

Implementation of Green Marketing in Digital Marketing Management

Implementasi Pemasaran Hijau dalam Manajemen Pemasaran Digital

Muhamad Agung Dharmajaya¹, Eva Sutihat², Diba Anggraini Aris³

Mathla'ul Anwar University, Pandeglang, Indonesia^{1,2,3}

agungdharma@unmabanten.ac.id¹, eva81@sutihat@gmail.com², diba.aris@gmail.com³

**Corresponding Author*

ABSTRACT

The development of digital technology is encouraging companies to adopt marketing strategies that are not solely profit-oriented but also consider environmental sustainability. One emerging approach is green marketing, integrated into digital marketing management. This study aims to analyze the implementation of green marketing in digital marketing management and identify strategies, challenges, and their impact on brand image and consumer trust. The research method used was a qualitative approach with descriptive methods. The results show that the implementation of green marketing in digital marketing management has a positive impact on brand image formation and increased consumer trust. The implementation of a digital marketing strategy that integrates environmentally friendly products, sustainable pricing, green distribution, and educational content-based promotions can increase consumer awareness of the value of sustainability. However, the effectiveness of green marketing implementation is still affected by several obstacles, such as high costs, the risk of greenwashing, and differences in consumer awareness of environmental issues. Therefore, a consistent, transparent, and integrated strategy is needed for optimal implementation of green marketing in digital marketing.

Keywords: Green Marketing, Digital Marketing, Marketing Management, Sustainability.

ABSTRAK

Perkembangan teknologi digital mendorong perusahaan untuk mengadopsi strategi pemasaran yang tidak hanya berorientasi pada keuntungan semata, tetapi juga mempertimbangkan keberlanjutan lingkungan. Salah satu pendekatan yang sedang berkembang adalah pemasaran hijau, yang diintegrasikan ke dalam manajemen pemasaran digital. Studi ini bertujuan untuk menganalisis implementasi pemasaran hijau dalam manajemen pemasaran digital, mengidentifikasi strategi, tantangan, dan dampaknya terhadap citra merek dan kepercayaan konsumen. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan metode deskriptif. Hasil penelitian menunjukkan bahwa implementasi pemasaran hijau dalam manajemen pemasaran digital memiliki dampak positif terhadap pembentukan citra merek dan peningkatan kepercayaan konsumen. Implementasi strategi pemasaran digital yang mengintegrasikan produk ramah lingkungan, penetapan harga berkelanjutan, distribusi hijau, dan promosi berbasis konten edukatif dapat meningkatkan kesadaran konsumen terhadap nilai keberlanjutan. Namun, efektivitas implementasi pemasaran hijau masih dipengaruhi oleh beberapa hambatan, seperti biaya tinggi, risiko greenwashing, dan perbedaan kesadaran konsumen terhadap isu lingkungan. Oleh karena itu, diperlukan strategi yang konsisten, transparan, dan terintegrasi untuk implementasi pemasaran hijau yang optimal dalam pemasaran digital.

Kata Kunci: Pemasaran Hijau, Pemasaran Digital, Manajemen Pemasaran, Keberlanjutan.

1. Introduction

The development of digital marketing has brought significant changes to consumers' perspectives on purchasing activities. Consumers are now increasingly focusing on convenience, speed, affordability, completeness of product information, and quality of service offered through digital platforms (Sifwah et al., 2024). This situation has prompted marketers to re-evaluate the value they can provide to consumers (value for customer) and adapt their interaction patterns to be more relevant to the needs of the digital era. Digital interactions between companies and consumers are considered to provide various benefits, thus influencing changes in consumer

behavior and marketing strategies (Ardani Company, 2022). This aligns with the view of Andirwan et al. (2023), who stated that digital marketing has transformed various aspects of marketing activities and encouraged companies to adopt digital marketing as a means of creating added value for target consumers.

In addition to providing benefits to consumers, the implementation of digital marketing also provides strategic advantages for companies. Consumers perceive online transactions as more practical, easier, and offer a higher level of privacy compared to conventional transactions (Darmawan & Putra, 2022). The flexibility of shopping without being restricted by time and location has also increased consumer interest in digital transactions. From a marketer's perspective, digital marketing enables closer relationships with consumers through real-time, two-way communication. This strategy not only contributes to increased sales and expanded market reach, but also helps companies save marketing costs, improve operational efficiency, and drive sustainable revenue growth (Widiana, 2021).

Conversely, increasing public awareness of environmental issues has driven significant changes in consumer behavior, particularly in the purchasing decision-making process (Kusumo et al., 2017). Consumers are no longer solely focused on product quality and price, but are also beginning to consider sustainability, corporate social responsibility, and the environmental impact of using products and services (Junaedi, 2005). These shifts in consumption patterns indicate that environmental values are increasingly becoming a key factor in consumer preferences. This situation challenges companies to adapt their marketing strategies and opens up opportunities to create competitive advantages through the implementation of environmentally sustainable business practices (Utami, 2020).

In line with this, green marketing emerged as a marketing approach that integrates environmental awareness into all of a company's marketing activities (Kusumo et al., 2017). The concept of green marketing extends beyond providing environmentally friendly products to encompassing sustainable production processes, efficient distribution systems with minimal environmental impact, and transparent and educational marketing communication strategies. Through consistent implementation of green marketing, companies are expected to build a positive brand image, increase consumer trust, and strengthen long-term relationships with consumers (Fitria, 2023).

Along with the development of digital marketing, the implementation of green marketing has undergone a transformation in the form of digital communication and strategies (Ahmadin & Santono, 2025). Companies are leveraging digital media to convey sustainability messages, educate consumers, and build transparent and sustainable interactions. Integrating green marketing into digital marketing management is a strategic step in creating a long-term competitive advantage (Zati et al., 2025).

However, implementing green marketing in digital marketing is not without challenges that companies must face. One major challenge is the widespread practice of greenwashing, which involves making environmentally friendly claims without supporting concrete actions or credible evidence (de Freitas Netto et al., 2020). This practice frequently appears in digital marketing content due to the ease of quickly and widely disseminating information. If companies fail to implement principles of transparency and accountability, greenwashing can create negative perceptions among consumers, reduce trust, and potentially damage a brand's reputation and credibility in the long term (Delmas & Burbano, 2011).

In addition to the issue of greenwashing, differences in consumer understanding and awareness of environmental issues also influence the effectiveness of digital green marketing strategies (Rahayu et al., 2017). Not all consumers have the ability or knowledge to evaluate the authenticity of sustainability claims conveyed through digital media. This situation requires companies to design marketing communication strategies that are not only promotional but also educational, informative, and easily understood by various consumer groups (Harto et al., 2024).

By conveying honest, consistent messages, supported by relevant data or certifications, companies can increase consumer understanding and build ongoing trust in their environmental commitments (Nadroh et al., 2025).

Based on this background, this study aims to analyze the implementation of green marketing in digital marketing management, identify the strategies used, and examine the challenges faced in their implementation. The results of this study are expected to contribute academically to the development of marketing management studies and serve as a practical reference for companies in designing sustainability-oriented digital marketing strategies.

2. Method

This research uses a qualitative approach with a descriptive method through literature review. This approach was chosen to examine and understand in-depth the concept and implementation of green marketing in digital marketing management based on theoretical studies and previous research results. The data used in this study are secondary data obtained from various library sources, such as reference books, national and international scientific journals, scientific articles, and other publications relevant to the research topic (Sugiyono, 2013). Data collection was carried out by searching and reviewing literature related to green marketing and digital marketing. The collected data were then analyzed using qualitative descriptive analysis techniques by grouping, comparing, and synthesizing various concepts and previous research findings. The results of the analysis are used to systematically draw conclusions regarding the strategies, benefits, and challenges of implementing green marketing in digital marketing management, thereby providing theoretical contributions to the development of marketing science.

3. Result And Discussion

Implementing Green Marketing in Digital Marketing Management

The implementation of green marketing in digital marketing is a strategic effort by companies to utilize various digital platforms and technologies to promote products or services oriented towards environmental sustainability. Through digital marketing, companies can communicate their environmental commitments widely and quickly to consumers, while simultaneously building a brand image as an entity that cares about environmental sustainability. Utilizing digital media allows companies to provide transparent information regarding their environmentally friendly practices, from production to distribution, thereby increasing consumer trust in the brand.

In practice, a digital green marketing strategy is realized through the creation of educational and informative content that emphasizes sustainability values. This content can be distributed through various digital channels such as search engine optimization (SEO), social media, email marketing, and the company website. Through educational content, companies function not only as product sellers but also as educational agents, raising consumer awareness of the importance of environmental protection. This approach is expected to create a stronger relationship between the company and consumers and encourage long-term loyalty.

Furthermore, the implementation of green marketing in digital marketing also involves the digital integration of the green marketing mix concept, which encompasses product, price, place, and promotion (the green 4Ps). Eco-friendly products, pricing that reflects sustainable values, efficient distribution with minimal environmental impact, and ethical and transparent digital promotion are essential elements of this strategy. Consistent integration of the green 4Ps in digital marketing not only provides a competitive advantage for companies but also contributes to creating a positive impact on the environment and long-term business sustainability.

Several key elements in implementing green marketing in marketing management in the digital era include:

1. Green Products

Green products are a key element in implementing green marketing, namely products designed and produced with sustainability principles in mind while minimizing negative impacts on the environment. In marketing management in the digital era, companies need to transparently showcase the advantages of green products, including eco-friendly product design, the use of sustainable raw materials, and efficient, waste-free production processes. This information is crucial because consumers are increasingly critical in assessing a company's commitment to environmental issues before deciding to purchase a product. Utilizing digital media such as social media and company websites is an effective way to communicate the value of green products to consumers. Through engaging and informative photos and videos, companies can showcase the product manufacturing process, raw material sourcing, and eco-friendly innovations implemented. Authentic visual presentations supported by educational narratives not only enhance product appeal but also help build consumer trust. Thus, digital marketing plays a crucial role in strengthening positive perceptions of green products and driving consumer interest and loyalty.

2. Sustainable Pricing

Sustainable pricing in green marketing refers to pricing that reflects the added value of environmentally friendly products, including quality, long-term benefits, and their contribution to environmental conservation. Green products often have relatively higher prices than conventional products due to the use of sustainable raw materials, environmentally friendly production processes, and higher quality standards. Therefore, companies need to clearly and rationally explain the rationale behind these prices to gain consumer acceptance.

In digital marketing, explaining the added value of sustainable pricing can be conveyed through a strong and educational narrative on websites, social media, and email marketing. Companies can emphasize environmental benefits, product durability, and the positive impact of each purchase. Furthermore, the use of consumer testimonials, positive reviews, and real-life stories can help build a sense of value in consumers' minds. With this approach, consumers not only judge products based on their low price but also understand the inherent sustainability value of the product, thus encouraging trust and more environmentally conscious purchasing decisions.

3. Green Distribution & Services (Place)

Green distribution and services (green place) in sustainable marketing emphasize the process of delivering products to consumers while minimizing negative impacts on the environment. In the digital era, companies can utilize efficient e-commerce platforms to reduce the need for excessive physical distribution and optimize online sales processes. Utilizing digital-based logistics systems also enables companies to manage their supply chains more systematically, reduce carbon emissions, and increase the efficiency of product delivery to consumers.

In addition, companies can offer various environmentally friendly distribution innovations, such as low-carbon shipping options, collaboration with sustainable logistics providers, or the use of recyclable and environmentally friendly packaging. Information about these green distribution and service practices needs to be clearly visualized through digital media, such as websites and social media, to ensure easy consumer understanding. Transparent visual presentation and narrative not only increase consumer awareness of a company's sustainability efforts but also strengthen the brand's image as an environmentally responsible company.

4. Green Promotion

Green promotion is a crucial element in implementing green marketing, serving to communicate a company's commitment to environmental sustainability to consumers. In the context of digital marketing, green promotion can be realized through the provision of educational content such as blog articles, videos, and infographics that discuss environmental issues, recycling practices, and sustainable lifestyles relevant to the company's values and products. This educational content serves not only as a promotional tool but also as a learning medium that can increase consumer awareness and understanding of the importance of environmental protection.

Furthermore, social media is a strategic platform for implementing green promotion due to its ability to build direct interaction and engagement with consumers. Companies can develop digital campaigns such as the #GreenLiving hashtag on Instagram or TikTok, hold live Q&A sessions with environmental experts, and collaborate with influencers who care about sustainability issues. This strategy aims to build a community of environmentally conscious consumers, increase audience participation, and strengthen the brand's image as a socially and environmentally responsible business.

Furthermore, optimizing green promotion strategies can also be done through the implementation of green SEO and email marketing. The use of keywords related to environmentally friendly products, such as "eco-friendly products," "sustainable fashion," or "organic food," helps increase brand visibility in search engines and makes it easier for environmentally conscious consumers to find products that align with their values. Meanwhile, email marketing can be utilized to send regular newsletters containing information about the positive impacts of product use, the company's sustainability program achievements, and an invitation to consumers to participate in environmental conservation efforts. This integrated green promotion approach is expected to increase trust, loyalty, and long-term relationships between companies and consumers.

As a concrete implementation of green promotion in digital marketing, companies can utilize websites or e-commerce platforms as the primary medium for transparently communicating sustainability commitments. On product pages, companies can display green certifications, eco-labels, and stories behind the production process that emphasize the use of sustainable materials and environmentally responsible practices. Furthermore, providing interactive features such as a "carbon footprint calculator" or information about the environmental contribution of each purchase can increase consumer engagement and strengthen the perception of the company's sustainable value proposition.

Beyond websites, digital campaigns are also an effective strategy for communicating green marketing messages to a wider audience. Companies can organize recycling challenges through social media platforms like Instagram, hold webinars or online discussions about a low-waste lifestyle, and collaborate with influencers who are committed to environmental issues. These digital campaigns serve not only as promotional tools but also as an effort to build awareness, participation, and a community of consumers who care about environmental sustainability. Thus, green promotions, creatively and interactively packaged through digital media, can strengthen brand image while encouraging changes in consumer behavior toward a more environmentally friendly approach.

Green Marketing Strategy and Implementation in Digital Marketing Management Strategy

1. Digital Marketing Mix Integration (4Ps + Environment)

The strategy for implementing green marketing in digital marketing management can be implemented through the integration of a digital marketing mix that combines the 4Ps concept with environmental values. This approach requires companies to focus not only on profit but

also on sustainability aspects in all marketing activities. Through digital marketing, companies can consistently and broadly communicate their environmental commitments to consumers as part of their differentiation strategy and competitive advantage.

Regarding product and pricing, companies need to offer environmentally friendly, high-quality, and durable green products, then communicate their sustainability features through various digital content. The relatively higher pricing of green products should be accompanied by an explanation of the added value consumers receive, such as premium quality, long-term benefits, and contributions to environmental conservation. Digital communication strategies play a crucial role in building perceived value so that consumers judge products not only based on price but also on the sustainability benefits they offer.

Furthermore, in terms of distribution and promotion, companies can utilize digital platforms to reach consumers more efficiently, while ensuring that their logistics and distribution systems support environmentally friendly principles, such as reducing emissions and using sustainable packaging. In terms of promotion, digital marketing allows companies to educate consumers, promote environmental values, and build communities that care about sustainability issues through social media and other digital channels. This strategic integration is expected to increase consumer trust, engagement, and loyalty towards green brands.

2. Authentic and Transparent Content

Authentic and transparent content is a key strategy in implementing green marketing in digital marketing management. Companies are required to present content that reflects a real commitment to environmental conservation, not just promotional claims. Information about production processes, raw material sources, environmental certifications, and sustainable operational practices needs to be supported by concrete evidence to gain consumer trust. Authentic content will help companies build an honest and responsible brand image, while avoiding negative perceptions resulting from greenwashing practices.

To support transparency, companies can also utilize developments in digital technology as a means of verifying sustainability claims. The use of technologies such as artificial intelligence and blockchain enables companies to display accurate and traceable data related to supply chains, carbon footprints, and product origins. With this verification system, consumers have access to more reliable and objective information. The use of verification technology not only increases consumer trust but also strengthens a company's credibility in implementing green marketing consistently and sustainably.

3. Segmenting and Targeting Green Consumers

Segmenting and targeting green consumers is a crucial strategy in implementing green marketing in digital marketing management. Green consumers are a group of consumers with a high level of awareness of environmental issues and a tendency to choose sustainable products and services. Therefore, companies need to identify market segments whose interests, values, and purchasing power align with the characteristics of the green products they offer. This segmentation process can be conducted based on demographic, psychographic, lifestyle, and consumer attitudes toward the environment.

In the context of digital marketing, targeting green consumers can be more effective through the use of data and digital technology. Companies can use social media analytics, search behavior, and consumer interaction data on digital platforms to identify the most potential segments. With precise targeting, green marketing messages can be delivered in a more relevant and personalized manner, thereby increasing the effectiveness of marketing communications. This strategy not only helps companies optimize marketing resources but also increases the chances of success for sustainable products in the market.

4. Green Customer Experience

Green customer experience is a crucial aspect in implementing green marketing in digital marketing management. Companies need to ensure that every consumer interaction with digital platforms reflects the brand's sustainability values. This includes easy access to information, simple interface design, and efficient, resource-efficient transaction processes. Consistency between the environmental message communicated and the actual consumer experience will strengthen positive perceptions and increase trust in the brand.

Beyond functional aspects, a green customer experience can also be achieved by optimizing energy efficiency on the digital platforms used. Maintaining a website with a lightweight design, fast loading times, and using energy-efficient or renewable energy-based servers can reduce digital energy consumption. These efforts not only support the company's environmental commitment but also improve user experience. By creating an environmentally friendly digital experience, companies can build long-term relationships with consumers while strengthening their brand image as a business that is responsible for sustainability.

Challenges

1. High Production & Marketing Costs

One of the main challenges in implementing green marketing in digital marketing management is the high cost of producing and marketing truly environmentally friendly products. The use of sustainable raw materials, the implementation of environmentally friendly production technologies, and compliance with environmental standards and certifications often require a larger investment than conventional products. This situation can be a barrier for companies, especially small and medium-sized enterprises (SMEs), in optimally developing green products.

In addition to production costs, implementing a credible green marketing campaign also requires a significant budget. Creating high-quality content, providing evidence of sustainability, and utilizing digital technology to support transparency and verify environmental claims require careful budget planning. Therefore, companies need to implement effective budget allocation strategies, such as prioritizing the most impactful digital channels, optimizing the use of data and analytics, and integrating sustainability messages into existing marketing campaigns. With proper budget management, companies can minimize costs while maintaining their commitment to green marketing principles.

2. Greenwashing & Trust

Greenwashing is one of the most crucial challenges in implementing green marketing in digital marketing management. This practice occurs when companies make environmentally friendly claims that are not supported by concrete actions or verifiable evidence. In the digital age, information spreads rapidly, making false or exaggerated claims easily identifiable to consumers. If a company is suspected of greenwashing, it not only undermines consumer trust but also has the potential to damage its reputation and brand image in the long term.

Therefore, building and maintaining credibility is key to a green marketing strategy. Companies are required to implement the principles of transparency and accountability in all their digital marketing communications. Conveying honest information, supported by data, certifications, and publicly accessible sustainability reports, is a crucial step in increasing consumer trust. With a consistent commitment to environmentally friendly practices and open communication, companies can avoid the perception of greenwashing and build long-term relationships based on trust and sustainable values.

3. Supply Chain Complexity

Supply chain complexity is a significant challenge in implementing green marketing in digital marketing management. To ensure that a product is truly environmentally friendly, companies must monitor all stages of the supply chain, from raw material procurement and

production to storage and distribution to consumers. Each of these stages involves multiple parties with varying standards and levels of commitment to sustainability, making control and oversight increasingly difficult.

Furthermore, limited information, differing regulations, and a lack of transparency from supply chain partners can hinder companies' efforts to implement green practices comprehensively. Companies need to collaborate closely with suppliers and logistics providers who share their commitment to the environment and implement effective monitoring systems. The use of digital technologies, such as supply chain tracking systems and sustainability reporting, can help increase transparency and accountability. However, implementing such systems requires significant investment and coordination, making supply chain complexity a key challenge to implementing sustainable green marketing.

4. Regulatory Support and Standards

The lack of regulatory support and uniform standards poses a challenge to implementing green marketing in digital marketing management. To date, claims of "green" or environmentally friendly often lack standardized, universally applicable definitions and indicators. Differences in standards, both across industries and regions, lead to varying interpretations of sustainability claims for companies. This makes it difficult for consumers to assess the validity of green claims made through digital media.

Furthermore, the limited availability of standardized and easily verifiable environmental certifications also poses a barrier to building consumer trust. The complex certification process, relatively high costs, and the unequal recognition of specific certification bodies make it difficult for companies to demonstrate objective evidence of sustainability. Therefore, stronger regulatory support and clear standards are needed from the government and relevant institutions to regulate green marketing claims. Clarity in regulations and standards is expected to increase transparency, protect consumers from greenwashing practices, and encourage the implementation of more credible and sustainable green marketing.

5. Varying Consumer Concerns

The varying levels of consumer concern for environmental issues pose a challenge to implementing green marketing in digital marketing management. Not all consumers prioritize sustainability when making purchasing decisions. Some consumers still prioritize price, functional quality, and convenience over the environmental impact of the products they consume. This situation means that green marketing strategies do not always have the same impact on all market segments.

These differences in levels of concern require companies to develop more flexible and adaptive marketing strategies. Companies need to tailor marketing messages to the characteristics and preferences of each consumer segment, without neglecting the sustainability values they promote. In digital marketing, this approach can be implemented through content segmentation and personalization, allowing green marketing messages to be combined with other benefits such as quality, efficiency, and convenience. With the right communication strategy, companies can increase consumer acceptance of green products while expanding their market reach more effectively.

5. Conclusion

Implementing green marketing in digital marketing management is a crucial strategy for companies in responding to the development of digital technology and increasing public awareness of environmental issues. Through the use of digital platforms, companies can communicate sustainability values more broadly, quickly, and transparently to consumers. Integrating green marketing principles into the digital marketing mix, from product and pricing to distribution and promotion, enables companies to build an environmentally conscious brand image and create a sustainable competitive advantage. An effective green marketing strategy

requires consistency between the message delivered and the company's actual practices. Providing green products, sustainable pricing, environmentally friendly distribution, and educational and interactive digital promotions are key elements in building consumer trust and loyalty. Furthermore, authentic and transparent content, appropriate green consumer segmentation, and creating a digital customer experience aligned with environmental values contribute to the success of a green marketing strategy in digital marketing. However, implementing green marketing in digital marketing management also faces various challenges. High production and marketing costs, the risk of greenwashing practices, supply chain complexity, limited regulations and uniform standards, and varying levels of consumer concern for environmental issues are obstacles that must be strategically managed. These challenges require companies to have long-term commitment, thorough planning, and the ability to adapt to market dynamics and regulations.

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