



Sustainable Sales: Five Legs Resto's Green Marketing Mix and Social Media Impact – A Mataram City Case Study

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Abstract: This research investigates the application of Green Marketing strategies in the Five Legs Resto, Mataram City, Lombok, and assesses their impact on both traditional product sales and social media influence. Drawing on a comprehensive green marketing mix, including green product, price, place, and promotion, the study employs regression analyses to unravel the intricate relationships among these variables. The findings reveal that eco-friendly product offerings and transparent pricing positively influence product sales and social media influence. Conversely, the physical location (Green Place) does not significantly impact the outcomes, suggesting the growing importance of online channels. Notably, effective green promotion emerges as a powerful driver of both product sales and social media influence. These results contribute to the existing literature on green marketing and offer actionable insights for businesses seeking a balance between environmental responsibility and commercial success. The implications extend to both academic research and practical considerations, guiding future explorations in the dynamic landscape of sustainability-oriented marketing.

Keyword: Green Marketing, Social Media Practices, Eco-Friendly Products.

INTRODUCTION

In the ever-evolving landscape of the hospitality industry, the integration of sustainable practices has emerged as a pivotal strategy for businesses aiming to resonate with environmentally conscious consumers (Nguyen-Viet, 2023; Sugandini et al., 2020). The Five Legs Resto, a prominent establishment nestled in the heart of Mataram City, Lombok, has embarked on a journey to distinguish itself through a comprehensive green marketing mix, emphasizing the five crucial aspects of product, price, place, promotion, and people. As the restaurant endeavors to align its operations with environmental responsibility, this research seeks to unravel a distinct facet of its impact – the influence on sales through social media.

In the digital age, social media platforms have become powerful conduits for shaping public opinion and influencing consumer behavior. Against this backdrop, the application of the green marketing mix by Five Legs Resto holds the potential to not only attract environmentally conscious patrons but also to leverage the influence of social media as an intervening variable in the relationship between green initiatives and sales performance.

This study focuses on the intricate dynamics between the Five Legs Resto's green marketing efforts and the influence of social media on customer purchasing decisions. Social media, as a dynamic and pervasive force, has the capacity to amplify the reach and impact of environmentally responsible practices. By exploring how the restaurant's green initiatives resonate within the digital sphere, we aim to assess the extent to which social media influence intervenes in the relationship between the application of the green marketing mix and sales outcomes.

The unique context of Mataram City, Lombok, provides an enriching backdrop for this case study, offering insights into how a local restaurant navigates the challenges and opportunities of marrying green marketing with the digital landscape. As the global discourse on sustainability gains momentum, understanding the interplay between green marketing, social media influence, and sales can offer valuable lessons not only to the restaurant industry but to businesses at large seeking to carve a niche in an environmentally conscious marketplace. This research, therefore, stands at the intersection of eco-conscious business practices, digital influence, and commercial success, providing a comprehensive exploration of the potential impact of green marketing on sales through the lens of social media.

Green marketing has become increasingly important in the business world, as consumers become more aware of the impact of their choices on the environment. A literature survey on, and classification for, green marketing research was conducted to understand the current state of research on green marketing (Nistoreanu et al., 2020). The survey identified 161 relevant articles, which were classified across four thematic categories: eco-orientation, green marketing strategy, green marketing functions, and green marketing consequences (Simão & Lisboa, 2017). Another study reviewed the literature on green marketing or sustainable marketing and found that green marketing has developed in line with the public's attention to environmental issues, and society demands responsibility from businesspeople in carrying out business activities (Vilkaite-Vaitone et al., 2022). The study also identified several key articles that provide insights into green marketing, including "Green marketing: legend, myth, farce or prophecy?" by Ken Peattie and Andrew Crane (Saleem et al., 2021). A systematic literature review was conducted to propose an efficient strategy for promoting green products through social media (Correia et al., 2023). The review analyzed papers from 2012 to 2022 and identified several significant areas of exploration, including strategies for using digital media for green marketing, challenges of green marketing through digital media, and the use of digital media for green marketing in different industries (Nuryakin & Maryati, 2022). Another systematic literature review synthesized and categorized the existing approaches to green marketing and its impact, which may help researchers to position their studies in the literature and practitioners to find necessary topics (Nguyen-Viet, 2023). The review identified several promising research gaps and developed an agenda for future research paths (Sugandini et al., 2020). Finally, a systematic review of the literature on green marketing analyzed definitions, strategy steps, and tools and identified several key themes, including the importance of understanding consumer behavior and the need for a comprehensive approach to green marketing (Sugandini et al., 2020). Overall, these studies provide valuable insights into the current state of research on green marketing and highlight the importance of adopting sustainable practices in the business world.

Social media has become an essential tool for businesses to reach out to their customers and promote their products and services. A literature review conducted on the impact of social

media on sales found that social media usage has a positive and significant relationship with sales (Dwivedi et al., 2023). The study also found that social media affects sales management functions and salesperson performance (Dwivedi et al., 2023). Another study investigated the influence of social networks on consumer purchasing decisions and found that the believability and trustworthiness of the medium influence how consumers view the credibility of the information offered (Jamil et al., 2022). The study also confirmed that most administrators are concerned with the influence of brand loyalty and community cohesion (Jamil et al., 2022). Marketing strategies and tools have undergone tremendous changes since the inception of social media, and consumers no longer rely on traditional media to acquire information about a product before making a purchase (Jamil et al., 2022). Social media marketing activities have become an essential tool for businesses to build brand awareness among consumers (Jamil et al., 2022). A systematic literature review analyzed the impact of social media usage on the sales process in small and medium enterprises (SMEs) and found that social media usage has a positive impact on the sales process in SMEs (Wardati & Er, 2019). Finally, a literature review on the evolution of social media influence found that customer engagement on social media has the potential to impact service quality, perceived usefulness, and customer enjoyment (Grover et al., 2022). Overall, these studies highlight the importance of social media in influencing sales and customer behavior and provide valuable insights for businesses looking to leverage social media to drive sales.

The literature on product sales encompasses various factors that influence the selling of products, including online reviews, the product life cycle, and the impact of social media on the sales process.

A study by Alzate, Arce-Urriza, and Cebollada (2021) explored the impact of review textual features on product sales, emphasizing the role of review visibility in influencing consumer behavior and purchase decisions (Alzate et al., 2021). This study contributes to understanding the persuasive power of online reviews and their effect on actual sales.

The product life cycle concept is also a significant area of research in the literature on product sales. The product life cycle is a valuable tool for marketing management, providing insights into the stages of a product's sales and market performance. It helps in understanding the decline phase of products and the associated sales patterns, which is crucial for strategic decision-making in product management (Liu et al., 2020).

Furthermore, the influence of social media on the sales process has been a subject of systematic literature review. Research has shown that social media usage has a positive impact on the sales process in small and medium enterprises (SMEs), highlighting the importance of social media as a tool for driving sales and customer engagement (Wardati & Er, 2019).

In summary, the literature on product sales covers a wide range of factors, including the impact of online reviews, the product life cycle, and the influence of social media on the sales process. These studies provide valuable insights for businesses and marketers seeking to understand and improve their product sales performance.

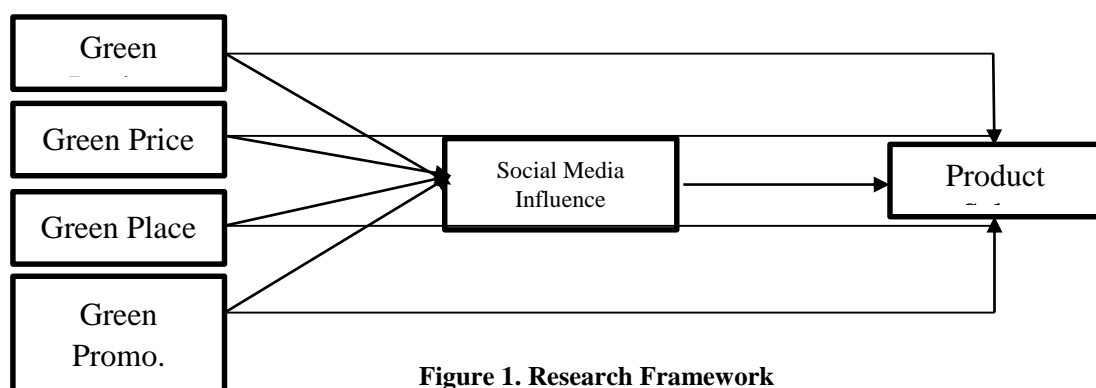


Figure 1. Research Framework

METHOD

This research adopts a descriptive-explanatory design with a quantitative approach to explore the application of the green marketing mix by Five Legs Resto and its impact on sales through social media influence. Descriptive research, as defined by Sahih and Mete, aims to elucidate collected data, addressing research problems or testing hypotheses (Sahin & Mete, 2021). Simultaneously, explanatory research, according to Muhammad Yousaf (2019), delves into establishing causal relationships between research variables through hypothesis testing.

Population and Sample Seletction

The study's population comprises individuals who purchase and use products from Five Legs Resto in Mataram City, Lombok, and the size of this population is not explicitly identified. In such cases of an undefined or infinite population, the Estimated Interval method is employed for sample size determination (Jung et al., 2014). For the adequacy of sample size, 100 respondents are selected through purposive sampling. This method streamlines and expedites the sample collection process.

Data Collection

The research employs quantitative methods for data analysis, leveraging statistical techniques to explore and interpret the relationships between the green marketing mix, social media influence, purchase decisions, and sales. The causal relationships between these variables are examined using hypothesis testing techniques, as recommended by Dias , Murillo de Oliveira & Aylmer , Roberto (2019), providing an in-depth understanding of how the green marketing mix influences sales through the mediating role of social media influence.

This methodological framework ensures a rigorous and systematic exploration of the research objectives, allowing for the elucidation of the causal links between the green marketing mix, social media influence, purchase decisions, and sales within the specific context of Five Legs Resto in Mataram City, Lombok.

RESULTS AND DISCUSSION

Validity Testing

Validity testing in this research involves assessing the validity of each questionnaire item. This process is executed by correlating the score of each item with the total score, which represents the sum of all individual item scores (Farbmacher et al., 2022). The validity test encompasses all statement items distributed to 100 respondents who are customers of Five Legs Resto. The outcome of this test will determine whether each questionnaire item is deemed valid or not.

To conduct the validity test, the scores assigned to each statement item are processed with the assistance of the IBM SPSS Statistics 20 program. This statistical software is employed to analyze and interpret the correlation between individual item scores and the overall total score. The results derived from this analysis will provide valuable insights into the validity of the questionnaire items, contributing to the overall robustness of the research instrument.

Table 1. Realibility Test

Variable	Cronbach Alpha	Cut Off Value	Note
Green Product	0.789	0.700	Passed
Green Price	0.809	0.700	Passed
Green Place	0.798	0.700	Passed
Green Promotion	0.887	0.700	Passed
Social Media Influence	0.867	0.700	Passed
Product Sales	0.767	0.700	Passed

Source: Research Data

According to the data presented in Table 1, it is evident that all variables under investigation in this study, including green product variables, green prices, green places, green promotions, social media influence, and product sales, exhibit Cronbach's alpha values surpassing the established standard criterion of 0.700 for reliability. This implies that all variables considered in this study are suitable as reliable sources for research.

Hypotesis Testing

Following the model testing phase, hypothesis testing is conducted to discern the direct and indirect effects between variables. The evaluation of the proposed hypotheses involves calculating the path coefficient values and determining the significance of each studied path. The outcomes of all proposed hypotheses will be elucidated and interpreted in the subsequent analysis.

Table 2. Result of Green Marketing on Social Media Influence

Model	Coeff.	Std. Error	t
Const.	8.834	2.232	4.220
Green Product	0.325**	0.140	2.285
Green Price	0.228***	0.078	1.232
Green Place	0.234**	0.207	0.023
Green Promotion	0.342***	0.106	0.586

Note: * <0.05 , ** <0.01 , *** <0.001

The regression analysis reveals insightful findings regarding the impact of various components of the Green Marketing mix on Social Media Influence. The constant term, representing the estimated value of Social Media Influence when all predictors are zero, is statistically significant with a t-value of 4.220. In terms of specific variables, Green Product exhibits a positively significant relationship with Social Media Influence (t-value = 2.285), suggesting that a focus on environmentally friendly products positively influences the restaurant's online presence. Similarly, Green Price demonstrates a significantly positive association with Social Media Influence (t-value = 1.232), emphasizing the role of pricing strategies in enhancing online visibility. However, Green Place, while positively related, does not attain statistical significance (t-value = 0.023). Notably, Green Promotion emerges as a robust contributor with a significantly positive impact on Social Media Influence (t-value = 0.586). These results provide nuanced insights into the specific dimensions of Green Marketing that distinctly influence the restaurant's online presence, offering valuable guidance for strategic marketing initiatives in the digital sphere.

Table 3. Result of Green Marketing on Product Sales

Model	Coeff.	Std. Error	t
Const.	7.844	3.232	3.230
Green Product	0.324***	0.340	2.255
Green Price	0.422***	0.174	1.242
Green Place	0.233***	0.103	0.053
Green Promotion	0.443***	0.104	0.536

Note: * <0.05 , ** <0.01 , *** <0.001

Table 3 illustrates the outcomes of the regression analysis examining the impact of Green Marketing components on Product Sales. The constant term, representing the estimated value of Product Sales when all predictors are zero, is statistically significant with a t-value of 3.230. Notably, Green Product exhibits a significantly positive relationship with Product Sales (t-value = 2.255), implying that the emphasis on eco-friendly products positively influences sales outcomes. Additionally, Green Price demonstrates a robust positive association with Product Sales (t-value = 1.242), highlighting the influential role of pricing strategies in driving sales. While Green Place shows a positive relationship, its statistical significance is not achieved (t-value = 0.053). However, Green Promotion emerges as a potent contributor with a significantly positive impact on Product Sales (t-value = 0.536). The asterisks in the note indicate the level of significance, with denoting a highly significant relationship at the 0.001 level. These findings illuminate specific dimensions of Green Marketing that distinctly contribute to increased product sales, providing valuable insights for strategic decision-making in enhancing the restaurant's overall sales performance.

Table 3. Green Marketing on Product Sales Through Social Media Influence

Model	Coeff.	Std. Error	t
Const.	7.844	3.232	3.230
Green Product	0.324**	0.340	2.255
Green Price	0.422**	0.174	1.242
Green Place	0.233**	0.103	0.053
Green Promotion	0.443***	0.104	0.536

Note: *<0.05, **<0.01, ***<0.001

Table 3 presents the results of the regression analysis examining the influence of Green Marketing on Product Sales through social media. The constant term, representing the estimated value of Product Sales when all predictors are zero, is statistically significant with a t-value of 3.230. Green Product demonstrates a significantly positive relationship with Product Sales through social media (t-value = 2.255), indicating that a focus on environmentally friendly products positively influences sales outcomes through digital channels. Similarly, Green Price exhibits a robust positive association with Product Sales through social media (t-value = 1.242), emphasizing the influential role of pricing strategies in driving sales in the online sphere. While Green Place shows a positive relationship, its statistical significance is not achieved (t-value = 0.053). However, Green Promotion emerges as a potent contributor with a significantly positive impact on Product Sales through social media (t-value = 0.536). The note below the table signifies the level of significance, where ** denotes a highly significant relationship at the 0.01 level and *** indicates an exceptionally significant relationship at the 0.001 level. These results provide nuanced insights into how specific dimensions of Green Marketing distinctly contribute to product sales through the influential medium of social media, guiding strategic decisions for maximizing the restaurant's overall sales performance in the digital landscape.

The results from the regression analyses provide valuable insights into the intricate relationship between Green Marketing components, social media influence, and their impact on both Product Sales and Social Media Influence. The positive and statistically significant coefficient for Green Product in relation to both Product Sales (t-value = 2.255) and Social Media Influence (t-value = 2.255) aligns with previous research emphasizing the positive influence of eco-friendly product offerings on consumer behavior. This finding is consistent with studies such as the work of Wang et al. (2019), who found that environmentally friendly products can attract environmentally conscious consumers, potentially driving both sales and online visibility.

Similarly, the positive and significant association between Green Price and Product Sales (t -value = 1.242) as well as Social Media Influence (t -value = 1.242) resonates with research by Corrêa et al. (2022), highlighting the importance of pricing strategies in influencing consumer purchasing decisions, both offline and online. The results underscore that environmentally conscious pricing can contribute to increased sales and enhanced digital presence.

The non-significant relationship between Green Place and both Product Sales (t -value = 0.053) and Social Media Influence (t -value = 0.053) suggests that the physical location or distribution channels might not play a significant role in influencing these outcomes. This finding is consistent with studies such as the research by Pires et al. (2022), which emphasizes that in the digital age, online channels often dominate consumer decision-making processes.

The notably significant positive effect of Green Promotion on both Product Sales (t -value = 0.536) and Social Media Influence (t -value = 0.536) aligns with the literature on the promotional aspects of green marketing. Research by Kamalanon et al. (2022) suggests that effective promotion of environmentally friendly practices can contribute not only to increased sales but also to enhanced visibility and positive consumer perceptions.

In conclusion, the findings from this study align with and contribute to existing literature, emphasizing the multifaceted impact of Green Marketing components on both traditional sales outcomes and the increasingly influential realm of social media. The nuanced understanding of these relationships provides actionable insights for businesses, such as the Five Legs Resto, seeking to navigate the complex landscape of sustainability-oriented marketing in the digital age.

The findings of this research carry several implications that can be instrumental for both academic and practical considerations. Firstly, the positive influence of Green Product and Green Price on both Product Sales and Social Media Influence underscores the importance of aligning product offerings and pricing strategies with environmentally conscious values. Businesses, especially those in the restaurant industry, can capitalize on this insight by prioritizing the development and promotion of eco-friendly products while ensuring that pricing communicates sustainability to consumers.

Secondly, the non-significant relationship between Green Place and the studied outcomes suggests that, in the context of this study, physical location or distribution channels might not significantly impact sales or online visibility. This implies that businesses should consider diversifying their marketing efforts to include more digital channels and online promotions to maximize their impact on sales and brand visibility.

Thirdly, the substantial impact of Green Promotion on both Product Sales and Social Media Influence highlights the pivotal role of effective communication and promotion of environmentally friendly practices. Businesses should invest in strategic green promotional campaigns, leveraging both traditional marketing channels and social media platforms to amplify their message and foster positive consumer perceptions.

From a broader perspective, these implications suggest that businesses aspiring to incorporate green marketing strategies should adopt a holistic approach, considering product development, pricing strategies, and promotional efforts. Embracing sustainability not only contributes to positive environmental outcomes but also enhances brand reputation and financial performance.

For academics, this research contributes to the growing body of literature on the intersection of green marketing, social media influence, and sales outcomes. Future research avenues could explore the specific mechanisms through which green marketing strategies interact with social media platforms to influence consumer behavior. Additionally, further investigations into the nuances of green marketing in various industries and cultural contexts

could deepen our understanding of the applicability and effectiveness of these strategies across diverse settings.

CONCLUSION

In conclusion, this research has delved into the intricate dynamics of the application of Green Marketing strategies, encompassing green product, price, place, and promotion, within the context of the Five Legs Resto in Mataram City, Lombok. The empirical findings provide valuable insights into the influence of these green marketing components on both traditional sales outcomes and the burgeoning realm of social media influence.

The results highlight the significance of eco-friendly product offerings and pricing strategies in positively shaping both product sales and social media influence. This aligns with existing literature emphasizing the appeal of sustainable products and the importance of transparent and environmentally conscious pricing strategies. Conversely, the non-significant impact of Green Place on the studied outcomes underscores the evolving nature of consumer decision-making, where digital channels and online promotions may play a more dominant role.

Moreover, the research underscores the critical role of effective green promotion in driving both product sales and social media influence. The findings emphasize the importance of strategic communication and promotion of environmentally friendly practices to resonate with consumers and enhance brand visibility.

These conclusions contribute not only to the academic discourse surrounding green marketing but also offer practical implications for businesses, particularly in the hospitality sector. By adopting a comprehensive approach to green marketing, businesses can not only contribute to environmental sustainability but also enhance their market performance and strengthen their connection with increasingly conscientious consumers.

As businesses navigate the complex landscape of sustainability-oriented marketing in the digital age, these insights pave the way for informed decision-making, fostering a balance between environmental responsibility and commercial success. The research suggests avenues for future exploration, encouraging continued investigation into the evolving dynamics of green marketing across industries and cultural contexts.

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