

**CUSTOMER PERCEPTIONS ABOUT GREEN MARKETING IN “THE BODY SHOP”
MANADO***PERSEPSI PELANGGAN TENTANG PEMASARAN HIJAU DI “THE BODY SHOP” MANADO*

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Abstract: In the present world, people are more conscious about their safety of life and want everything would be environment friendly and making the green world. In an effort to restore the environment, various innovations have emerged the market. Companies are starting to apply the green marketing concept, from product manufacturing to promotion. This study aims to find out what the opinions of customers who buy products in stores that have applied environmentally friendly concepts based on green company's 4Ps (product, price, place, promotion). The number of respondents are 10 people. Qualitative approach is taken as research method and purposive sampling done with primary data of 10 consumers. The findings show that customers feel comfortable with green products and the benefits offered by the company. It was also found that information and knowledge about green products were plenary and only a few were involved in the environmental friendly campaigns made by the company.

Keywords: green marketing, customer perceptions, qualitative research.

Abstrak: Di dunia saat ini konsumen lebih sadar akan keselamatan hidup mereka dan menginginkan segala sesuatu akan ramah lingkungan dan menjadikan dunia hijau. Dalam upaya memulihkan lingkungan, berbagai inovasi bermunculan di pasar, seperti menciptakan produk ramah lingkungan. Penelitian ini bertujuan untuk mengetahui apa pendapat pelanggan yang membeli produk di toko yang telah menerapkan konsep ramah lingkungan berdasarkan green company 4Ps (product, price, place, promotion). Jumlah responden 10 orang. Pendekatan kualitatif diambil sebagai metode penelitian dan pengambilan sampel dilakukan secara purposive dengan data primer sebanyak 10 konsumen. Temuan menunjukkan bahwa pelanggan merasa nyaman dengan produk ramah lingkungan dan manfaat yang ditawarkan perusahaan. Diketahui pula bahwa informasi dan pengetahuan tentang green product bersifat pleno dan hanya sedikit yang terlibat dalam kampanye ramah lingkungan yang dilakukan oleh perusahaan.

Kata Kunci: pemasaran hijau, persepsi pelanggan, penelitian kualitatif

INTRODUCTION

Research Background

In the present world consumers are more conscious about their safety of life and want everything would be environment friendly and making the green world. The rising population, the increasing number of industries and factories, more motorized vehicles, and the diversion of land makes the environment deteriorate causing the weather become hotter, many animals lost their homes, air becomes dirty, and pollution everywhere. All of that impacts are very dangerous for our environment. They are harmful and disturbing. And plastic waste, which we can find in the sea, river, or street become one of the main problems because of the plastic conditions that take a long time to be processed by nature. Even garbage is now a big problem because of the increasing amount of garbage and the amount of waste that is difficult to recycle (Wibowo, 2002).

One of the companies' efforts in developing environmentally friendly products is realized through marketing called "Green Marketing". The concept of green marketing currently has an important role in the business world. This concept is basically to reduce the production of materials that harm the environment. The purpose of green marketing in addition to maintaining the environment as well to achieve sales targets and customer satisfaction. Many companies and businesses use the concept of green marketing as part of their CSR. After seeing the benefits provided by green marketing, it is very good in terms of the environment and business development. I am interested in researching green marketing in Manado. For this reason, I decided to research The Body Shop company because they are one of the companies in Manado that applies green marketing.

Research Objectives

The objective of this research is to find out the customers perception about green marketing in The Body Shop Manado.

THEORITICAL REVIEW

Green Marketing

Green marketing is the most recent and growing trend today. This allows comfort and safety for humans, animals and plants. The term green marketing began to appear in the late 1980s to early 1990s. The American Marketing Association (AMA) held its first seminar on "Ecological Marketing" in 1975. The results of the seminar published the first book on green marketing with the same title as the seminar's theme. Another term that is also often used is Environmental marketing. All countries around the world are beginning to take important steps to reduce the amount of plastic use and implement environmentally friendly products in an effort to preserve the earth. These products are expected to have no excessive impact on the environment and also be able to convert waste into reusable goods. Thus, this effort is able to save the earth and living things from excessive waste (Rajeshkumar, 2012).

Green Marketing Mix

From its origin, the marketing mix was a resource allocation model, resting on the assumption that the relevant resources involved in the exchange process, including the products, are homogeneous, i.e. the economic value is independent of how they are combined (Bennett, 2005). With this underlying assumption, the allocation problem first shows up as an issue of how much to allocate to marketing in total. The next issue is to decide how much to allocate to each of the different means – which in the green marketing mix model are the “4 ‘green’ Ps”; ‘green’ product, ‘green’ price, ‘green’ place and ‘green’ promotion. In order to work, the model has to add another important assumption: that there is a linear dependency between the resources put into a mean and the outcome. In other words, each mean must be assumed to have a specific influence on the outcome.

Green Product

According to Bennett (2005), when making empirical observations of exchange, the product is regarded as one of the most visible indications of what is going on. In the green marketing mix model, the product is also credited with the role of being the basic resource involved in the exchange process. Assuming green marketing, the product is treated as given but also as being generic in nature.

Green Price

The green price sometimes is relatively high because 'green' consumers are willing to pay extra for the 'greening' of the product. The benefits accrue to green firms because of low costs of production due to recycling and reusing the materials coupled with efficiency use of resources. Green products are relatively costlier than non-green products and the cost of absorbing environmental concerns is relatively high compared to conventional ones (Ramesh, Vaibhav & Anand, 2015).

Green Place

In the green marketing mix model the place issue is equal with handling a distribution channel that brings the given product to its potential users, and the main task is to link an existing supply with an existing demand.

Green Promotion

Green promotion involves modifying the entire corporate culture to ensure that environmental issues are integrated into all operational aspects (McDaniel and Rylander, 1993).

Previous Research

Mungai (2009) concluded that the green market concept has not been fully embraced by the pharmaceutical industry due to lack of information. However companies are trying to put in place several measures on green product, green pricing, green promotion and green distribution include conserving energy, water and material resources in production to avoid wastages and improve efficiency, product production that meet the legal specifications, product production that do not harm animals and humans with several challenges like lack of government incentives, financial costs of altering processes, products and waste management, lack of factual information about the green marketing concept to both the industry and to the consumer. It is recommended that there should be provision of factual information to both the industry and to the consumer, companies should put up measures that ensure that the concept is easily embraced and practiced by its members and the government should offer incentives for the companies to turn green.

Mustafa (2012) exposed green marketing activities of green star hotels in Turkey and to evaluate the environmental activities of green tar hotels. In this research, both qualitative and quantitative methods have been used together consisted of deep interviews with hotel managers and questionnaires were prepared for visitors and tried to get answers for their knowledge about green star applications, why they chose the hotel they lodged and whether green star is affective on their decisions or not, the visuals show environmental activities by the hotel enough for the visitors or not, if they would like to participate to these activities or not were analyzed.

Manjunath (2013) concluded that business firms need to change their mind set from traditional marketing strategies to green marketing strategies with a huge investment in technology, R and D and through green marketing elements such as eco-design of a product, eco-labeling, eco-packaging, green logo in order to survive in the green competitive world and to have a positive impact on the environment.

RESEARCH METHOD**Type Of Research**

The type of research used is qualitative research method. Qualitative research is inductive in nature, and the researcher generally explores meanings and insights in a given situation [Strauss & Corbin, 2008; Levitt et al., 2017]. It refers to a range of data collection and analysis techniques that use purposive sampling and semi-structured, open-ended interviews [Dudwick et al., 2006; Gopaldas, 2016]. It is described as an effective model that occurs in a natural setting and enables the researcher to develop a level of detail from high involvement in the actual experiences [Creswell, 2009]. It consists of a set of interpretive material practices that makes the world visible. It is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter [Denzin & Lincoln, 2005].

Population, Sample and Sampling Technique

Population is th entire group of people, events or object of interest that the researcher seeks to investigate (Sekaran and Bougie, 2009). The population of this study are people in Manado. According to Sugiyono (2009), sample is the part of number and characteristics of the population. Sample in this research are customer in The Body Shop Manado. The number of samples are 10 people. In order to collect primary data, sampling will provide

a range of techniques that enables the researcher to reduce the amount of data collection needed to answer research questions (Saunders et al. 2009). Snowball sampling is as a sampling method in which one interviewee gives the researcher the name of at least one more potential interviewee (Patton, 1990).

Data Collection Method

In the qualitative research area, primary data is commonly collected through interviews, focus groups and observation (Adams 2007). Denscombe (2010) argues that interviews are the most common data collection method used in qualitative research. Moreover, interviews generally produce a rich and detailed set of data which are more complex and time consuming to analyze.

Constructs interview are derive from the literature base and also contributed to the discussion guide. The purpose of the discussion guide is to direct the interview, so that information collected would pertain to the research objective, which resulted in the anticipated research outcomes being met successfully (Allen, 2007).

Instrument of Research

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

Data Analysis Method

Data Reduction

According to Huberman and Miles (1994) with data reduction, the potential universe of data is reduced in an anticipatory way as the researcher chooses a conceptual framework, research questions, cases, and instruments. Once actual field notes, interviews, tapes, or other data are available, data summaries, coding, finding themes, clustering, and writing stories are all instances of further data selection and condensation. From the very possible ways to reduce and organize data in qualitative study, this paper attempts to look in to coding of qualitative data, writing memos, and mapping concepts graphically. Hence, these ideas give a useful starting point for finding order in qualitative data.

Coding Data

Bogdan and Biklen (1992) recommend reading data over at least several times in order to begin to develop a coding scheme. They describe coding data according to categories and details of settings; types of situation observed; perspectives and views of subjects of all manner of phenomena and objects; processes, activities, events, strategies, and methods observed; and social relationships.

Validity and Reliability

There are different methods that can be used in order to increase the validity of the study. One method concerns respondent validation, where the process involves controlling that the researcher has understood the gathered information correctly by returning it to the respondents

Reliability refers to that research can provide the same or similar results when used repeatedly under similar conditions (Denscombe 2010; Howell 2013).

RESULT AND DISCUSSION

Interview Result

Informant 1

Informant 1, strongly supports The Body Shop's 'No Animal Testing' program, even saying that No Animal Testing is a good step because it can stop injured animals. Informant 1 stated that the prices of The Body Shop products are indeed expensive but comparable to the quality of the products offered, and have also experienced good results immediately after using The Body Shop products. Because of this, Informant 1 did not object to the price of The Body Shop products. The strategic location of The Body Shop store in Manado is also acknowledged by informant 1 by stating that the shop is in a shopping center. Informant 1 stated that the Bring Back Our Bottle (BBOB) program is a good step to reduce plastic waste that can damage the environment.

Informant 2

Informant 2 said it is an ethical issue to test on animals and is very pleased with the policy of 'No Animal Testing' by The Body Shop, realizing that The Body Shop cares about the survival of animals and users of vegan products and states that 'No Animal Testing' is a good example. Informant 1 stated that the prices at The Body Shop were comparable to quality but still considered these prices to be expensive. For the location of the shop, The Body Shop Informant 2 feels strategic and easy to find. Meanwhile, the opinion about The Body Shop's Green Promotion, namely Bring Back Our Bottle (BBOB), informant 3 hopes that this program can inspire people to use recycled or recycled items.

Informant 3

Informant 3 said that he really liked the 'No Animal Testing' movement because Informant 3 was an animal lover and said that animals should not be used as experimental tools. Regarding the price, informant 3 argues that the price offered is proportional to the quality and feels comfortable with the existing price. As for The Body Shop, informant 3 felt that it was strategic and easy to find. Green Promotion of The Body Shop, namely Bring Back Our Bottle (BBOB), is a favorite program for informants 3 because he feels that the amount of waste that is difficult to recycle is increasing.

Informant 4

Informant 4 really liked the 'No Animal Testing' program by The Body Shop and said that The Body Shop really cares about the welfare of living things. The price offered by The Body Shop according to informant 4 is very affordable and proportional to the composition used. But informant 4 is completely comfortable with the product prices at The Body Shop. The informant was of the opinion that The Body Shop shop was in a strategic location, namely in a shopping center. Informant 4 is also very supportive of the Bring Back Our Bottle (BBOB) by The Body Shop movement.

Informant 5

Informant 5 as an animal lover is very supportive of the 'No Animal Testing' movement by The Body Shop, the important thing is that the goal is clear so there are no problems. For the price, informant 5 felt that The Body Shop products were affordable for all groups. Having experienced the benefits of The Body Shop products firsthand, informant 5 did not hesitate to buy their products again. Before using The Body Shop product, informant 5 had indeed been looking for luxurious products at affordable prices. According to informant 5, The Body Shop is one of the most affordable luxury products that she has ever tried. Informant 5 believes that the Bring Back Our Bottle (BBOB) program is a good thing and needs to be developed because at this time there has been a lot of environmental damage. Informant 5 also said that the BBOB program is a program that provides long-term benefits to the environment and the results will be very visible in the years to come. This proves that there are customers who are aware of the goodness of the Bring Back Our Bottle program and proof that awareness is also with The Body Shop customers.

Informant 6

Informant 6 really appreciates the 'No Animal Testing' program by The Body Shop because it will not harm animals. Informant 6 is also concerned about the many products that use animals as experimental materials and feels that this should not be done. For the price, informant 6 felt that it was comparable to the product offered and was of the opinion that quality was not cheap. For Green Promotion, namely Bring Back Our Bottle (BBOB), informant 6 is happy with this program because it can help reduce environmental damage caused by plastic waste.

Informant 7

Informant 7 thinks that 'No Animal Testing' is a good program and thinks animal testing is a cruel thing because it costs a number of animal lives in the experiment. Informant 7 also believes that there are still many ways to find out errors in a product, not only with animal testing. In the opinion of the price, informant 7 said that The Shop has a series of prices from cheap to expensive. But for informant 7 she does not have a problem with the price, which is important, the benefits are obtained and she feels that the prices at The Body Shop are comparable to the quality available. As for the location, informant 7 already felt that The Body Shop store is strategic and easy to find. Informant 7 agrees with The Body Shop program, namely Bring Back Our Bottle (BBOB), because there is more and more plastic waste in Indonesia, this program is very much needed.

Informant 8

Informant 8 argues that 'No Animal Testing' is a good program but doesn't really care about it, the important thing is that there are no harmful chemicals contained in The Body Shop products because they are more concerned with the results that will be given to his skin. Informant 8 felt that the price at The Body Shop was expensive but it was in accordance with the quality of the product. Because they feel expensive with The Body Shop products, informant 8 does not feel comfortable with the product prices being offered. Informant 8 believes that the Bring Back Our Bottle (BBOB) by The Body Shop program is a good program because it can reduce plastic waste on earth.

Informant 9

"This No Animal Testing step is the best and wisest step for The Body Shop. There are still a lot of well-known products but they use animals as experimental products. Animal trials of this product are not very good. Apart from this it is a very ancient experiment, but there are a number of things that must stop animal testing including if our product goes through animal testing, that means they try out the products they want to sell to animals first, such as eye and skin irritation tests with how to shave animal hair first and pour these chemicals. This is very, very bad because it hurts fellow living beings. In addition, this experiment is not necessarily accurate. My feelings are very happy because I really love animal in this earth."

Informant 10

Informant 10 really likes The Body Shop's 'No Animal Testing' program because it shows concern for the environment. Informant 10 felt that the price was still expensive but the quality was good. Informant 10 felt that he was not completely comfortable with the price of The Body Shop products because there were products that he thought were affordable but there were also products that were expensive. Informant 10 argues that the location of The Body Shop store is strategic because it is located in the city center of Manado. The opinion of informants 10 about the Bring Back Our Bottle (BBOB) by The Body Shop program is very good because it is an environmentally friendly program.

Discussion

First, it is evident from the results of the products provided by The Body Shop that on average show satisfaction because they provide a good effect on the skin of its customers. Second is the price. All customers agree that The Body Shop's products are of good quality when compared to the premium price offered. Because quality is not cheap. Third, about the green place. all informants already feel that The Body Shop store is strategic. So for the green place there is no problem. Judging from the green promotion which is bottle exchange program with shopping points called Bring Back Our Bottle (BBOB). All agreed with the programs and highly praised the policies. But there are still some who don't know about these things because many buy The Body Shop products because of a friend's recommendation, not because of the Green Promotion at The Body Shop.

Customer Perception about Green Marketing in The Body Shop based on their Green Product with No Animal Testing

Green products offer high quality and low overall costs to the consumer and society as these products are characterized by efficient use of resources and low risks to the environment since the inception phase (Albino, Balice, Dangelico, 2009). From the green product category under study, No Animal Testing, where researchers find out about consumers' perceptions of the program implemented by The Body Shop in managing the manufacturing process of their products, namely by not using animals as experimental objects. The results of interviews with 10 people stated that they all agreed with The Body Shop program. The No Animal Testing program from The Body Shop is difficult to become the best known program from The Body Shop as a form of effort to reduce negative impacts on the environment. Many argue that if they think about the animals used as tests it is so cruel that the results are not necessarily accurate if tested on animals. The informants really appreciate this No Animal Testing policy. One of the reasons why customers are against Animal Testing is also because some of them are animal lovers who also keep animals at home and have sympathy for animals. The informants argued that the No Animal Testing by The Body Shop program proved that The Body Shop cared about the lives of other living things. Informant 2 stated that with this No Animal Testing program The Body Shop also cares about vegan customers. Because buying The Body Shop product means that you have participated in the No Animal Testing activity, the response of the informants on this matter is very positive. Everyone felt happy and

proud to be involved in No Animal Testing. This shows that No Animal Testing is a step that is completely correct and good for The Body Shop to implement.

Customer Perception about Green Marketing in The Body Shop based on their Green Price that mostly premium

Green products are relatively costlier than non-green products and the cost of absorbing environmental concerns is relatively high compared to conventional ones (Ramesh, Vaibhav & Anand, 2015). One category in green marketing that was studied was Green Product by The Body Shop. The Body Shop has premium product prices when compared to similar products. For this reason, researchers are looking for what customer response is about the premium price, how comfortable they are with the price offered by The Body Shop. All informants stated that the prices offered by The Body Shop were very comparable to the quality of the products provided. So the comparison between price and quality was commensurate and this was recognized by all informants. However, there were informants who did not agree with the comparable price and quality comparisons of The Body Shop products but did not feel comfortable with this price because it was still relatively expensive for them. This was felt by the informants 2, 4, 9. While others agree and are comfortable with the price at The Body Shop. Those who agree and are comfortable are informants 1, 3, 5, 6, 7, 8, 10, they don't have any problem with the premium price at The Body Shop because The Body Shop's products are of high quality.

Customer Perception about Green Marketing in The Body Shop based on their Green Place location

Green place in that sense can be anything which minimizes the customers and the manufacturer's effort in acquiring and selling a product respectively (Ramesh, Vaibhav & Anand, 2015). Based on this understanding, I take the opinion of the customer about whether The Body Shop store is strategic and easy to find. The Body Shop in Manado is located in Manado Town Square (Mantos) which is in the city center and Manado Town Square is also one of the largest shopping centers in the city of Manado. The Body Shop store is on the 1st floor of Manado Town Square and is located opposite the main entrance of Manado Town Square. Based on its location, the informants stated that it was very strategic and had no problems or difficulties finding The Body Shop store. So to go to The Body Shop in Manado there are no additional travel costs that make it difficult for customers. So for Green Place owned by The Body Shop, which is how efficient it is to find the location of The Body Shop store, there is no problem for that, because all customers also feel that the location of The Body Shop in Manado is strategic and easy to find.

Customer Perception about Green Marketing in The Body Shop based on their Green Promotion of Bring Back Our Bottle (BBOB) Program

Green promotion refers to the communication used in promotion is to create the environmental friendly and responsibility business corporate as the image in consumer perception (Viani, Andriani, & Kholid, 2016). This program offers customers an offer to bring empty products that have run out to be exchanged for shopping points. This program intends to recycle customer-returned packaging in an effort to reduce plastic waste. This program is highly supported by customers because it also provides benefits for customers by getting shopping points. And this program also increases customers' willingness to buy more The Body Shop products because they feel that they will benefit from returning empty packaging. This program is also one of the favorite programs offered by The Body Shop because it is a good way to reduce the ever-increasing amount of waste that can damage the environment. Which in general is household waste. Not all informants participated in the Bring Back Our Bottle program because they did not know about this program. Informants 4,8,9,10 said they had never exchanged empty packaging for The Body Shop, informants 2 & 6 said that they had only exchanged empty packaging for The Body Shop products once, and informants 1,3,5,7 said they often exchanged empty packaging products of The Body Shop.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Customers strongly support The Body Shop's No Animal Testing program as one of the Green Marketing programs. Customers understand the purpose of The Body Shop to reduce negative impacts on the environment. Even after being involved in the No Animal Testing program by purchasing The Body Shop products, they were very happy and proud.

2. Customers admit that the price of products at The Body Shop is indeed premium but of high quality. So, the results obtained and the prices are balanced with each other. The average customer feels comfortable with the prices at The Body Shop but there are some who say that the prices at The Body Shop are quite expensive for them.
3. All customers strongly agree that the location of The Body Shop store is strategic and easy to find. Because it is in the city center of Manado and is located in a shopping center.
4. Bring Back Our Bottle as one of The Body Shop's Green Marketing programs is an effort that is highly supported by customers because it can reduce plastic waste. Their response is very positive about this program, but in its implementation not all customers are involved in exchanging empty bottles to The Body Shop stores. Customers who haven't participated because there are those who don't know.

Recommendation

1. For a company that is The Body Shop. Companies need to provide more introduction to customers and non-customers about Green Marketing that is adapted by the company. So that customers who buy are armed with knowledge about information about the products they buy. Customers & non-customers need to be given knowledge about environmental care programs at The Body Shop. This will also benefit the company because green marketing provides an opportunity for companies to get customers who are concerned with green marketing.
2. For the government, Green Marketing is a step that needs attention because Green Marketing has a big effect on people's habits to care for the environment. If the government has the same thoughts as companies that have implemented Green Marketing the economy can take a step forward, because many countries out there have also shifted to the concept of green marketing for a better economy.
3. For future researchers, need to find out more about what factors that customers like and dislike about green marketing, so that the deficiencies of green marketing can be overcome and can meet the best solution.

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