irvan can join the green movement if the movement could be done at home such as saving energy using LED lamps. Irvan wants to help save energy by using energy-efficient products such as LED lamps.

#### **Informant 7**

The seventh informant is Delias Kaeang, 27 years old, lives in Mapanget. He uses LED lamps in his house. The advantage that Delias felt is affordable, save more energy, bright, and durable. Through advertisements on social media, TV, and exhibitions, he finds out about these LED lamp products. Delias's response regarding environmentally friendly products is very positive. For him, the price of environmentally friendly products is relatively high above the standard, but the price is still affordable. Delias is very interested in joining the greening program, especially in saving energy. He plans to replace all lighting products at home with LED lamps.

#### **Informant 8**

The eighth informant is Evangly Levi (Ken), 24 years old, lives in Citraland. The LED products that Ken uses are LED lamps and TV. For him, the benefits of LED lamps are brighter and durable. Ken knows this LED lamp through an advertisement on TV and from review and positive response from people. For him, environmentally friendly products will be very useful. Ken is more concern to prices. According to Ken, the price set by a company for their products at high prices has been calculated with the impact of the product. The environment is increasingly polluted. Ken wants to participate in the greening activities, especially to use more energy efficient products. Ken also wanted to replace all the lighting products in this house into LED products.

#### **Informant 9**

The ninth informant is Aditya Sanjaya, 35 years old, lives in Paniki. The LED products that Adit uses include LED lamps, and LED TV. The advantage of LED lamps for him is the durability. Adit knows these LED lighting products from TV advertisements. Adit gives more attention to the price. Adit believes that the price of environmentally friendly products if calculated in the short term is clearly not appropriate. Adit is pleased to participate in greening movements and saving energy Adit never regretted using energy-saving products such as LED lamps. Adit feels he wants to make LED lamps a habit. Adit also has plans to replace all lighting products at Adit's house with LED lamps, and Adit will also continue to use LED lamps.

#### **Informant 10**

The tenth informant is Bobby Harianto Wungouw, 33 years old, lives in Bahu. Bobby uses LED lamps at his house. Bobby knows LED lamps from advertisements on TV. For him, the function of the LED lamps is very helpful in lighting up Bobby's house, even though with a small wattage, it can produce enough light. When he saw the LED lamp advertisements, Bobby was interested. According to him, the price of environmentally friendly products such as energy-efficient LED lamps is still affordable. Bobby felt that there was no problem paying high if the product was beneficial for him and the environment. The environment in Manado is still good according to Bobby. Bobby also thought that changing all the lamps in each house into LED lamps is a good thing. Bobby is interested in applying LED lamps to be a habit in his daily life.

#### **Informant 11**

The eleventh informant is Ishak Thomas, 70 years old, lives in Malalayang. Ishak uses LED lamps and LED TV. For him, the advantages of using LED lamps are economical and have a good illuminating ability. From advertisement he saw on some media and review from his friends, he knew about LED lamps. He thought that environmentally friendly products that were being discussed in electronic media is a good thing. Ishak is

more concerned with price rather than quality. For him, the high price of environmentally friendly products is still affordable and proper with the benefits provided. The environment around his place is still quite comfortable. He wants to join the greening program. According to him, it is even better that all the houses in Manado start to use LED lamps. He interested in applying the technology from LED lamps to all his activities.

#### **Informant 12**

The twelfth informant is Yohanis Langi, 32 years old, lives in Mapanget. LED products used by Yohanis include LED lamps. The benefits of LED lamps are economical, long-lasting, bright, have a warranty, and safe. He found out about the LED lamps from advertisements and socialization at his workplace. The price of environmentally friendly products is in accordance with the quality of the product. He is also willing to pay higher for products that are beneficial to him. The high price determined by the company has been calculated from all aspects even to the impact on the environment. For him, the environment in Manado must be improved. He is ready to participate in the greening movement. He strongly agrees with the replacement of all the light bulbs in Manado with LED lamps because indirectly it can save energy consumption.

#### **Informant 13**

The thirteen informant is Marten Wuwungan, 62 years old, lives in Bahu. He uses LED lamps in his house. He felt the benefits of using a LED lamps are saving electricity and bright. Marten interested to start to use LED lamps because of references of other people. In buying a LED lamp, Marten did not consider the price. Marten is more concerned with the quality of the lamps that are durable. Marten wanted to follow environmental care movements, such as greening. Marten suggested that people use LED lamps at home. According to him, by using LED lamps he can also simultaneously take care of the environment.

#### **Informant 14**

The fourteenth informant is Agustinus Mangua, 54 years old, lives in Paniki. He uses LED lamps in his house. According to him, the advantage of using LED lamps are efficient, bright, and the durability of this lamp is superior to other lamps. Augustine never felt disappointed in using LED lamps. Agustinus learned about type of LED lamps through advertisements and from the offerings of lamp selling agents. Although he felt the price of the LED lamps is rather expensive, he continued to use the LED lamps because of their guaranteed quality. He also wants to participate in the environmental care movement. In the future, Agustinus will replace other lamps in his house into environmentally friendly LED lamps.

#### **Informant 15**

The fifteenth informant is Anita Elisabeth, 45 years old, lives in Bahu. She uses LED lamps in her house. For her, the benefits of LED lamp are not as hot as other types of lamps, saving energy and comfort of use. She is satisfied with LED lamps with their durability. Anita knows LED lamps through advertisements on television, newspapers, and from people on the street who offer to use LED lamps. She is interested in using LED lamps because she considers it a good thing. Although the price of LED lamps is more expensive than other lamps, she feels the price is in line with its quality and benefits. Anita is confident that the company had considered before the prices that matched this product through research. She is happy with the go green movements, and she agreed to take part in it by promoting LED lamp through its benefits.

Based on the result of 15 informants that has been used LED lamps, the researcher regroups all the findings into five themes to interpret data. The five emergent themes from the interviews are green product, green price, green promotion, environmental awareness, conscious consumption.

#### **Green product**

LED products that are used by informants are LED lamps. All informants were asked the question, "What is the benefit of using LED lamps?". All the informants mentioned that the function of LED lamps is really help them in their daily activity. All of the informants say that they feel comfortable using LED lamps, where LED lamps have advantages over ordinary incandescent lamps. The advantages of LED lamps according to informants include LED lamps even though only with a small wattage of LED lamps, but LED lamps can already produce enough light for the whole room, some say that the light from LED lamps is better to see, not only that's all but the light produced from the LED lamps does not make the indoor temperature rise.

### **Green Promotion**

The 15 informants were asked about the promotion of LED lamps, and the questions identically just like the way how consumers know about LED lamp. 9 out of 15 informants knew about LED lamps from the advertising in Television. Based on the data there also have another way of green product to reached the consumer such as internet media, social media, company website, advertising promotion at the mall, sales of the product, references from people, and newspaper. Taking into consideration the statements made by the participant, the researcher noticed that the promotion of LED lamps from the way they promote is important, but also the sales must well understand about the product and have a good delivery to people. Through the given information in promotions, all the informants interested in buying LED lamps. About the green product that being discussed in mass media, 11 informants said it really positive and good for the future.

### **Green Price**

The 15 informants were asked about the price of green product such as LED lamp, all of informants answered the questions about price quite well and the researcher found that 66.6% of the informants did not consider about the price but much look on the benefit of LED lamp. Based on the answers of the informants, the researcher indicated that the green product such as LED lamp are expensive but quite appropriate to its function and 14 informants also have a willingness to pay high for product that they already know the benefits.

### **Environmental Awareness**

The informants think that the environmental in Manado is become worse day by day, and 66.6% of informants says that the environment in Manado polluted, but even if not all of the informants agreed that the environment in Manado is polluted, all the informants interested to join green movement program. After seeing the advertisement of LED lamps, 86.6% of the informants are interested with the benefit to themselves and also the benefit to the environments. All of the informants think that it's better to switch all the bulbs in the houses with LED lamps. No one from the informants was regret for becoming a green consumer.

### **Conscious Consumption**

The data shows that informants think that they mostly considered about the impact of saved energy product is good to themselves such as how the product will affect through their financial status and the effect to their family. The benefits of LED lamps according to all the informants help in savings energy and also in electricity bills. All the informants prepare to saving energy by using save energy product such as LED lamp. All the informants want to change all the remaining bulbs with LED lamps, and will keep using them.

Based on the data gathered from 15 informants, the researcher found that the green marketing work on consciousness, which is green product, promotion, and price worked on people. People will take a concern around them, when they know whether it's worth it or not on their life. When all the component's impact has been counted and met the needs and wants, there where the green marketing on the point of success. In this research, the researcher identified green marketing include green product, green price, and green promotion.

Product that does not harm the environment can be called as a green product. Product's function is what people are looking for. The results indicated that most of the people looking for the function of the product when they want to buy something, in this case LED lamp. The benefits of LED lamps are the most appealing from the lamp itself that makes people comfort with this product. The result indicated that the informants matched and never regret of using beneficial product such as LED lamps.

The main purpose of green promotion is to inform about the green product. This research found that the way of company to do their advertising includes advertising in television, newspaper, word of mouth, internet media, social media, website of the product, sales, and the store's promotion are really important, because if the information of the product delivered in the right way, it will raise the number of consumers.

Green price can be defined as the willingness of consumer to pay for eco-friendly product. This result indicated that most of the people considered more about the quality of the product rather than the price. People is ready to pay high because people thinks that the price of green product is expensive but also appropriate with the quality of the product, so it is not surprising that the higher the price the better the quality people get. This research found that the level of awareness among people who lives in Manado is high, but not all of those people's awareness they take into an action, even though people already have the desire to participate in the green movement.

This research found that some of people in Manado are care about their family, and they start to think for durable lamps and not dazzling lamps that should be replaced frequently. The result from this research is

some of the informant thought that by using LED lamp there would be more energy savings so that in Manado city there would be more power savings. Therefore, there is a need for green marketing and a need for a shift in the business organizations behavior and attitude towards providing more environmentally friendly products. In this research found the similarity with the previous research that linked to each other. Consumers have shown deeper concerns about the concept of green marketing, and also in this research found that the green marketing includes green product, green promotion, green price worked well and makes people want to keep using this product.

## CONCLUSION AND RECOMMENDATION

### Conclusion

The level of environmental awareness in Manado is high, but the application into reality still not maximize. Through product benefits and promotion from Green products, people are interested in using green products. Through green marketing people's conscious consumption can be raised. The price of green product is not a problem, if the benefits of its product appropriate to its price. The benefit is the main factor people using green product.

### Recommendation

1. By expanding the socialization of green products such as LED lamps will increase energy savings and use energy saving products.
2. High level of environmental awareness in Manado must be implemented into their daily life by people.
3. The government must be more involved in implementing energy saving products.

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