

## Enhancing Green Product Purchase Intentions through Green Advertising in a Circular Economy

Jayadi, Andi, Askariani Sahur

Politeknik Negeri Ujung Pandang, Indonesia

Email: jayadi\_jay@poliupg.ac.id

**Abstract:** *Green Advertising as part of the implementation of green marketing has received significant attention from companies in promoting their products. By understanding how green advertising influences purchasing decisions, companies can adjust their strategies to meet market demand for environmentally friendly products. This study aims to explore the impact of green advertising on Green Product Purchase Intention using consumers of Teh Botol Sosro in carton packaging in Makassar. The sample was determined using purposive sampling, and simple linear regression was used as the analytical tool to determine the effect of green advertising on Green Product Purchase Intention. The research findings indicate that Green Advertising significantly affects the intention to purchase green products, although its impact is relatively small. While Green Advertising contributes positively to purchase intention, most of the variation in intention is influenced by factors not included in the research model. Significance testing results show that the influence of Green Advertising is real and important. In other words, although the contribution of Green Advertising is not substantial, it still plays a significant role in shaping Green Product Purchase Intention.*

**Keywords:** *Green marketing, green advertising, green product purchase intention*

### INTRODUCTION

In recent years, the concept of the circular economy has become a primary focus for academics, industries, and regulators (Massaro, Secinaro, Dal Mas, Brescia, & Calandra, 2021). The circular economy is seen as a shift from traditional linear consumption patterns that typically follow a take-make-dispose model (Daga, Yadav, Singh, & Mishra, 2025). There has been a transition from a linear economy to a circular economy due to the growing global population, increasing consumer wealth, dwindling resource availability, and rising pollution and environmental issues (Sharma, Govindan, Lai, Chen, & Kumar, 2021). The push for implementing the circular economy has become increasingly important, as it is considered a solution for optimizing resource use, reducing waste, and promoting innovation and value creation in the business market (Aithal & Aithal, 2023). In relation to purchase intention, several studies indicate a connection between the implementation of the circular economy in businesses and purchase intention or green product purchase intention.

The research conducted by (4) indicates a positive correlation between attitudes and subjective norms on consumers' purchase intentions, particularly regarding remanufactured products. Additionally, the factors of product stimulation and price also show a significant impact in enhancing consumers' purchase intentions through the attitude variable. Furthermore, the study by (5) explains that consumers in Italy exhibit a positive purchase intention towards waste-to-value (WTV) initiatives aimed at reducing environmental impact in production activities and enhancing the nutritional value of products. The findings from (6) study indicate that circular economy socialization activities can increase consumer appeal for using recycled packaging.

Environmental issues has driven many companies to adopt green marketing as a key strategy in their marketing activities (Rawat & Pande, 2024). Implementing green marketing is particularly important in the context of Indonesia due to the country's significant environmental challenges and the growing consumer concern for sustainability issues. Green advertising, as a component of green marketing implementation, has also garnered substantial attention from companies in promoting their products. By understanding how green advertising influences purchase intentions, companies can adjust their strategies to meet the market demand for environmentally friendly products. This research aims to explore the impact of green advertising on Green Product Purchase Intention by using consumers of Teh Botol Sosro in carton packaging in Makassar as the study object, a topic that has not been extensively studied. Although previous studies have shown that green advertising has a significant impact on the purchase intention of environmentally friendly products, many of these studies have not specifically explored particular market segments or product categories, such as carton-packaged beverages in Indonesia.

While research (9) emphasizes the importance of the credibility of claims in green advertising to enhance consumer trust and purchase intention, your study provides new insights by focusing on Teh Botol Sosro, a local brand with a unique position in the Indonesian market. This offers a fresh perspective as previous research often focused more on international products or global brands (Cavusgil & Knight, 2015). Moreover, research indicates mixed results regarding the impact of green advertising on purchase decisions, sometimes influenced by mediating variables such as environmental awareness and trust in green products (de Sio, Zamagni, Casu, & Gremigni, 2022). This study will delve deeper into how these factors apply specifically in the context of carton-packaged beverages and consumers in Makassar, providing more detailed insights into local dynamics that may differ from findings in other regions. By focusing on Teh Botol Sosro and consumers in Makassar, this research is expected to add valuable insights into how green advertising affects green product purchase intentions in a developing market and within a less-explored product category in previous studies. It is anticipated that this research will offer novelty in both practical and theoretical applications of green advertising and provide valuable insights for marketers and policymakers in the packaged beverage industry in Indonesia (Chen, Sujanto, Bui, & Tseng, 2023). The specific objective of this study is to empirically examine the effect of green advertising on the purchase intention of green products, using the case of Teh Botol Sosro carton packaging in Makassar (Riyanto & Kartini, 2021). It is anticipated that this research will offer novelty in both practical and theoretical applications of green advertising, providing valuable insights for marketers in developing effective green communication strategies and for policymakers in promoting sustainable consumption within the circular economy framework in Indonesia.

## **MATERIALS AND METHOD**

This study used a quantitative approach to test the effect of green advertising on green product purchase intention. The population for this study consists of 5,482 active students

enrolled in 2022 at a state university in Makassar. The sample is determined using purposive sampling. Purposive sampling is a method of selecting a sample based on specific criteria. The criteria established by the researcher are students who have previously purchased Tehbotol Sosro (Tetra Pak) in Makassar. Sample size is calculated using Slovin's formula with a margin of error of 0.1 or 10%, indicating a sample accuracy level of 90%. The smaller the margin of error, the more accurately the sample represents the population. The calculation using Slovin's formula is as follows:

$$n = \frac{N}{1+Ne^2} \quad n = \frac{5.482}{1+5.482.(0,1)^2}$$

$$n = 99,98$$

Explanation:

n = Sample Size

N = Population (5,482)

E = Margin of Error (0.1)

Using the formula above, the calculation results in 99.98, which is rounded to 104 samples. Data analysis is performed using simple linear regression with SPSS 24.

## Research Instrument Testing

### 1. Validity and Reliability Tests

#### Validity Test

This test assesses the extent to which a measurement tool (e.g., a questionnaire) accurately measures the concept it intends to measure. Validity refers to whether a measurement tool truly measures what it is supposed to measure, or in statistical terms, whether a variable accurately represents the construct being studied. Validity testing involves statistical analysis to determine if a measurement tool has a significant relationship with other variables that it should be related to. An instrument is considered valid if it measures what it is supposed to measure.

#### Reliability Test

This test assesses the reliability or consistency of a measurement tool. Reliability refers to the extent to which the same measurement tool provides consistent results when repeated under the same conditions. A variable is considered reliable if it shows a Cronbach's alpha value greater than 0.60, indicating that the instrument used for all four variables is reliable. A high reliability value indicates that the measurement tool provides consistent results.

### 2. Classical Assumption Tests

#### Normality Test

In this study, several classical assumption tests were conducted to ensure that there are no violations of the assumptions underlying the regression model used. A normality test was performed to determine whether the dependent variable (outcome) and the independent variable(s) (predictors), or both, have a normal distribution. Descriptively, the normality test can be conducted using a histogram of standardized regression residuals. To detect normality, data analysis can be performed using exploratory analysis and by checking the significance value in the Kolmogorov-Smirnov column, with the following criteria:

- (1) If the Kolmogorov-Smirnov significance value  $> 0.05$ , the data is normally distributed;
- (2) If the Kolmogorov-Smirnov significance value  $< 0.05$ , the data is not normally distributed.

#### Heteroscedasticity Test

The heteroscedasticity test is conducted to identify whether there is unequal residual variance in the linear regression model. If the residual variance between one observation and another in the regression model varies, this condition indicates the presence of heteroscedasticity issues.

### 3. Simple Linear Regression Analysis

The multiple regression analysis method is used to test the relationship between two or more independent variables (free) and a dependent variable (bound) with ratio scale in a linear equation. Linearity testing is a prerequisite for using regression and correlation analysis. Multiple linear regression analysis is used to determine the extent to which Green Advertising (X) affect Green Product Purchase Intention (Y). The mathematical formula for multiple linear regression is as follows:

$$Y = a + b (X) e$$

Explanation:

Y = Dependent Variable (Green Product Purchase Intention)

a = Constant Value

b = Regression Coefficient

X = Independent Variable (Green Advertising)

e = Error

## RESULTS AND DISCUSSION

This research was conducted at a state university in Makassar. The questionnaire distribution took place during June 2024. Sampling was carried out incidentally, where the questionnaire was filled out by respondents encountered by the researcher. A total of 104 questionnaires were distributed directly to respondents, all of whom indicated that they had purchased bottled tea in carton packaging, thus all respondents were considered eligible and their responses were processed.

### Respondent Characteristics

Based on the recap of the questionnaire results from 104 respondents, the following results were obtained:

**Table 1. Respondent characteristics**

Description	Frequency (People)	Percentage (%)
<b>Gender</b>	Male	36
	Female	68
<b>Highest Education</b>	High School/Vocational School or Equivalent	100
	Sarjana Bachelor's Degree	0
<b>Monthly Income</b>	Less than Rp 1.000.000	8
	Rp 1.000.000- Rp 2.000.000	89
	More than Rp 2.000.000	8
<b>Age</b>	17-19 Years	52
	20-22 Years	47
	23-25 Years	5
	<b>Total</b>	<b>104</b>

Source: Primary data analysis, 2024

Based on Table 1, it is noted that the proportion of women who filled out the questionnaire is 65.38%, while men account for 34.62%. All respondents are high school or vocational school graduates or equivalent. The respondents' monthly income generally falls within the range of Rp 1,000,000 - Rp 2,000,000 (85.58%), while those earning less than Rp 1,000,000 make up 7.69%, and those earning more than Rp 2,000,000 also account for 7.69%. The age range of all respondents (100%) is between 17-23 years.

**Validity Test**

The results of the validity test can be described as follows:

**Table 2. Validity Test Results  
Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	12.7788	3.902	.567	.728
X2	13.1635	4.060	.482	.756
X3	12.8365	3.886	.578	.725
X4	13.3173	3.811	.506	.750
X5	13.0577	3.744	.616	.711
Y1	12.1827	4.481	.527	.809
Y2	12.3942	4.222	.635	.776
Y3	12.5865	4.575	.675	.771
Y4	12.6827	4.316	.576	.795
Y5	12.1923	4.293	.667	.767

Source: SPSS data analysis results, 2024

The results of the validity test shown in Table 2 indicate that the Corrected Item-Total Correlation values are above 0.300 (greater than 0.3). This means that all the question items in the Green Advertising (X) and Green Product Purchase Intention (Y) questionnaire are valid.

**Reliability Test**

The results of the reliability test are shown in the following table:

**TABLE 3. Results of the reliability test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.775	5
.819	5

Source: SPSS data analysis results, 2024

The Cronbach's Alpha values in Table 3 show a value of 0.775 for the Green Advertising (X) variable and 0.819 for the Green Product Purchase Intention (Y) variable, both of which are greater than 0.6, indicating that all the variables used are considered reliable.

**Classical Assumption Tests**

**Normality Test**

The normality test is conducted to determine whether the dependent (bound) variable, the independent (free) variable, or both are normally distributed in the study. The normality test uses the Kolmogorov-Smirnov test, with the criterion being that if the Kolmogorov-Smirnov significance value is  $> 0.05$ , then the data is normally distributed. Conversely, if the Kolmogorov-Smirnov significance value is  $< 0.05$ , then the data is not normally distributed.

**TABLE 4.** Results of the normality test

<b>One-Sample Kolmogorov-Smirnov Test</b>		Unstandardized Residual
N		104
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.46160777
Most Extreme Differences	Absolute	.076
	Positive	.064
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.166 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

*Source: SPSS data analysis results, 2024*

Based on Table 4, the results of the normality test using the Kolmogorov-Smirnov test show that the significance value of the test is 0.166. This means that the value is greater than 0.05, so it can be said that the data is normally distributed.

**Heteroscedasticity Test**

The heteroscedasticity test aims to determine whether there are differences in variance and residuals from one observation to another. A significance value greater than 0.05 in the coefficient column is used as a basis to confirm the absence of heteroscedasticity.

**TABLE 5.** Results of the heteroscedasticity test

		Correlations		
			Abs_RES	Green Advertising
Spearman's rho	Abs_RES	Correlation Coefficient	1.000	-.117
		Sig. (2-tailed)	.	.235
		N	104	104
	Green Advertising	Correlation Coefficient	-.117	1.000
		Sig. (2-tailed)	.235	.
		N	104	104

*Source: SPSS data analysis results, 2024*

In Table 5, it shows that the significance value is  $0.23 > 0.05$ , which means that heteroscedasticity does not occur in the research model used.

**Simple Linear Regression Analysis**

Simple linear regression analysis is conducted to determine the extent of the effect of the Green Advertising (X) variable on the Green Product Purchase Intention (Y) variable using a ratio scale in a linear equation.

**TABLE 5. Model Summary**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.272 <sup>a</sup>	.074	.065	2.47365

a. Predictors: (Constant), Green Advertising  
 b. Dependent Variable: Green Product Purchase Intention

Source: SPSS data analysis results, 2024

The coefficient of determination shown in the table indicates the extent to which the variation in the dependent variable can be explained by the independent variable. The calculated coefficient of determination ( $r^2$ ) is 0.074. This means that 7.4% of the variation in Green Product Purchase Intention (Y) can be explained by Green Advertising (X), while the remaining 92.6% cannot be explained by the X variable. This indicates that the effect of the Green Advertising (X) variable on Green Product Purchase Intention (Y) is 7.4%, while the remaining 92.6% is influenced by other variables besides Green Advertising (X). Therefore, if Green Product Purchase Intention (Y) increases, this increase is influenced by Green Advertising (X) by 7.4%, while the remaining 92.6% is influenced by other variables aside from Green Advertising.

**TABLE 6. ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.861	1	49.861	8.149	.005 <sup>b</sup>
	Residual	624.130	102	6.119		
	Total	673.990	103			

a. Dependent Variable: Green Product Purchase Intention

b. Predictors: (Constant), Green Advertising

Source: SPSS data analysis results, 2024

Based on the table, the value of Sig = 0.005 < 0.05. This means that at a 95% confidence level, H0 is rejected. Thus, Green Advertising significantly affects Green Product Purchase Intention.

**TABLE 7. Coefficients**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.780	1.675		6.437	.000
	Green Advertising	.290	.102	.272	2.855	.005

a. Dependent Variable: Green Product Purchase Intention

Source: SPSS data analysis results, 2024

Based on the table, the values are  $\alpha = 10.780$  and  $\beta = 0.290$ . The significance of these coefficients is tested using the T-test.

- a. Hypothesis Test for  $\alpha$
- b. H0:  $\alpha = 0$
- c. H1:  $\alpha \neq 0$
- d. Since the Sig value is 0.000 < 0.05, H0 is rejected. This means that the regression line does not pass through the origin (the constant is significant and included in the regression model).
- e. Hypothesis Test for  $\beta$
- f. H0:  $\beta = 0$

- g. H1:  $\beta \neq 0$
- h. Since the Sig value is  $0.000 < 0.05$ , H0 is rejected. This means that the  $\beta$  coefficient is significant and included in the regression model.

The results of the multiple regression analysis in this study show how the Green Advertising (X) variable affects Green Product Purchase Intention (Y) for Botol Sosro carton-packaged tea in Makassar. The coefficient of determination calculation reveals that the value of ( $r^2$ ) is 0.074. This means that approximately 7.4% of the variation in green product purchase intention can be explained by Green Advertising, while the remaining 92.6% of the variation is influenced by other factors not included in this model. In other words, Green Advertising contributes relatively little to the intention to purchase green products. Although the effect of Green Advertising on Green Product Purchase Intention is relatively small, the significance test results show that this relationship is significant. The Sig value for Green Advertising is 0.005, which is smaller than 0.05. This indicates that Green Advertising significantly affects green product purchase intention at a 95% confidence level, leading to the rejection of the null hypothesis (H0) that states there is no significant effect.

Additionally, the regression coefficient for the constant ( $\alpha$ ) is 10.780 and the coefficient for Green Advertising ( $\beta$ ) is 0.290. The hypothesis test for  $\alpha$  shows that the Sig value is 0.000, meaning the constant in the regression model is significant, and the regression line does not pass through the origin. Similarly, the Sig value for  $\beta$  is also 0.000, indicating that the Green Advertising coefficient is significant and contributes to the regression model. Overall, even though the effect of Green Advertising on green product purchase intention is relatively small, the results of this study show that Green Advertising has a significant impact. In other words, although Green Advertising's contribution to the intention to purchase green products is only 7.4%, this effect is still statistically significant. Other factors not included in the model contribute more to the variation in purchase intention, indicating that to increase green product purchase intention, additional variables beyond Green Advertising should be considered.

This study is consistent with research which emphasized the effectiveness of green advertising, particularly when companies like Teh Kotak use eco-friendly packaging to influence purchase decisions (Purnama, 2019). Increased advertising positively influences purchasing decisions for AQUALife products (Ramadhan, Simon, & Zhafiraah, 2024). Green products and green advertising directly impact purchase decisions, underscoring the role of environmental concern in shaping consumer choices (Suhaily & Darmoyo, 2019). Aside from the research findings, several previous studies have also shown similar results, indicating that green advertising positively influences green product purchase intention (Triana, 2019), (Mawardi, Jayadi, & Abd.Hamid, 2020), (Akbar, Rais, Jayadi, 2023), (Husnul, Jayadi, & Usman, 2023), (Jayadi, 2023). Various advertising appeals differently affect green purchase intentions, with other-benefit appeals proving particularly effective. On the other hand, some research shows different results (Tih, Chan, Ansary, & Ahmed, 2016) (Rahmi, Rozalia, Chan, Anira, & Lita, 2017) (Wahab et al., 2017), who concluded that green advertising had no significant effect on green purchase intentions or purchase decisions, partly due to limited

advertising resources in creative industries. In summary, while many studies affirm the positive impact of green advertising on purchase intentions and decisions, there are also findings indicating minimal or no direct effects. This suggests that the effectiveness of green advertising may depend on various factors such as the credibility of the advertisement, consumer awareness, and specific industry contexts.

Based on the research findings, the researcher advises companies to: expand green marketing strategies. Although green advertising has a significant impact, its contribution to purchase intention remains relatively small. Companies should broaden their green marketing strategies by integrating additional elements that focus more comprehensively on product sustainability and eco-friendly practices. For instance, increasing the visibility of sustainability efforts in packaging or production processes could attract environmentally conscious consumers. Focus on consumer education: enhancing consumer awareness and knowledge about the benefits and value of green products could increase the impact of green advertising. Companies might conduct educational campaigns or collaborate with influencers committed to sustainability to reinforce the message and boost the credibility of their green advertising. Besides advising companies, the researcher also suggests that other researchers: explore additional variables, given that most of the variation in purchase intention is influenced by factors not included in this study's model. Researchers should consider exploring additional variables in their studies. For example, examining the impact of factors like price, product quality, or brand reputation could provide a more comprehensive insight into consumer purchase decisions.

The research findings emphasize the importance of developing more effective green marketing strategies for companies, especially in the context of implementing a circular economy and environmental sustainability in Indonesia. The researchers recommend that companies expand their green marketing strategies. Although green advertising has a significant impact, its contribution to purchase intention remains relatively small. Companies should enhance their green marketing strategies by integrating additional elements that provide a more comprehensive view of product sustainability and environmentally friendly practices. For instance, increasing the visibility of sustainability efforts in packaging or production processes can attract environmentally conscious consumers. Focusing on consumer education is also crucial. Raising awareness and knowledge among consumers about the benefits and value of green products can strengthen the impact of green advertising. Companies can conduct educational campaigns or collaborate with sustainability-minded influencers to reinforce their messages and enhance the credibility of their green advertising. Additionally, the researchers suggest that other researchers explore additional variables, considering that much of the variation in purchase intention is influenced by factors not included in the current research model. Researchers should consider examining the impact of factors such as price, product quality, and brand reputation, as these can provide a more comprehensive understanding of consumer purchasing decisions.

The findings also highlight several interesting points. First, while green advertising shows significant effects, its contribution to consumer purchase intention is relatively small.

This indicates limitations in the marketing approaches currently used by many companies. Therefore, it is essential to emphasize the integration of more comprehensive sustainability practices within marketing strategies. By enhancing the visibility of sustainability efforts in packaging and production processes, companies can better attract consumers who are concerned about environmental issues. Moreover, enhancing consumer awareness about the benefits of green products can strengthen the impact of advertising. Consequently, educational campaigns and collaborations with committed influencers are highly recommended to reinforce the intended messages. Finally, this research underscores the opportunity for further exploration, particularly in investigating additional variables that could influence purchase intention, such as price, product quality, and brand reputation. This suggests that existing research models do not fully capture all factors affecting consumer purchasing decisions. In conclusion, a more comprehensive approach to green marketing strategies is essential. Companies are advised not only to rely on advertising but also to build stronger relationships with consumers through sustainable practices and effective education. These findings emphasize the importance of adapting marketing strategies to more effectively capture consumer attention and trust.

## CONCLUSION

This study reveals that while Green Advertising significantly influences green product purchase intention, its impact is relatively modest, with most variation in purchase intention driven by factors beyond those examined. The findings underscore the importance of Green Advertising but also suggest that its effectiveness depends on contextual elements and other influences. To improve purchase intention, future research should explore additional factors affecting green consumer behavior. For companies, developing more comprehensive green marketing strategies within Indonesia's circular economy context is crucial—this includes highlighting eco-friendly production practices, implementing educational campaigns about product life cycles, and building strong consumer relationships that emphasize environmental sustainability. By broadening their approach beyond advertising alone, firms can better engage environmentally conscious consumers and contribute meaningfully to sustainability efforts.

## REFERENCES

- Aithal, Shubhrajyotsna, & Aithal, P. S. (2023). Importance of circular economy for resource optimization in various industry sectors—A review-based opportunity analysis. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 7(2), 191–215.
- Akbar, Rais, Jayadi, Usman. (2023). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Smartphone Iphone Pada Mahasiswa Politeknik Negeri Ujung Pandang. *Journal of Business Administration (JBA)*, 3(1), 38–46.
- Cavusgil, S. Tamer, & Knight, Gary. (2015). The born global firm: An entrepreneurial and capabilities perspective on early and rapid internationalization. *Journal of International Business Studies*, 46(1), 3–16.
- Chen, Chih Cheng, Sujanto, Raditia Yudistira, Bui, Tat Dat, & Tseng, Ming Lang. (2023). Sustainable

- recyclate packaging in Indonesian food and beverage industry: a hybrid decision-making analysis in consumption stages. *Quality & Quantity*, 57(3), 2053–2089.
- Daga, Shikha, Yadav, Kiran, Singh, Pardeep, & Mishra, Vandana. (2025). Beyond the Take-Make-Dispose Model—Unlocking the Power of Circular Economy for an Environmentally Resilient Future. In *Circular Economy and Environmental Resilience: Solutions for a Sustainable Tomorrow, Volume 1* (pp. 1–11). Springer.
- de Sio, Sara, Zamagni, Alessandra, Casu, Giulia, & Gremigni, Paola. (2022). Green trust as a mediator in the relationship between green advertising skepticism, environmental knowledge, and intention to buy green food. *International Journal of Environmental Research and Public Health*, 19(24), 16757.
- Husnul, Andi, Jayadi, Jayadi, & Usman, Ahmadi. (2023). Pengaruh Brand Image Dan Brand Awareness Terhadap Purchase Decision Lazuna Chicken Pada Mahasiswa Politeknik Negeri Ujung Pandang. *Journal of Business Administration (JBA)*, 3(2), 86. <https://doi.org/10.31963/jba.v3i2.4512>
- Jayadi. (2023). Pengaruh Kesadaran Ekologi Pada Niat Pembelian Konsumen Muda. *Seminar Nasional Terapan Riset Inovatif (SENTRINOV) Ke-9, Vol. 9 No. 2 (2023)*, 9(2), 110–118.
- Massaro, Maurizio, Secinaro, Silvana, Dal Mas, Francesca, Brescia, Valerio, & Calandra, Davide. (2021). Industry 4.0 and circular economy: An exploratory analysis of academic and practitioners' perspectives. *Business Strategy and the Environment*, 30(2), 1213–1231.
- Mawardi, Jayadi, & Abd.Hamid. (2020). Pengaruh Pemasaran Hijau Terhadap Nilai Pelanggan dan Dampaknya pada Keputusan Pembelian. *Prosiding 4th Seminar Nasional Penelitian & Pengabdian Kepada Masyarakat 2020*, (2012), 212–217.
- Purnama, Hayuning. (2019). *The effect of green packaging and green advertising on brand image and purchase decision of Teh Kotak product*. 308(Insyma), 132–135. <https://doi.org/10.2991/insyma-19.2019.34>
- Rahmi, Devi Yulia, Rozalia, Yolanda, Chan, Dessi Nelly, Anira, Qisthina, & Lita, Ratni Prima. (2017). Green Brand Image Relation Model, Green Awareness, Green Advertisement, and Ecological Knowledge as Competitive Advantage in Improving Green Purchase Intention and Green Purchase Behavior on Creative Industry Products. *Journal of Economics, Business, & Accountancy Ventura*, 20(2), 177–186. <https://doi.org/10.14414/jebav.v20i2.1126>
- Ramadhan, Muhammad, Simon, Zainal Zawir, & Zhafiraah, Nazma Riska. (2024). The effect of Green Marketing, Brand Image, Advertising and Price on Purchasing Decisions. *Marketing and Business Strategy*, 1(2), 93–106. <https://doi.org/10.58777/mbs.v1i2.225>
- Rawat, Gautam, & Pande, M. (2024). Adoption of green marketing strategies and challenges in sustainable business practices: Insights from Indian companies. *Journal of Corporate Governance, Insurance, and Risk Management*, 11(2), 98–112.
- Riyanto, Kuwat, & Kartini, Astri. (2021). The influence of packaging, branding and sales promotion on the repurchase intention Teh Botol Sosro at Has Fried Chicken Cikarang Restaurant. *Journal of Business, Management, & Accounting*, 3(2), 16–23.
- Sharma, Nagendra Kumar, Govindan, Kannan, Lai, Kuei Kuei, Chen, Wen Kuo, & Kumar, Vimal. (2021). The transition from linear economy to circular economy for sustainability among SMEs: A study on prospects, impediments, and prerequisites. *Business Strategy and the Environment*, 30(4), 1803–1822.
- Suhaily, Lily, & Darmoyo, Syarief. (2019). Effect of green product and green advertising to satisfaction and loyalty which mediated by purchase decision. *International Journal of Contemporary Applied Researches*, 6(1), 44–57.

- Tih, Siohong, Chan, Kuan Thye, Ansary, Amin, & Ahmed, Ali. (2016). Green advertising appeal and consumer purchase intention. *Jurnal Pengurusan*, 47, 157–168. <https://doi.org/10.17576/pengurusan-2016-47-13>
- Triana, Dien. (2019). Pengaruh persepsi dan sikap konsumen milenial tentang kehalalan produk terhadap keputusan pembelian street foods di Makassar. *Prosiding Seminar Nasional Penelitian & Pengabdian Kepada Masyarakat 2019*, 2019, 458–463.
- Wahab, Zakaria, Tama, Rio Adistia, Shihab, Muchsin Saggaf, Widad, Achmad, Nofiwaty, Nofiwaty, & Diah, Yuliansyah M. (2017). Analysis the Effect of Enviromental Concern and Green Advertising to Green Purchasing in Palembang City. *Sriwijaya International Journal of Dynamic Economics and Business*, 1(3), 297–310. <https://doi.org/10.29259/sijdeb.v1i3.297-310>



© 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).