



The Influence of Green Products on Green Repurchase Intention Through Green Advertising

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Abstract. Starbucks as a coffee shop retail company implements green products by launching several initiatives to reduce the environmental impact by using tumblers and straws made of paper as well as carrying out green advertising to increase public awareness of caring for environmental sustainability. This research aims to analyze the influence of green products on green repurchase intention through green advertising. The number of samples used was 100 people. The research method used is quantitative. The data analysis techniques used in this research are Validity Test, Reliability Test, Classical Assumption Test, Path Analysis, Sobel Test and VAF Test. From the research results it can be seen that green products have a positive and significant effect on repurchase intention, green products have a positive and significant effect on green advertising, green advertising has a positive and significant effect on repurchase intention and green advertising is able to mediate the influence of green products on repurchase intention. The results of this research can contribute to Starbucks Badung Regency by providing environmentally friendly information or logos on each product offered to consumers. In making advertisements, always add environmentally friendly elements, offering environmentally friendly products of good quality.

Keywords: Green Products; Green Advertising; Green Repurchase Intention

1. INTRODUCTION

In this era, people are also starting to realize the importance of a better environment. Environmental problems are factors that can change people's behavior. Environmental damage can be divided into two triggers, where there are natural events and actions of humans themselves. As environmental damage becomes increasingly severe, the issue of global warming, and the difficulty of obtaining natural resources will slowly make people aware of the importance of the environment (Romdhoni, Hasiholan, & Amboningtyas, 2020). Increasing consumer awareness of the importance of the environment is changing their purchasing behavior. Consumers are becoming more sensitive and selective in choosing the products they will use for their own health.

Based on the population census in 2023, Indonesia has a population of 60 million people from generation Z (BPS, 2023). The Hakuodo Institute of Life and Living ASEAN survey (2021) shows that generation Z has balanced life values and is willing to spend more money on brands that contribute to social and environmental issues. Generation Z is a generation that has survived for a long time and has taken over from the previous generation. Therefore, it is very important to know what Gen Z's interest is in buying environmentally

friendly products in order to preserve the environment (Mohammed, 2018). According to (Manongko & Dr.Allen, 2018) The transformation of behavior, especially among consumers who are switching towards environmentally friendly products, reflects people's awareness of protecting and caring for the natural environment in order to protect themselves from the risk of disease due to exposure to chemicals in certain products (Salam & Sukiman , 2021). Savvy marketing individuals will identify environmental issues as potential for meeting consumer needs. In the world of marketing, a strategy that is currently developing rapidly is *green marketing*(Dwi Lestari *et al.*, 2015).

The green marketing concept of business actors will gain more benefits, namely creating environmentally friendly products which are usually called Green Products. Green products support sustainability and help people think about long-term benefits. Public awareness of environmental health increases people's desire to consume green products and encourages industry to implement environmental management to produce green products (Adnyana & Santika, 2021). One brand that has green products is the Starbucks brand.

Starbucks is one of the companies developing in coffee shop retail that realizes the importance of preserving the environment. This encourages the Starbucks company to implement green products by launching several initiatives to reduce the environmental impact of single-use cups. In 2020, Starbucks experienced a decline in sales, so it will cut its sales growth target for that year. A survey platform from Kumparan (2023) revealed that the drink consumption pattern that Gen Z most often buys with a percentage of 46% in 2022-2023 is coffee. Generation Z has adopted an on-the-go coffee culture and likes modern coffee drinks such as blended iced coffee (Falkner, 2020). In 2022, Starbucks also noted that 75% of its total sales will be dominated by iced blended drinks which are generation Z's favorite (Cresswell, 2022).

Lifestyle changes that are more concerned about the environment must begin to become a habit and companies can also implement Green Advertising in advertising their products. Starbucks outlets spread green products such as using Tumblr and straws made of paper through green advertising on the Instagram account @starbucksindonesia to increase public awareness of caring about environmental sustainability. Starbucks' strategy in green advertising is carried out by creating advertisements that contain content that cares about environmental sustainability or advertisements that encourage the purchase of green products that are environmentally friendly and direct consumers' attention to the positive consequences of purchasing behavior (Putra, DR, & Prasetyawati, YR (2021).

It can be said that the Starbucks company does not half-heartedly carry out advertising. Expenditures for Starbucks advertising experience increases and decreases every year. In 2011, Starbucks only budgeted \$141.3 million for advertising. In 2020, Starbucks' advertising budget never reached the \$300 million mark. However, after a decline in sales in 2020, it is apparent that Starbucks is trying to make better use of advertising. In 2021, Starbucks is seen spending \$305.1 million on advertising production. That figure will grow to \$416.7 million in 2022 (Starbucks, 2023). Implementation of the marketing strategy for Starbucks outlets that uses Green Advertising with a Green Marketing perspective which also applies international standards or better known as ISO-14000. Consumers buy goods and services to fulfill various needs and desires. Fulfillment of needs and desires is directly related to use (benefit). If the goods and services offered by a company are deemed capable of meeting their needs and desires, then it can increase repurchase intention (Sudita & Ekawati, 2018).

Green repurchase intention refers to consumers' willingness and motives to buy environmentally friendly products. In other words, consumers not only care about the ecological impact but also the environmental consequences that can be caused by their purchasing decisions for these products (Jaiswal and Kant, 2018). To achieve sustainable profits, companies need to attract consumers and convert them into repeat buyers (Qibtiyah *et al.*, 2021).

Previous research from Putra and Prasetyawati (2021) stated that green products have a positive effect on buying interest, in other words, the innovation of Reusable Color Changing Cups as a green product released by Starbucks can be received positively and in accordance with the needs of people who have started to care about environmentally friendly products. In contrast to research conducted by Chen and Chai (2010) concluded that green products do not have a positive effect because it requires high costs to consume or use green products compared to ordinary products. This shows that improving aspects such as environmentally friendly products, promotions and prices cannot always automatically increase consumers' intentions to make a purchase.

Lathifah & Widyastuti (2018), have reviewed the impact of environmentally friendly products on the desire to repurchase. The findings from this study indicate that environmentally friendly products have a positive and significant impact on consumers' desire to repurchase. Thus, it can be concluded that companies that present environmentally friendly products in their marketing strategies are able to influence consumers' purchasing interest to choose Philips LED lighting products again. This research is in line with research conducted by Puspitasari *et al.* (2018) Wu, *et al.* (2018), Pancić *et al.*, (2023) and Hidayah (2023) which stated that green

products have a positive and significant effect on green repurchase intention. Based on this explanation, the following hypothesis can be formulated.

H1: Green Products have a positive and significant effect on Green Repurchase Intention.

Research conducted by Luo et al. (2020) stated that green products have a positive and significant effect on green advertising. These findings indicate that environmentally friendly advertising is honest and tailored to consumer needs is very important in marketing environmentally friendly products. In line with research conducted by Dai & Sheng (2022) shows that green products have a positive and significant effect on green advertising. Based on Self-Regulation Theory and Self-congruency Theory, this research aims to propose and test a conceptual model to reveal how advertising appeal influences consumers' environmentally friendly purchasing intentions with different environmentally friendly products and subjective feelings of preoccupation. Therefore the hypothesis proposed in this study is:

H2: Green products have a positive and significant effect on green advertising.

Research conducted by Zhu (2013) states that there is a positive influence from the exogenous latent variable construct used, namely consumer responses to green advertising in the green advertising variable and the green claim variable as an additional variable in examining consumers' repurchase intentions for green products. Based on the results of a study conducted by Gautam & Sharma, (2017) provides evidence that green advertising has a positive and significant effect on repurchase intention. Moreover, our research model confirms the full mediation of customer relationships in the relationship between green advertising and consumer purchase intention. Based on our research findings, we strongly recommend that marketers of luxury fashion brands engage in social media marketing activities to provide value to customers. Therefore the hypothesis proposed in this study is:

H3: Green Advertising has a positive and significant effect on Green Repurchase Intention

Setyabudi and Adialita (2020) argue that green product knowledge has a positive effect on green repurchase intention which is mediated by green trust. Where trust in green products can be stimulated from the marketing communications carried out. Research conducted by Handoko & Arifin (2021) shows that green products have a positive effect on repurchase interest which is mediated by green advertising in producing quality and environmentally friendly products, also supported by advertising that attracts consumers through their social media. Therefore, this study proposes a hypothesis

H4: There is a positive influence of Green Products on Green Repurchase Intention which is mediated by Green Advertising.

2. RESEARCH METHODS

This type of research is quantitative research to analyze the influence of Green Products on Green Repurchase Intention through Green Advertising at Starbucks Coffee outlets in Badung Regency spread across Seminyak, Kuta, Legian, Canggu, Benoa, Uluwatu and Nusa Dua. The population in this research is all generation z consumers who have purchased Starbucks products at least once in the Badung Regency area and the sample was determined using probability sampling and non-probability sampling methods with a total sample size of 100 customers obtained using a questionnaire. The feasibility of the questionnaire was tested using validity and reliability tests. The data analysis techniques used are descriptive analysis and inferential statistical analysis consisting of classical assumption tests

3. RESULTS AND DISCUSSION

Table 1 shows that the characteristics of respondents can be grouped by gender, most of the respondents were 64 women with a percentage of 64 percent and 36 men with a percentage of 36 percent.

Table 1.

Respondent Characteristics

| No | Characteristics | Classification | Amount Respondents (People) | Percentage (%) |
|----|-----------------|-------------------|-----------------------------|----------------|
| 1 | Gender | Man | 36 | 36 |
| | | Woman | 64 | 64 |
| | | Amount | 100 | 100 |
| 2 | Age | >21-23 years | 60 | 60 |
| | | >24-26 years | 40 | 40 |
| | | Amount | 100 | 100 |
| 3 | Last education | SMA/SMK | 54 | 54 |
| | | DI/ DII/ DIII | 16 | 16 |
| | | DIV/S1 | 30 | 30 |
| | | Amount | 100 | 100 |
| 4 | Work | Student | 48 | 48 |
| | | Private employees | 33 | 33 |
| | | Self-employed | 19 | 19 |
| | | Amount | 100 | 100 |

Source: Processed data, 2024

Characteristics of respondents based on gender were 64 women. Based on age, the majority of respondents were in the range >21-23 years, namely 60 people. The characteristics of respondents based on their last education show that the majority of respondents had a high school/vocational school education, namely 54 people. Characteristics of respondents based on work, the majority of respondents were students, namely 48 people.

The results of the validity test showed that all research instruments used to measure the green product, green advertising and green repurchase intention variables had a correlation coefficient value with the total score of all statement items greater than r table 0.361. This shows that the statement items in the research instrument are valid and suitable for use as research instruments. The reliability test results in Table 4.3 show that the three research instruments have a Cronbach's Alpha coefficient of more than 0.60. This can be said to be reliable, so it can be used in this research.

The green product variable statement which has the highest score of 3.11 refers to the statement "I feel Starbucks products are products that are environmentally friendly." and falls into the good criteria, this means that Starbucks has offered products that are environmentally friendly. In the green product variable, the statement that has the lowest score of 3.05 refers to the statement "I easily recognize Starbucks product labels as environmentally friendly products." and is in the good category, which means consumers are able to recognize Starbucks product labels as environmentally friendly products.

The green advertising variable, the statement that has the highest score of 2.99, refers to the statement "I feel happy and comfortable seeing Starbucks product advertisements that promote environmentally friendly values" and is in the good category, which means consumers feel happy and comfortable when seeing the advertisement. Starbucks products that promote environmentally friendly values. In the green advertising variable, the statement that has the lowest score, namely 2.89, is the statement "Starbucks advertising always provides information that is friendly to the environment." and is in the good category, then from this statement it can be interpreted that Starbucks in making advertisements always provides information that is friendly to the environment.

The green repurchase intention variable, the statement that has the highest score of 3.11, refers to the statement "I am willing to recommend Starbucks green products to my closest relatives" and is included in the good criteria so that this statement can be interpreted as meaning that consumers are willing to recommend Starbucks green products to their closest relatives. In the green repurchase intention variable, the statement that has the lowest score, namely 2.98 and is included in the fairly good criteria, focuses on the statement "I prefer Starbucks green products to other products, even though there are cheaper substitute products", which can be interpreted as that consumers prefer Starbucks green products over other products.

The results of the normality test on structural 1 in this study showed that the value of Asymp. Sig. (2-tailed) of 0.078. The normality test results on structural 2 show that the value

of Asymp. Sig. (2-tailed) of 0.081. These results indicate that the regression equation model is normally distributed. The results of the multicollinearity test showed that the tolerance and VIF values of the green product and green advertising variables showed that the tolerance value for each variable was greater than 0.10 and the VIF value was smaller than 10, which means the regression equation model was free from multicollinearity. The results of the structural heteroscedasticity test 1 showed that the significance value of the green product variable was 0.880 and the results of the structural heteroscedasticity test 2 showed that the significance value of the green product variable was 0.350, and the green advertising variable was 0.437. This value is greater than 0.05, which means there is no influence between the independent variables on the absolute residual. So that the model created does not contain symptoms of heteroscedasticity.

Table 2.

Results of Structural Equation Analysis 1

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,107 | 0.631 | | 3,341 | 0.001 |
| | <i>Green products</i> | 0.729 | 0.066 | 0.744 | 11,007 | 0,000 |

R² : 0.553
 F statistic: 121.156
 Sig. F : 0.000

Source: processed data, 2024

The results of the path analysis of regression equation 1 showed that the β_1 value was 0.744, which means green products have a positive effect on green advertising. This shows that if the green product variable increases, green advertising will increase by 0.744. The magnitude of the influence of the independent variable on the dependent variable as shown by the total determination value (R square) of 0.553 means that 55.3 percent of the variations in green advertising are influenced by variations in green products, while the remaining 44.7 percent is explained by other factors that are not included. into the model.

Table 3.

Results of Structural Equation Analysis 2

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|------------|---------------------------|---|------|
| | B | Std. Error | Beta | | |

| | | | | | | |
|---|--------------------------|-------|-------|-------|-------|-------|
| 1 | (Constant) | 2,564 | 0.751 | | 3,415 | 0.001 |
| | <i>Green products</i> | 0.248 | 0.112 | 0.198 | 2,219 | 0.029 |
| | <i>Green advertising</i> | 0.833 | 0.114 | 0.652 | 7,314 | 0,000 |

R² : 0.656

F statistic: 92.313

Sig. F : 0.000

Source: processed data, 2024

The results of structural analysis 2 showed that the β_2 value was 0.198, meaning that green products had a positive effect on green repurchase intention. If the green product variable increased, the green repurchase intention variable increased by 0.198. The β_3 value of 0.652 means that green advertising has a positive effect on green repurchase intention. This means that if the green advertising variable increases, the green repurchase intention variable will increase by 0.652. The magnitude of the influence of the independent variable on the dependent variable as shown by the total determination value (R square) of 0.656 means that 65.6 percent of the variation in green repurchase intention is influenced by variations in green products and green advertising, while the remaining 34.4 percent is explained by factors. others into the model.

The results of calculating the effect of error (Pe₁), the result of the effect of error (Pe₂) obtained was 0.668 and the effect of error (Pe₂) was 0.586. The total determination value of 0.848 means that 84.8 percent of the green repurchase intention variable is influenced by the green product and green advertising variables, the remaining 15.2 percent is explained by other factors outside the model formed.

Table 4.

Direct, Indirect and Total Influence Green Product (X), Green Advertising (M), and Green Repurchase Intention (Y)

| Influence of Variables | Direct Influence | Indirect Influence Through Green Advertising (M) ($\beta_1 \times \beta_3$) | Total Influence |
|------------------------|------------------|--|-----------------|
| X → m | 0.744 | - | 0.744 |
| m → Y | 0.652 | - | 0.652 |
| X → Y | 0.198 | 0.485 | 0.683 |

Source: processed data, 2024

Table 4 shows the path coefficient value of the direct influence of green products on green advertising of 0.744, these results show that green products directly have a positive influence on green advertising. The path coefficient value of the direct influence of green advertising on green repurchase intention is 0.652, these results show that green advertising directly has a positive influence on green repurchase intention. The path coefficient value of

the direct influence of green products on green repurchase intention is 0.198, these results show that green products directly have a positive influence on green repurchase intention. The path coefficient value of the indirect influence of green advertising in mediating the influence of green products on green advertising is 0.485, these results show that green products have an indirect influence on green repurchase intention through green advertising.

The results of the Sobel test show that the calculated Z value is $6.131 > 1.96$, which means that green advertising is a variable that mediates the influence of green products on the green repurchase intention of Gen Z at Starbucks Badung Regency or in other words, green products have an indirect effect on green repurchase intention. through green advertising. The VAF value (71 percent) is more than 20 percent, so it can be explained that there is a mediation effect. Thus, the hypothesis which states that green advertising mediates the influence of green products on green repurchase intention is accepted.

The results of hypothesis testing in this research show that green products have a positive and significant effect on green repurchase intention. So it can be concluded that the better the green product, the greater the green repurchase intention of Gen Z at Starbucks Badung Regency, so the first hypothesis is accepted. The results of this research are in accordance with previous research conducted by Puspitasari et al. (2018) Wu, et al. (2018), Pancić et al., (2023) and Hidayah (2023) which stated that green products have a positive and significant effect on green repurchase intention.

The results of hypothesis testing in this research show that green products have a positive and significant effect on green advertising. So it can be concluded that the better the green product, the greater the green advertising of Gen Z at Starbucks Badung Regency, so the second hypothesis is accepted. The results of this study are in accordance with previous research conducted by Sabir et al. (2014), Luo et al. (2020), Alamsyah et al., (2020), Sun et al., (2021) and Dai & Sheng (2022) which state that green products have a positive and significant effect on green advertising.

The results of hypothesis testing in this research show that green advertising has a positive and significant effect on green repurchase intention. So it can be concluded that the better the green advertising, the green repurchase intention of Gen Z at Starbucks Badung Regency will increase, so the third hypothesis is accepted. The results of this research are in accordance with previous research conducted by Gautam & Sharma, (2017) stating that green advertising has a positive and significant influence on green repurchase intention.

The results of hypothesis testing in this study show that green advertising is able to mediate the influence of green products on green repurchase intention, in other words, green

products have an indirect effect on green repurchase intention through green advertising, so the fourth hypothesis is accepted. The results of this research are in accordance with research conducted by Putra & Prasetyawati (2021), Handoko & Arifin (2021), Gunawan et al., (2014), Agustin (2015), and Soedargo et al., (2018) which also shows that Green products have a positive effect on green repurchase intention when mediated by green advertising.

The practical implication of this research is that in the green product variable, the statement that I feel Starbucks products are environmentally friendly products has the highest average value. The results of this research show that Starbucks always offers products that are environmentally friendly. In the green advertising variable, the statement that I feel happy and comfortable seeing Starbucks product advertisements that promote environmentally friendly values has the highest average value. The results of this research show that consumers feel happy and comfortable seeing Starbucks product advertisements that promote environmentally friendly values. In the green repurchase intention variable, the statement I am willing to recommend Starbucks green products to my closest relatives has the highest average value. The results of this research show that consumers are willing to recommend Starbucks green products to relatives. The theoretical implications of the results of this research provide evidence for the development of marketing management science, especially regarding how green products and green advertising can influence green repurchase intention. The scope of this research is only on gen z Starbucks located in Badung Regency, so the research results cannot be generalized to Starbucks consumers in other areas

4. CONCLUSIONS AND SUGGESTIONS

The results of this research found the conclusion that green products have a positive and significant effect on green repurchase intention, green products have a positive and significant effect on green advertising, green advertising has a positive and significant effect on green repurchase intention, Green advertising is able to mediate the influence of green products on green repurchase intention. Suggestions that can be given in this research are that Starbucks Badung Regency provides environmentally friendly information or logos on every environmentally friendly product offered to consumers with good quality. Starbucks Badung Regency also needs to create advertisements by always adding environmentally friendly elements.

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