



# The influence of marketing mix on repurchase intention for eco-friendly products among university students in Indonesia

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## Article Info:

### Keywords:

eco-friendly products, marketing mix, repurchase intention, consumer behavior, sustainable marketing

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### Article History:

Received : 02-04-2025

Revised : 02-05-2025

Accepted : 06-05-2025

## Abstract

This study examines the impact of marketing mix dimensions on repurchase intention for eco-friendly products among university students in Yogyakarta, Indonesia. The research was conducted using a survey method involving 99 respondents and analyzed with multiple linear regression. The results indicate that product quality, competitive pricing, and promotional efforts significantly influence repurchase intention. However, distribution channels did not have a significant effect, suggesting that accessibility alone does not drive repeat purchases intention. These findings highlight the importance of product innovation, price optimization, and strategic promotions in encouraging sustainable consumption. This study contributes to green marketing by providing empirical insights into consumer behavior. Future research should explore additional factors such as environmental awareness and brand loyalty to further understand repurchase intentions for eco-friendly products.

## 1. INTRODUCTION

In today's competitive business environment, companies must anticipate market changes, particularly in consumer behavior that increasingly prioritizes sustainability. Marketing activities play a crucial role and must be undertaken by every company to navigate this competition, sustain operations, and support business growth (Kotler & Keller, 2016). The highly competitive nature of the business environment requires companies to anticipate changes and adapt to various market dynamics. To remain competitive in the global market, companies must effectively market their products, particularly by aligning with evolving consumer preferences. One key factor in achieving long-term success is ensuring strong consumer engagement, which can be reflected in repeated purchases of the company's products (Chaudhuri & Holbrook, 2001).

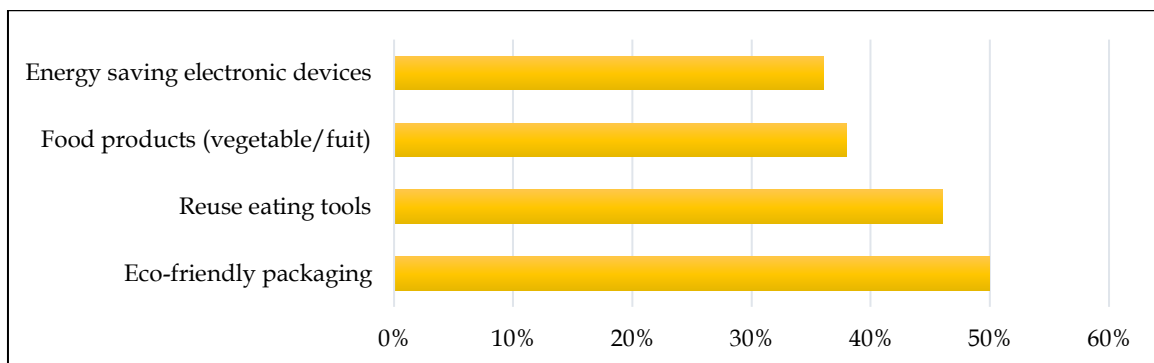
The emergence of new companies entering the market and attempting to displace existing businesses further intensifies competition (Porter, 2008). To overcome these challenges, companies must implement well-defined marketing strategies. Marketing is not merely about transferring goods from producers to consumers but also about ensuring customer satisfaction. In today's market, consumers increasingly prioritize sustainability and environmental responsibility, pushing businesses to adopt eco-friendly practices (Luchs et al., 2010). Companies that successfully integrate sustainable elements – such as biodegradable packaging, ethically sourced materials, and environmentally conscious



production methods—can gain a significant competitive advantage by appealing to environmentally aware consumers (Nielsen, 2015).

Several variables constitute a successful marketing strategy, including product, price, distribution channels, and promotion, commonly known as the marketing mix. Companies must apply an appropriate marketing mix to remain competitive and ensure business sustainability (Kotler & Keller, 2016). The elements within the marketing mix are interrelated, and a strategic combination of these factors is essential for effective implementation. Marketing mix decisions directly influence consumer purchasing behavior, particularly in relation to eco-friendly daily needs such as biodegradable cleaning products, organic personal care items, and reusable household goods (Suki, 2016). Companies that emphasize sustainable product innovation, transparent labeling, and ethical supply chains can attract consumers who seek environmentally friendly alternatives (Niinimäki & Hassi, 2011). While previous studies emphasize product innovation and packaging (Bocken et al., 2016), there is still limited discussion on how perceived authenticity influences repurchase decisions in emerging markets such as Indonesia.

In the modern consumer market, eco-friendly products such as organic soaps, plant-based detergents, reusable food containers, and compostable packaging are gaining popularity (Nielsen, 2015). With a growing variety of sustainable products available, companies must differentiate their offerings through innovative features, competitive pricing, and targeted promotional campaigns that highlight environmental benefits. Understanding consumer preferences and providing value-added features—such as carbon-neutral manufacturing processes or refillable packaging options—can enhance customer satisfaction and foster long-term brand loyalty (Chen, 2010).



**Figure 1.** Most Consumed Sustainable Products in Indonesia  
(Source: Yonatan, 2024)

Moreover, the shift toward sustainability is not merely a trend but a fundamental shift in consumer behavior. Governments and regulatory bodies are increasingly implementing policies that encourage sustainable business practices, further driving the demand for eco-friendly products (Jambeck et al., 2015). Companies that proactively embrace sustainability not only contribute to environmental preservation but also position themselves as responsible brands in the eyes of consumers. By continuously adapting to market trends and consumer demands, businesses can ensure long-term profitability and maintain a

competitive edge in the growing market for environmentally friendly products ([Chen, 2010](#)).

## **2. THEORETICAL REVIEW AND HYPOTHESIS**

The marketing mix, introduced by Philip Kotler, is a fundamental framework in marketing strategy that consists of four key elements: product, price, place (distribution channels), and promotion. These four dimensions, commonly referred to as the "4Ps," serve as a strategic foundation for businesses to effectively market their products and influence consumer purchasing behavior ([Kotler & Keller, 2016](#)). A well-balanced marketing mix allows companies to create value for their target audience, differentiate themselves from competitors, and foster long-term customer loyalty ([Borden, 1964](#)). In the context of eco-friendly products, the marketing mix plays an even more critical role, as consumers increasingly seek sustainable solutions that align with their values. The ability to optimize product quality, pricing strategies, distribution efficiency, and promotional efforts can significantly impact consumer repeat purchase intentions and brand loyalty ([Luchs et al., 2010](#)).

### **The Influence of Product on Repeat Purchase Intentions for Eco-Friendly Products**

The product dimension is a crucial determinant in shaping consumer repeat purchase intentions for eco-friendly goods ([Luchs et al., 2010](#)). Consumers who choose sustainable products often evaluate their quality, effectiveness, and environmental benefits before deciding to repurchase. A well-designed eco-friendly product must meet functional expectations while also providing tangible environmental advantages, such as biodegradable packaging, toxin-free ingredients, and ethical sourcing ([Bocken et al., 2016](#)). If consumers find that an eco-friendly product is as effective – or even superior – compared to conventional alternatives, their willingness to repurchase increases. Therefore, businesses must prioritize product quality and continuous innovation to ensure customer satisfaction and long-term brand loyalty ([Pereira & Silva, 2018](#)).

Product differentiation also plays an essential role in influencing repeat purchase behavior. Eco-friendly products that offer unique benefits, such as refillable packaging, compostable materials, or multipurpose functionality, can create a stronger consumer attachment to the brand. Additionally, the presence of third-party certifications, such as "organic-certified" or "eco-label approved," helps reinforce trust in the product's sustainability claims ([Delgado-Ballester & Munuera-Alemán, 2019](#)). When consumers are assured of a product's authenticity in supporting environmental causes, they are more likely to make repeated purchases. Hence, companies should focus on both product innovation and transparency in sustainability claims to maintain customer retention ([Pereira & Silva, 2018](#)).

### **The Influence of Price on Repeat Purchase Intentions for Eco-Friendly Products**

Price is one of the most influential factors affecting consumer behavior, particularly for eco-friendly products. Many consumers perceive sustainable products as more expensive than conventional alternatives, which can discourage repeat purchases ([Biswas & Roy, 2015](#)). To overcome this barrier, companies must adopt strategic pricing models that

highlight the long-term benefits of eco-friendly products. For instance, sustainable items that are reusable or longer-lasting than disposable alternatives can be marketed as cost-effective investments rather than one-time expenses. Communicating the durability and efficiency of eco-friendly products helps consumers justify the initial cost and encourages them to make repeat purchases ([Rahbar & Wahid, 2011](#)). In addition to value-based pricing, businesses can implement affordability strategies such as bulk purchase discounts, loyalty programs, or government-backed incentives for sustainable consumption. Subscription models for essential eco-friendly products, such as biodegradable cleaning supplies or organic personal care items, also encourage repeat purchases by offering cost savings and convenience ([Terry, 2019](#)). Price transparency is equally crucial – companies must clearly explain the reasons behind their pricing, including ethical sourcing, fair wages for workers, and the use of environmentally responsible materials. When consumers perceive that they are paying a fair price for a product that aligns with their values, they are more likely to remain loyal to the brand ([Kanchanapibul et al., 2014](#)).

### **The Influence of Distribution Channels on Repeat Purchase Intentions for Eco-Friendly Products**

The availability and accessibility of eco-friendly products significantly impact repeat purchase behavior. Consumers are more likely to repurchase sustainable goods if they are easily accessible across multiple distribution channels ([Kim & Lee, 2023](#)). The expansion of e-commerce has revolutionized the availability of eco-friendly products, making them more convenient to purchase through direct-to-consumer platforms, online marketplaces, and subscription-based services. When consumers can easily reorder their preferred sustainable products with minimal effort, their likelihood of repeat purchases increases.

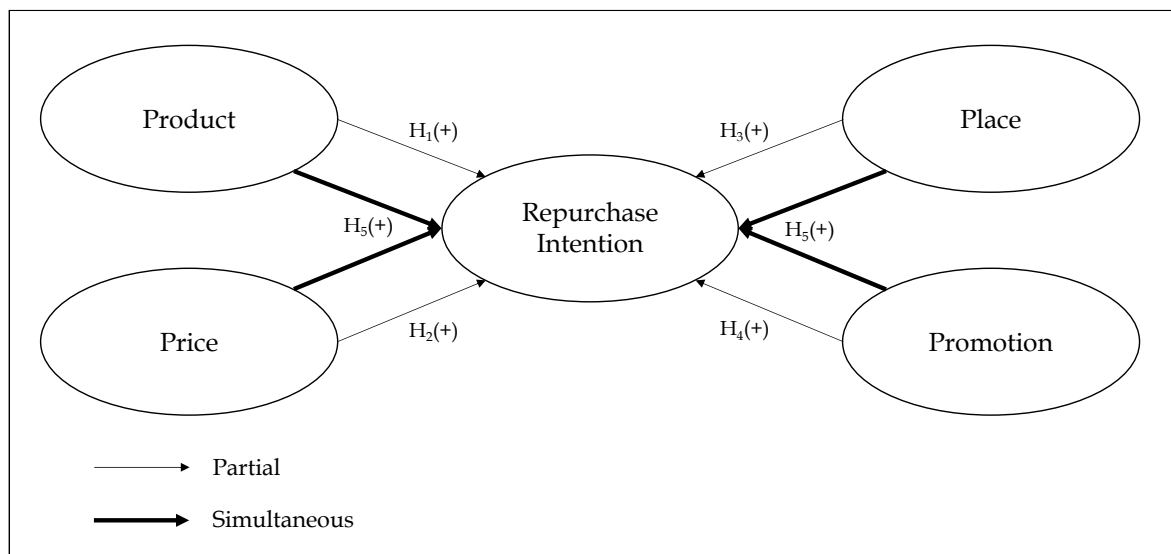
Offline distribution channels also play a critical role in driving repeat purchases. The presence of eco-friendly products in supermarkets, specialty health stores, and zero-waste shops enhances consumer trust and brand recognition ([McKinsey & Company, 2023](#)). Furthermore, refill stations and bulk-buying options at physical stores provide an additional incentive for consumers to return regularly, reinforcing sustainable shopping habits. Companies that implement efficient and eco-conscious distribution strategies – such as reducing transportation emissions and using sustainable packaging for shipping – can strengthen their environmental credibility and encourage repeat purchases.

### **The Influence of Promotion on Repeat Purchase Intentions for Eco-Friendly Products**

Promotional strategies are essential for reinforcing consumer awareness and encouraging repeat purchases of eco-friendly products. Unlike conventional products, sustainable goods often require additional consumer education regarding their environmental benefits, ethical production, and long-term cost savings. Companies that effectively communicate these aspects through digital marketing, influencer endorsements, and sustainability campaigns can build stronger emotional connections with consumers, increasing their likelihood of repurchasing ([Kim & Lee, 2023](#); [Malik & Hussain, 2023](#)).

Loyalty programs and incentive-based promotions are also effective tools for fostering repeat purchases. Many companies offer discounts, cashback, or reward points for consumers who repeatedly buy eco-friendly products, creating an added motivation for them to stay loyal to the brand (Nuseir et al., 2023). Additionally, referral programs that encourage consumers to recommend sustainable products to friends and family can expand brand reach and strengthen consumer commitment. By maintaining consistent and engaging promotional efforts, companies can transform one-time buyers into long-term customers.

- H<sub>1</sub>: Product variables in the marketing mix have a positive and significant effect towards repurchase intention on eco-friendly products
- H<sub>2</sub>: Price variables in the marketing mix have a positive and significant effect towards repurchase intention on eco-friendly products
- H<sub>3</sub>: Distribution channel variables in the marketing mix have a positive and significant effect towards repurchase intention on eco-friendly products
- H<sub>4</sub>: Promotion variables in the marketing mix have a positive and significant effect towards repurchase intention on eco-friendly products
- H<sub>5</sub>: Product, price, distribution channel, and promotion variables simultaneously have a positive and significant effect towards repurchase intention on eco-friendly product



**Figure 2.** Research Framework

### 3. RESEARCH METHODOLOGY

This study is based on the positivism research philosophy which assumes that researchers seek to understand social reality through a logical system consisting of interrelated facts, concepts, and definitions. It employs existing evidence and facts to verify established theories (Park, Konge, and Artino, 2020).

This study adopts a quantitative research approach, which emphasizes numerical data analysis processed using statistical methods. It involves hypothesis testing through a survey method. The quantitative research conducted is causal in nature, meaning it aims

to detect cause-and-effect relationships between one or more variables and explain them by providing empirical evidence to support or refute a new phenomenon, based on existing theories or previous studies (Bhandari, 2020).

The study involves 99 respondents, selected using a non-probability purposive sampling technique. Purposive sampling was chosen to target respondents who had prior experience with eco-friendly products. However, this non-probability technique may introduce selection bias, limiting the generalizability of the results. The sample consists of active university students in Yogyakarta, Indonesia, who have previously consumed eco-friendly products and belong to the young adult category, aged 18–24 years. Data collection is conducted through questionnaires. The measurement scale used in this study is a Likert scale, with the following scoring system: "strongly agree" (5), "agree" (4), "neutral" (3), "disagree" (2), and "strongly disagree" (1).

Validity testing is conducted to determine whether the measurement instrument accurately measures what it is intended to measure. The validity of the measurement tool is assessed using the product-moment correlation method. A questionnaire item is considered valid if the calculated correlation coefficient ( $r_{xy}$ ) is greater than the critical  $r$ -value from the product-moment table at a 5% significance level. Meanwhile, reliability testing is conducted to assess the consistency of the measurement instrument. A questionnaire is deemed reliable if the calculated reliability coefficient ( $r$ -count) is greater than the critical reliability coefficient ( $r$ -table).

The analytical techniques used in this study include multiple linear regression analysis, F-test, and t-test. All statistical analyses are performed using Statistical Package for the Social Sciences (SPSS) software.

#### 4. RESULTS AND DISCUSSION

According to Taherdoost (2016), a questionnaire can be considered valid for each instrument if all question items exhibit a positive correlation with their respective variables and are statistically significant, as determined through testing in SPSS. The reliability test used in this study employs Cronbach's Alpha, where a questionnaire is deemed reliable if the Cronbach's Alpha coefficient exceeds 0.60. All question items in this study have been confirmed to be valid and reliable, as presented in Table 1 below.

**Table 1.** Validity Test, Reliability Test and Multiple Regression

Variable	Indicator	R value	Validity	Cronbach's Alpha	Unstandardized Coefficients	
					B	Std. Error
Constant					3.297	2.438
Product	1	0,753	Valid	0.726	0.206	0.101
	2	0,525	Valid			
	3	0,730	Valid			
	4	0,617	Valid			
	5	0,501	Valid			
	6	0,465	Valid			
	7	0,308	Valid			

Price	1	0,610	Valid	0.77	0.138	0.068
	2	0,713	Valid			
	3	0,671	Valid			
	4	0,737	Valid			
	5	0,726	Valid			
	6	0,779	Valid			
	7	0,570	Valid			
Place	1	0,716	Valid	0.791	0.128	0.16
	2	0,733	Valid			
	3	0,743	Valid			
Promotion	1	0,748	Valid	0.792	0.294	0.134
	2	0,734	Valid			
	3	0,645	Valid			
	4	0,805	Valid			
Repurchase Intention	1	0,682	Valid	0.789		
	2	0,799	Valid			
	3	0,706	Valid			
	4	0,732	Valid			
	5	0,791	Valid			

Based on Table 2, the F-count value is 11.414 so that the F-count is > than the F-table (11.414 > 2.46) at  $\alpha = 0.05$ . So that the product variables, price, place, and promotion together have an effect on consumer repurchase intention because the F-count value (11.414) > F-table (2.46). This means that the product, price, place, and promotion have been able to provide a significant contribution in increasing consumer repurchase intention, so that the fifth hypothesis in this study is accepted.

**Table 2.** ANOVA(b)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207.652	4	51.913	11.414	0.000
	Residual	427.52	94	4.548		
	Total	635.172	98			

- a. Predictors: (Constant), Total Product, Total Price, Total Place, Total Promotion  
b. Dependent Variable: Total Repurchase Intention

Based on Table 3, the statistical analysis reveals the impact of different marketing mix variables on repurchase intention for eco-friendly products. First, the product variable has a t-count value of 2.036, which is greater than the t-table value of 1.66 (2.036 > 1.66) and a significance (Sig.) value of 0.045, which is less than alpha (0.05). These results indicate that H1 is accepted, meaning that product attributes significantly influence repurchase



intention. In other words, the more attractive and well-designed an eco-friendly product is, the more likely consumers are to repurchase it.

Second, the promotion variable shows a t-count value of 2.033, which is also greater than the t-table value of 1.66 ( $2.033 > 1.66$ ) and a Sig. value of 0.045, which is less than 0.05. Therefore, H2 is accepted, suggesting that promotion has a significant effect on repurchase intention. This finding implies that effective promotional strategies – such as advertisements, influencer endorsements, and discounts – can enhance consumer interest and encourage repeat purchases of eco-friendly products.

Third, the place (distribution) variable has a t-count value of 0.798, which is smaller than the t-table value of 1.66 ( $0.798 < 1.66$ ) and a Sig. value of 0.427, which is greater than 0.05. These results indicate that H3 is rejected, meaning that distribution channels do not significantly influence repurchase intention. This suggests that even if eco-friendly products are made more accessible, it does not necessarily lead to an increase in consumer repurchase intention. The insignificance of distribution may reflect that digital-savvy students prioritize product value and promotion over the convenience of purchase location. It also suggests that once consumers are familiar with a product, physical accessibility becomes less critical.

**Table 3. Coefficients(a)**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.297	2.438		1.352	0.179
	Total Product	0.206	0.101	0.232	2.036	0.045
	Total Promotion	0.138	0.068	0.197	2.033	0.045
	Total Place	0.128	0.16	0.073	0.798	0.427
	Total Price	0.294	0.134	0.236	2.195	0.031

a. Dependent Variable: Total Repurchase Intention

Lastly, the price variable has a t-count value of 2.195, which is greater than the t-table value of 1.66 ( $2.195 > 1.66$ ) and a Sig. value of 0.031, which is less than 0.05. Therefore, H4 is accepted, indicating that price has a significant impact on repurchase intention. This finding suggests that competitive pricing strategies can enhance consumer willingness to repurchase eco-friendly products, reinforcing the importance of affordability in sustainable product marketing.

## 5. CONCLUSION AND RECOMMENDATIONS

This study aimed to explore the factors influencing repurchase intention for eco-friendly products within the framework of the marketing mix dimensions: product, price, place (distribution), and promotion. Based on the analysis and statistical results, several key conclusions were drawn. The product variable was found to have a significant positive effect on repurchase intention, as the t-count value of 2.036 exceeded the critical t-value of 1.66, indicating that the more attractive and high-quality the eco-friendly product, the more



likely consumers are to repurchase it. Similarly, the promotion variable demonstrated a significant positive impact on repurchase intention, with a t-count value of 2.033, also greater than the critical t-value. This highlights that effective promotional strategies, such as advertising and discounts, play a key role in encouraging repeat purchases of eco-friendly products. In contrast, the place (distribution) variable did not show a significant effect on repurchase intention, as the t-count value of 0.798 was less than the critical t-value of 1.66. This suggests that while access to eco-friendly products is important for initial purchases, it does not strongly influence consumers' intention to repurchase. Lastly, the price variable was found to have a significant positive effect on repurchase intention, with a t-count value of 2.195, indicating that competitive pricing increases the likelihood of consumers repurchasing eco-friendly products.

Despite these valuable insights, this study has some limitations. The sample was limited to 99 active university students in Yogyakarta, Indonesia, who had consumed eco-friendly products. This narrow sample may not fully represent the broader population, particularly across different geographic regions or demographic groups. Future studies could expand the sample size and include more diverse participants to improve the generalizability of the findings. Additionally, this study was cross-sectional, capturing data at a single point in time, which limits the ability to observe changes in repurchase intention over time. Longitudinal studies could provide deeper insights into how repurchase behaviors evolve, especially in the context of changing consumer attitudes toward sustainability. Furthermore, this study focused primarily on the four dimensions of the marketing mix, while other factors, such as consumer trust, brand loyalty, and environmental consciousness, may also influence repurchase intention. Future research should explore these factors to gain a more comprehensive understanding of consumer behavior in the eco-friendly product market. Companies should invest more in digital promotion strategies, including social media influencers and personalized online advertising, to reinforce brand engagement and encourage repurchase. Enhancing transparency through online platforms can also strengthen consumer trust in eco-friendly claims.

In terms of recommendations for future research, exploring the role of consumer values such as environmental concerns and ethical considerations could provide important insights into the motivations behind repurchase intention for eco-friendly products. Additionally, examining repurchase intentions across various market segments, such as different age groups, income levels, and geographic regions, could help tailor marketing strategies to specific consumer groups. Longitudinal studies tracking changes in consumer behavior over time would also be valuable, especially as eco-friendly products become more mainstream. This research could reveal how consumer attitudes and behaviors evolve, offering further insights into repurchase intention. Overall, this study has highlighted the importance of product quality, promotion, and price in shaping consumers' repurchase intentions for eco-friendly products. By understanding these factors, businesses can develop more effective marketing strategies to enhance customer loyalty and drive repeat purchases in the growing market for sustainable goods. Future research will continue to build upon these findings, deepening our understanding of consumer behavior and contributing to the development of sustainable marketing strategies. This study does

not control for demographic factors such as gender or income level, which may influence repurchase behavior. Future research should address this limitation.

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