

**THE INFLUENCE OF GREEN ADVERTISING AND GREEN CLAIM TOWARD
GREEN TRUST WITH MISLEADING ENVIRONMENTAL CLAIM AS INTERVENING
VARIABLE OF AQUA PRODUCT ON FACULTY OF ECONOMICS
AND BUSINESS UNSRAT STUDENT**

*PENGARUH IKLAN HIJAU DAN KLAIM HIJAU TERHADAP KEPERCAYAAN HIJAU DENGAN
KLAIM LINGKUNGAN YANG AMBIGU SEBAGAI VARIABEL INTERVENING
DARI PRODUK AQUA PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNSRAT*

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Abstract: Aqua is a company which has released some green advertising and have green claim on its packaging. This study aims to find out the influence of green advertising and green claim toward green trust with misleading environmental claim as intervening variable of bottled water product Aqua. The amount of respondents are 100 people, and the respondents are the students from Faculty of Economics and Business Sam Ratulangi University who are consumers of Aqua product and ever seen Aqua advertisements before. The sampling technique in this study used purposive sampling with path analysis method. The result shows that (1) green advertising and green claim have negative significant influence toward misleading environmental claim of Aqua product, (2) green advertising and green claim have positive significant influence toward green trust of Aqua product, (3) misleading environmental claim has significant influence as intervening of green advertising variable toward green trust of Aqua product, (4) misleading environmental claim has no significant influence as intervening of green advertising variable toward green trust of Aqua product. This study suggests that Aqua should develop the content of its green advertising, put some clear information about the green claims and prevent the issue of greenwashing.

Keywords: *green advertising, green claim, misleading environmental claim, green trust*

Abstrak: Aqua adalah perusahaan yang telah merilis beberapa iklan hijau dan memiliki klaim hijau pada kemasannya. Penelitian ini bertujuan untuk mengukur pengaruh iklan hijau dan klaim hijau terhadap kepercayaan hijau dengan klaim lingkungan yang ambigu sebagai variabel intervening dari produk air minum dalam kemasan Aqua. Jumlah responden adalah 100 orang, dan responden penelitian tersebut adalah mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi yang merupakan konsumen produk Aqua dan pernah melihat iklan Aqua sebelumnya. Teknik pengambilan sampel dalam penelitian ini menggunakan purposive sampling dengan metode analisis jalur. Hasil penelitian menunjukkan bahwa (1) iklan hijau dan klaim hijau memiliki pengaruh negatif signifikan terhadap klaim lingkungan yang ambigu produk Aqua, (2) iklan hijau dan klaim hijau memiliki pengaruh positif signifikan terhadap kepercayaan hijau produk Aqua, (3) klaim lingkungan yang ambigu memiliki pengaruh signifikan sebagai intervensi variabel iklan hijau terhadap kepercayaan hijau produk Aqua, (4) klaim lingkungan yang ambigu tidak memiliki pengaruh signifikan sebagai intervensi variabel iklan hijau terhadap kepercayaan hijau produk Aqua. Studi ini menunjukkan bahwa Aqua harus mengembangkan konten iklan ramah lingkungannya, menaruh beberapa informasi yang jelas tentang klaim hijau dari produk, dan menghindari masalah greenwashing.

Kata Kunci: *iklan hijau, klaim hijau, klaim lingkungan yang ambigu, kepercayaan hijau*

INTRODUCTION

Research Background

Environmental issue had become global concern in the past recent years. As a result of environmental issues, consumers become more aware with their purchase behavior that can bring environmental hazardous. Therefore, before purchasing product, customers sort off the product by looking for the environmental claims in the packaging such as eco-friendly, organic, or sustainable. Products labelled have become more popular than ever (Baum et. al, 2012). Many companies start to “greening” their marketing strategy in order to bring environmental sustainability as well as adapting with the changing behavior of customer who become more aware with the environment.

Advertising plays a major role in generating public awareness about environmental issues and drive consumer demand for green products (Grillo et. al, 2008). With green advertisement, company expected can attract customer attention toward their product. Customer perception toward green advertisement emerging perception that this company is environmentally friendly and concern toward the sustainability of environment. The company become more reliable in the mind of customer because their capability of eco-friendliness or it also called as green trust (Chen, 2010).

Environmental or green claim such as sign of recycle or carbon free etc. indicated the commitment of the products or services toward environmental sustainability. Due to the high awareness of consumers toward the environmental sustainability, many companies put environmental claims in their advertisement campaign. At the same time many green advertisements present confusing truths that lack substantive information about the real environmental attributes of their products (Baum et. al, 2012). This phenomenon known as greenwashing or misleading environmental claim.

Aqua is a company who has released some green advertising such as “all nature’s goodness at each drop”, “everything begins from us”, “plastic wise”, “healthy aqua” etc. In their packaging, Aqua show their concern toward environment by green claim through sign of recycle and started from 2018 their 1.5 Liter bottle packaging water made by 100% recycled plastic (www.aqua.co.id).

Table 1. Top Brand Index of Bottle Packaging Water 2016-2018

2016	2017	2018
Aqua (73,4%)	Aqua (73,3%)	Aqua (63,9%)
Vit (5,5%)	Vit (6,1%)	Ades (7,6%)
Club (3,4%)	Club (4,5%)	Club (3,4%)
Ades (3,4%)	Ades (4,1%)	2 Tang (3,2%)
Cleo 2,0%)	2 Tang (1,8%)	Cleo (2,7%)

Source: *Top Brand Index, 2019*

Based on the table above, most of consumers choose Aqua as the best brand of bottled packaging water in Indonesia. In fact, even Aqua is in the top position, but the past three years Aqua’s top brand index is declining. It can be seen by many new products come to this industry as consumer gets many choices and make the competition becomes stricter.

However, the packaging of Aqua use plastic as basic material. The used of bottled water has negative impact to environment. Plastic can only be decomposed in 450 until 1.000 years. Meanwhile, according to International Bottled Water Association, the consumption of water in Indonesia use 4.82 billion plastic bottle in 2016 and placed Indonesia in 4th position of five countries with the huge number of bottled water consumption in the world. According on the data from *Survei Sosial Ekonomi Nasional*, in the past 12 years there is a drastic change of bottled packaging water consumption. In 2005, only 4.1% by the total household consumption, meanwhile in 2017 increased to 42.8%.

Research Objectives

The objective of this research are:

1. To identify the influence of green advertising toward misleading environmental claim of Aqua.
2. To identify the influence of green claim toward misleading environmental claim of Aqua.
3. To identify the influence of green advertising toward green trust of Aqua.
4. To identify the influence of green claim toward green trust of Aqua.
5. To identify the influence of misleading environmental claim toward green trust of Aqua.
6. To identify the indirect influence of green advertising toward green trust of Aqua with misleading environmental claim as intervening variable.
7. To identify the indirect influence of green claim toward green trust of Aqua with misleading environmental claim as intervening variable.

THEORETICAL FRAMEWORK

Marketing

Defined by Kotler and Armstrong (2010) marketing is the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return. McDaniel et al (2011) marketing entails processes that focus on delivering value and benefits to customer, not just selling goods, service, or ideas. It uses communication, distribution, and pricing strategies to provide customers and other stakeholders with the goods, services, ideas, values, and benefits.

Green Marketing

Green marketing defined as a cluster of marketing tools that help in promoting green products to green customers (Uthamaputhran et al, 2015). Green marketing also defined as mechanism that increases the awareness, perception, and knowledge of the customers towards green products and green concepts. The more customers' self-knowledge increases, the higher the demand for green products (Oyewole, 2001).

Green Advertising

Green advertising is an advertising that is environmentally friendly which showed the environmental impacts promised by brands that are advertised and packaged in a very general form, or certain actions that the company has taken to address environmental problems (Shim, 2003:71). Green advertising plays very important role in exchanging words concerning ecological issues and creating awareness regarding environmental friendly products among users of products (consumers) and manufactures (organizations) (Gura'u and Ranchhod, 2005).

Green Claim

Environmental claims or green claims is all kinds of sentences, symbols, images that show environmental aspects of services, products, components, and in them contain references to sustainability, recycling, carbon neutrality, energy efficiency, use of natural products or their impact on animals and the natural environment (Priyantika and Wardana, 2015).

Misleading Environmental Claim

Buller and Burgoon (1996), deception is a deliberate message conveyed to a sender to create a false belief or conclusion at the receiver. Deception or misleading environmental claims can be find in advertising which claimed its product as green. Kaitait (2017), presenting a product or service by advocating green, natural, environmentally safe when it is not in reality is called green washing or mislead the environmental claims.

Green Trust

Green trust defined as a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance (Chen, 2010). The foundation of trust is divided into four dimensions: cognition base, affect base, experience base and personality oriented (Kim et al 2008).

Previous Research

Schmuk et al (2018) conducted a research about "Misleading Consumers with Green Advertising? An Affect-Reason-Involvement Account of Greenwashing Effects in Environmental Advertising". The result of this research indicated that vague verbal claims are not perceived as greenwashing. By combined with nature-evoking image in the ads, customer even enhance their trust toward brand. Meanwhile false claims enhance customer

perceptions of greenwashing, customers' attitude will be detracted by the ads and influence customer trust toward brand.

Katait (2017) conducted a research about "Greenwashing in India an Alarming Issue: Misleading and Deceptive Environmental Claims in Advertising". This research aims to measure how greenwashed advertisement affect consumer perceived deception, attitude toward advertisement and how its affect their purchase intention. The result indicated that customers in India are interesting with green advertising, but the emergence sins of greenwashing should be taken care off.

Segev et. al (2016) conducted a research about "Is Your Product Really Green? A Content Analysis to Reassess Green Advertising". This research aimed to investigate the changes of green advertising from 20 years ago and limited research about greenwashing ads by extending and replicating the conceptual study from Carlson, Grove, and Kangun in 1993. The result indicated that majority of environmental claims in ads were deemed acceptable and implying a trend toward more trustworthy and reliable green advertising.

Conceptual Framework

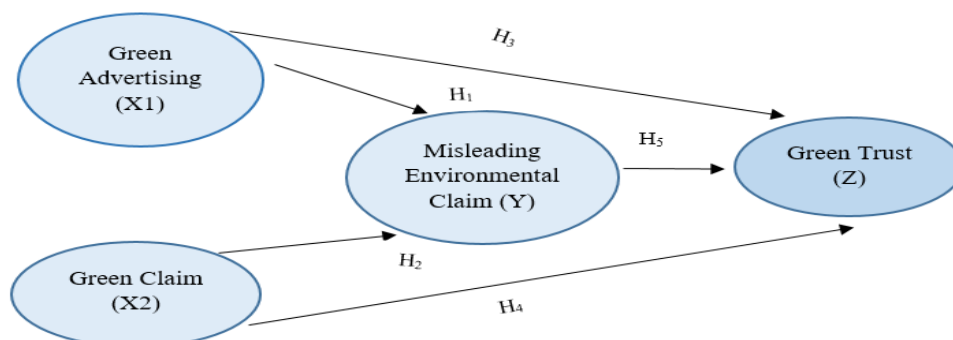


Figure 1. Conceptual Framework

Source: Data Processed, 2019

Hypothesis

H₁: Green advertising influence misleading environmental claim of Aqua

H₂: Green claim influence misleading environmental claim of Aqua

H₃: Green advertising influence green trust of Aqua

H₄: Green claim influence green trust of Aqua

H₅: Misleading environmental claim influence green trust of Aqua

RESEARCH METHOD

Research Approach

This research used quantitative research with survey method. Survey method used as the source of primary data by distributing questionnaire to find out the direct and indirect influence of independent variables (X) green advertising and green claim on dependent variable (Z) green trust with intervening variable (Y) misleading environmental claim.

Population, Sample, and Sampling Technique

In this research, the population refers to student customer of AQUA in Sam Ratulangi University (Unsrat) Manado who have seen AQUA advertisements before. This research used purposive sampling. The researcher determined its sample size which is 100 respondents of AQUA customers who have seen Aqua advertisements before and Faculty of Economic and Business student chosen as the sample that aimed can be representative population of Sam Ratulangi University student because this faculty has the most numbered of student in Sam Ratulangi University.

Type of Data and Data Source

The data used for this research obtained from primary and secondary data. Primary data of this research obtained by conducting survey through distributing questionnaire to respondents. Secondary data defined as a data that can support primary data which obtained from books, journals, literatures or websites.

Data Collection Method

The data collection method used for this research is questionnaire. Questionnaire defined as written set of questions that will be given to the subject (respondent) with purpose to obtain the written set of answers (Kurniawan, 2014:88).

Operational Definiton of Research Variable

The independent variables of this research consists by two which are Green Advertising (X1) and Green Claim (X2). Dependent variable of this research is Green Trust (Z) and intervening variable of this research is Misleading Environmental Claim (Y).

Measurement of Research Variables

Scale of measurement used for this research to measure respondents' response in each questions from questionnaire is Likert Scale. Likert scale defined as an interval scale that specifically use the five anchors of 1. *Strongly Disagree*, 2. *Disagree*, 3. *Neither Disagree nor Agree*, 4. *Agree*, and 5. *Strongly Agree* (Sekaran & Bougie, 2013).

Testing of Research Instruments

Validity Test

Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted.

Reliability Test

Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed how far instrument items can be trusted or dependable (Kurniawan, 2014:102).

Technical Analysis

Technical analysis used in this research is Path Analysis. Path analysis is a development of regression analysis, regression analysis can be said as a special form of path analysis (Sugiyono & Susanto, 2015:432). Structural equation from this research can be presented as follows:

$$Y = \rho YX_1 + \rho YX_2 + \varepsilon_1 \text{ (Structural equation 1)}$$

$$Z = \rho ZX_1 + \rho ZX_2 + \rho YZ + \varepsilon_2 \text{ (Structural equation 2)}$$

X_1 = Green Advertising

X_2 = Green Claim

Y = Misleading Environmental Claim

Z = Green Trust

ε_1 = Error 1

ε_2 = Error 2

RESULT AND DISCUSSION

Regression Model for Substructure I

Table 2. Model Summary Substructure I

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.423 ^a	.179	.162	2.75579

a. Predictors: (Constant), Green_Claim, Green_Advertising

b. Dependent Variable: Misleading Env Claim

Source: SPSS Output, 2019

It shows the number of R square which is 0,179. This number explained that the influence of green advertising and green claim toward misleading environmental claim are 0,179 or 17,9%. Then, the remaining 82,1% influenced by the other factors that is not used in this research.

Table 3. ANOVA^a Substructure I

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.986	2	80.493	10.599	.000 ^b
	Residual	736.654	97	7.594		
	Total	897.640	99			

a. Dependent Variable: Misleading_Environmental_Claim
 b. Predictors: (Constant), Green_Claim, Green_Advertising

Source: SPSS Output, 2019

F_{count} is 10,599 with significant value at 0,000. The result shows F_{count} is greater than F_{table} (10,599 ≥ 3,09) and significant value 0,000 ≤ 0,05. Then, H₀ rejected and H_a accepted. It means, green advertising and green claim simultaneously influence misleading environmental claim.

Table 4. Coefficients Substructure I

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.736	2.566		9.249	.000
	Green_Advertising	-.343	.120	-.315	-2.862	.005
	Green_Claim	-.262	.183	-.158	-1.432	.005

a. Dependent Variable: Misleading_Environmental_Claim

Source: SPSS Output, 2019

The t_{count} of variable green advertising is -2,862 ≤ t_{table} which is 1,664 and significant value at 0,005 ≤ 0,05. Therefore, based on criteria H₀ accepted and H_a rejected. It means green advertising has negative influence toward misleading environmental claim partially with -0,315 or -31,5% and significant. The t_{count} of variable green claim which is -1,432 ≤ t_{table} which is 1,664 and significant value at 0,005 ≤ 0,05. Therefore, based on criteria H₀ accepted and H_a rejected. It means green claim has negative influence toward misleading environmental claim partially with -0,158 or -15,8% and significant.

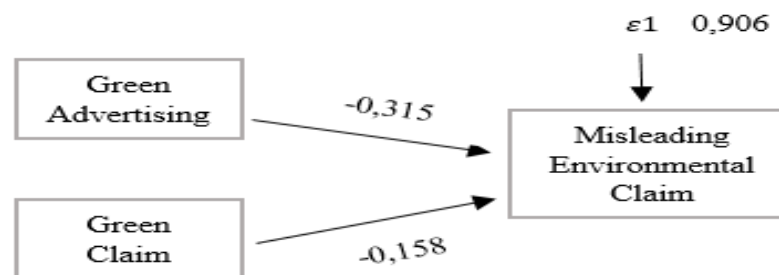


Figure 2. Structural Equation for Substructure I

Source: Primary Data Processed, 2019

Regression Model for Substructure II

Table 5. Model Summary Substructure II

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.445	2.24311

a. Predictors: (Constant), Misleading_Environmental_Claim, Green_Claim, Green_Advertising

Source: SPSS Output, 2019

The number of R square which is 0,462. This number explained that the influence of green advertising, green claim and misleading environmental claim toward green trust are 0,462 or 46,2%. Then, the remaining 53,8% influenced by the other factors that is not used in this research.

Table 6. ANOVA^a Substructure II

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	415.080	3	138.360	27.498	.000 ^b
	Residual	483.030	96	5.032		
	Total	898.110	99			

Source: SPSS Output, 2019

F_{count} is 27,498 with significant value at 0,000. The result shows that F_{count} is greater than F_{table} (10,599 ≥ 2,70) and significant value 0,000 ≤ 0,05. Then, H₀ rejected and H_a accepted. It means, green advertising, green claim and misleading environmental claim simultaneously influence green trust.

Table 7. Coefficients^a Substructure II

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	
	B	Std. Error	Beta			
	(Constant)	9.558	2.866	3.335	.001	
1	Green_Advertising	.349	.102	.321	3.434	.001
	Green_Claim	.338	.151	.203	2.244	.027
	Misleading_Environmental_Claim	-.337	.083	-.337	-4.078	.000

a. Dependent Variable: Green_Trust

Source: SPSS Output, 2019

The t_{count} of variable green advertising which is 3,434 ≥ t_{table} which is 1,664 and significant value at 0,001 ≤ 0,05. Therefore, based on criteria H₀ rejected and H_a is accepted. It means green advertising has positive influence toward green trust partially with 0,321 or 32,1% and significant. The t_{count} of variable green claim which is 2,244 ≥ t_{table} which is 1,664 and significant value at 0,027 ≤ 0,05. Therefore, based on criteria H₀ rejected and H_a is accepted. It means green claim has positive influence toward green trust partially with 0,203 or 20,3% and significant. It also shows the t_{count} of variable misleading environmental claim which is -4,078 ≤ t_{table} which is 1,664 and significant value at 0,000 ≤ 0,05. Therefore, based on criteria H₀ is accepted and H_a rejected. It means misleading environmental claim has negative influence toward green trust partially with -0,337 or -33,7% and significant.

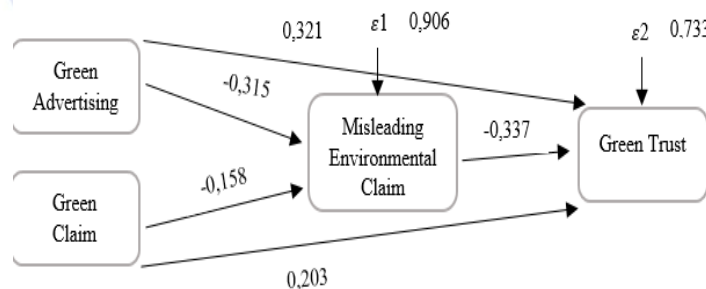


Figure 3. Structural Equation for Substructure II

Source: Primary Data Processed, 2019

Sobel Test

Sobel Test of Green Advertising

The amount of t_{count} is 2,1587297613 ≥ t_{table} which is 1,664. It means there is indirect influence of green advertising toward green trust. Then, H₀ rejected and H_a accepted. Therefore, green advertising indirectly influences green trust by misleading environmental claim as intervening variable.

Sobel Test of Green Claim

The amount of t_{count} is $0,8210178839 \leq t_{table}$ which is 1,664. It means there is no indirect influence of green claim toward green trust. Then, H_0 accepted and H_a rejected. Therefore, green claim does not indirectly influence green trust by misleading environmental claim as intervening variable.

Discussion**The Influence of Green Advertising Toward Misleading Environmental Claim of Aqua Product**

Based on the hypothesis testing, hypothesis 1 that stated "There is an influence of green advertising toward misleading environmental claim of Aqua" is rejected. The coefficient regression has negative value. It is supported with research by Sabre (2014) that stated green advertising can't be categorized as greenwashing or mislead because environmental attributes used as context of message and creative complement.

The Influence of Green Claim Toward Misleading Environmental Claim of Aqua Product

Based on the hypothesis testing, hypothesis 2 that stated "There is an influence of green claim toward misleading environmental claim of Aqua" is rejected. The coefficient regression has negative value. It is supported with research by Schruk *et al* (2018), even its environmental claim seems like vague or ambiguous, it will not perceive as mislead.

The Influence of Green Advertising Toward Green Trust of Aqua Product

Based on the hypothesis testing, hypothesis 3 that stated "There is an influence of green advertising toward people green trust of Aqua" is accepted. The coefficient regression has positive value. It is supported with research by Chen *et al* (2015) that stated companies have to increase environmental friendliness of their products and raise green satisfaction of people.

The Influence of Green Claim Toward Green Trust of Aqua Product

Based on the hypothesis testing, hypothesis 4 that stated "There is an influence of green claim toward people green trust of Aqua" is accepted. The coefficient regression has positive value. It is in line with research by Saahar *et al* (2012) stated that green claims in certain products are not exaggerating of showing the eco-friendliness, therefore people have green trust toward the product.

The Influence of Misleading Environmental Claim Toward Green Trust of Aqua Product

Based on the hypothesis testing, hypothesis 5 that stated "there is an influence of misleading environmental claim toward green trust" is rejected. The coefficient regression has negative value. It is in line with research by Segev *et al* (2016) that stated even though the environmental claims seem vague or ambiguous but its deemed acceptable to use because it will be implying a trend for more trustworthy contents.

The Influence of Green Advertising Toward Green Trust with Misleading Environmental Claim as Intervening Variable of Aqua Product

Based on the hypothesis testing, green advertising indirectly influences people green trust toward Aqua product with misleading environmental claim as intervening variable. It can be seen by the value of t_{count} that greater than t_{table} .

The Influence of Green Claim Toward Green Trust with Misleading Environmental Claim as Intervening Variable of Aqua Product

Based on the hypothesis testing, green claim does not indirectly influence people green trust toward Aqua product with misleading environmental claim as intervening variable. It can be seen by the value of t_{count} that smaller than t_{table} .

CONCLUSIONS AND RECOMMENDATIONS**Conclusions**

1. Green advertising has negative significant influence toward misleading environmental claim of Aqua product on Faculty of Economics and Business Unsrat student.
2. Green claim has negative significant influence toward misleading environmental claim of Aqua product on Faculty of Economics and Business Unsrat student.

3. Green advertising has positive significant influence toward green trust of Aqua product on Faculty of Economics and Business Unsrat student.
4. Green claim has positive significant influence toward green trust of Aqua product on Faculty of Economics and Business Unsrat student.
5. Misleading environmental claim has negative significant influence toward green trust of Aqua product on Faculty of Economics and Business Unsrat student.
6. Green advertising indirectly influences green trust of Aqua product on Faculty of Economics and Business Unsrat student with misleading environmental claim as intervening variable
7. Green claim has no indirect influence toward green trust of Aqua product on Faculty of Economics and Business Unsrat student with misleading environmental claim as intervening variable

Recommendations

1. Aqua can give some fresh contents on their green advertising. Highlight about the production process of Aqua product can be the new content to use in the advertising. By showing the production process, it can be more convincing that Aqua product is eco-friendly
2. The green claim of Aqua should be maintained because it creates additional value for the product about their capability on dealing with environmental issues. It's better for Aqua to put clear information about the green claim supported by trustworthy organization certificate label to convince people that Aqua is eco-friendly product.
3. Aqua needs to prevent the issue of greenwashing or misleading environmental claims by providing environmental claims that supported by factual or clear information.

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