The Influence of Green Marketing and Innovation Green On Purchase Intention (Study on Consumers' Organics Vegetables Purchasing at Yogya Riau Junction Department Store in Bandung)

Deni Hamdani, School of business Ekuitas, Bandung West Java Indonesia Email : dnhamdani34@gmail.com

***Abstract* -The research is aimed at finding out: the implementation of green marketing and innovation of organic vegetables at Yogya Riau Junction Department Store in Bandung, and the amount of their influences, whether directly or not, towards purchasing intention at Yogya Riau Junction Department Store in Bandung. Validity testing result shows that all indicators are valid except the variables of purchase intention. This has caused the elimination of those two indicators in the calculation of correlation testing. The result of reliability testing reveals that each variable are considered as reliable with the alpha cronbach of more than 0.7. The descriptive elaboration on the variables shows that the green marketing, innovation and purchase intention are in excellent circumstance since the percentage range in the interval of 80% - 100%. Whilst, the hypothesis testing illustrates H_0 is rejected and, thus, simultaneously demonstrates the influence of green marketing and innovation towards the purchase intention as much as 59.5%. Partially, the influence of green marketing towards purchase intention is 19.09% and the green innovation to the purchase intention is 18.23%. This is in accordance with the journal from Swhu Ing Wu and Yen-Jou Chen. Organic vegetables have become the purchasing decision factor regarding the long-lasting health in certain communities.**

Keywords : green marketing, green innovation, purchase intention.

The concept of green marketing has undergone tremendous transformation as a business strategy since its first appearance in the 1980's. Business firms have realized the importance of green marketing as a means of gaining competitive advantage over rivals in the industry. Business strategy of a business is devised in response to the changing needs in the market and Green marketing has received a tremendous boost with the revival of environmental consciousness among consumers. Green marketing in fact represents a paradigm shift strategy in many business firms since it has altered the manner in which a business goes about in reaching out to the customers.

Organic farms has been developing widely from the cultivation, production facilities, products range, marketing, consumers' knowledge, and communities agencies/organization concerning on them. This development seems not to be organized and run separatedly.

Through profound analysis, moreover, there is similar purpose to be achieved by the organic farmers i.e. providing harmless, healthy, and environmentally friendly products. In order to develop organic farms, it requires simultaneous organization of superior arrangement and implementation, which also involves both the government and the farmers. The synergy of activities and business performers can enhance the achievement of the goal "Go Organic 2010", in which Indonesia as one of the the main organic food producers in the world". This research elaborates the development of wisdom and implementation of organic farms in Indonesia until 2015 based on the data, literatures, and existed studies.

Government regulation is aimed to enhance, facilitiate, guide, and control the development of organic farms. The Agriculture Department has put forwarded the organic farms with the slogan "Go Organic 2010". Its development was designed in six phases started from 2001 up to 2010. The segments are as follows:

- 2001 focused on socializing
- 2002 focused on socializing and regulation establishment
- 2003 focused on regulation establishment and technical assistance
- 2004 focused on technical assistance activities and certification
- 2005 focused on certification and market promotion
- 2006 – 2010 the establishment of industrialization and trading

The phases were published regarding the aim to create conducive atmosphere and consistency for the Agriculture Department to manage the program. These two indicators are one of the standards of evaluation for the program administered by the government.

The LPT research shows that 79% of field in Indonesia contains diminutive organic materials. This means that the condition of fields in Indonesia is deficient enough and in fact needs serious treatment. The way to do appropriate treatment to the field is by adding organic materials in the form of organic fertilizer so that the ground becomes improved with better level of organic material contents. To increase the contents, 5-10 ton/ha of organic materials (organic fertilizer) is required. Nevertheless, the raise of organic materials in each hectare of fields can be carried out in phases through gradual ingestion of organic fertilizer in the range of 3-5 tons.

Unfortunately, the immensed-needs of organic fertilizer to recover the condition of fields are not well balanced

with the amount of organic fertilizer industries in Indonesia. This is due to the partial production of organic fertilizer with the scale of home industry, which automatically causes the small amount and discontinual products of organic fertilizer. As the consequence of instability of demand and supply, the price of organic fertilizer is fluctuative and depends on the type, production process, and the materials used.

There are only 44 units of organic fertilizer industries with the total capacities of 440.000 metric ton/year and spreaded all over the regions East, Central and West Java. 19 factories has been producted granules organic fertilizers , 6 units started their production in 2008, and the last 19 units is in the process of evaluation.

Market potential of organic fertilizer, whether for foods or horticulture plants, is excellent in Indonesia. According to the research conducted by the Land Research Center (Puslittanah), the C-organic status of fields in Indonesia especially in South and West Sumatera, East, Central, and West Java, Kalimantan, West Nusa Tenggara, and South Selatan shows that the needs potential for this fertilizer is excessive.

For the area of 5,9 million hectares in those regions, especially for food plants, 3 million tons of fertilizer is needed. Whilst, for horticulture plants on the area of 94.000 hectares requires 190.000 tons. The absorption of fertilizer for both plants reaches 624.000 tons.

There are only 10% of farmers in East, Central, and West Java, as well as South and West Sumatera who, intensively, use the organic fertilizer. Regarding the market possibility, it is unfortunate that the products or organic farms seems undeveloped considering the condition of Indonesia which has potential farming land i.e. 107 hectares as well as the raw materials for organic fertilizer coming from farming, industry, livestock, city and home wastes.

Based on the previous research, the problems formulated in this research are as follow: How the implementation of Green Marketing and Innovation of organic and the immense of the influence from those two factors towards the organic vegetables purchasing intention at Yogya Riau Junction Dept. Store in Bandung.

Theoretical Foundation and Hypotheses Formulation, The word green marketing began to come to the surface in the 1980's since there was growing awareness of the global community regarding the environmental hazards and impending holocausts. It was in this context that environmentalists began to exert pressure on business firms to minimize the environmental pollution in the production of goods and services. Some attribute it as being responsive towards climate change and global warming, while others believe being in conformity with environmental standards as green marketing . As has been defined by many experts it can be concluded that green marketing refers to all marketing activities which are responsive towards protecting the environment. There is much avoidable confusion regarding the term green marketing, as people loosely identify it with various phenomena in the present era. Another group of people perceive recycling as inherent in green marketing while the majority of consumers and marketers alike simply identify green marketing as something that involves of promoting products emphasizing their contribution towards environment. Since marketing is seen as a process whereby the marketing mix is used to respond to the needs and wants of customers while achieving business objectives many marketers have seen green marketing as simply another way of satisfying consumer needs under the same marketing mix. However a closer look at the concept of green marketing shows a distinct variation that has transformed the traditional marketing thinking.

The firms too have responded in equal measure by emphasizing and incorporating these environmental concerns in their business activities. Today the concept of green marketing entails certain fundamental elements. Marketing products which are environmentally safe; developing and marketing products to minimize environmental hazards; produce, promote, and package products in a manner befitting so as to protect the environment are some characteristics of Green marketing as the term is understood in the present business world context (Ottman, 1998). Green marketing involves establishing a link between the business and customer; and this process entails a holistic approach since business will naturally have to integrate all its activities in line with environmental concerns. As a strategy, green marketing involves strategic options such as Green products, Green packaging, Green prices and Green communication (Ottman, 1998). Green products are recognized as ecologically friendly products. Green packaging which is the explicit phenomena in most instances has to do with suitable packaging that reduces environmental damage. Green prices show the reflection of environmental concerns in monetary terms which are intrinsic and transferable to the customer. Green communication fosters a positive image and coveys a business firm's concern towards the environment and the public (Ottman, 1998).

Environmental protection is regarded as one of decisive factors of purchase strategic decision by the population of 75 % in developed countries. The corporate not only caters to and fulfills the needs of green consumption to publicize the green products, but also leads the concept of national green consumption.

According to Peattie (1992), green marketing is the friendly policy to environment and the marketing event with strategy and tactics in the field of marketing. In addition, the concept of green consumption as the core of consumers' awareness is rising little by little.

Environmental sustainable development must improve eco-efficiency largely, or import green design in product for, or combine with system innovation, so as to enable enterprises tend to sustainable development. To develop green innovative products, Shimogaki (2002) explored how to re-construct products development procedures and change product development approach. Benetto and Rousseaux (2002) proposed design architecture of green innovation, including analysis, composition, simulation and assessment, decision

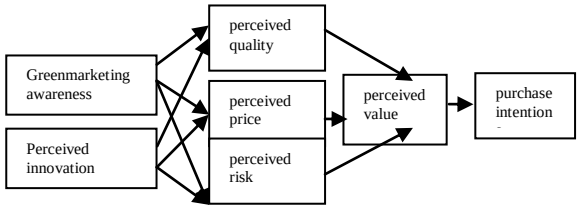
support four stages, so as to design products and services of green innovation. Based on improvement case of drinking water system, Dijk and Stevels (2002) explored the content of system innovation, and pointed out the distinctions of product innovation and system innovation. And 3R in green design can be considered as a whole, 3R includes reduce, reuse and recycle. Porter and van der Linde (1995) pointed out that improving the environment quality and enhancing competitiveness had been merged into one, no longer in opposing. They also suggested that the one, which takes new environmental standards as a challenge, and meet them head-on with technical innovation, is the real competitive enterprise. Yang and Hu (1999) stated that, when facing sustained pressure, enterprises how to keep developing, producing and marketing the environment friendly products for strengthening the green competitiveness, would become the turning point for survival and sustainable development. Shrivastava (1994/1995) further pointed out that the enterprise should fulfill the responsibility of environmental conservation, so as to implement the concept of sustainable development. As to the competitive strategy in ecological sustainable, enterprises could incorporate the philosophy of environmental protection into packaging design of their products, which increased product differentiation advantages. Winter (1998) regarded green marketing as a strategic management process; its goal was to meet shareholders' demand, and it added a relatively wider range of conditions on definition of the market. Charter (1992) stressed that the focus of green marketing was: throughout the product life cycle from raw materials acquisition, production, consumption to rejection, the impact on the environment was reduced to the smallest. The term of innovation is often classified as product innovation and process innovation. Innovation or extinction has been echoed by many managers. From ancient times, innovation is a powerful force to promote economic development, enhance productivity and corporate long-term success. It is a flow activity with stages. Enterprises must effectively manage the flow of innovation, so as to enhance the performance of innovation (Tuominen et al., 1999). The way in response to environmental protection for the past, which was taken by companies in accordance with the command and control, was no longer the most effective; they should take predictive and proactive approach. With the concept of cleaner production, Chang (1998) divided green innovation into: (1) green product innovation; (2) manufacturing technology innovation; (3) improvement and innovation of production equipment; (4) production line innovation; (5) innovation in waste recycling; (6) innovation in end-of-pipe treatment. Gao (1995) incorporated environmental protection into production, he divided green innovation into: (1) end-of-pipe method: collect, process and deliver generated pollutants; (2) innovation in products, raw materials, manufacturing process and operational management: aim at thorough review and improvement of product design, raw material using, production flow, and operational management, minimize the waste quantity and toxicity in production process; (3) waste recycling: turn the reduced garbage into resources, becoming valuable resources or products.

Consumer's purchase intention is well-known as a subjective and broad field in consumer behavior and part of purchase decision making. People across the globe tend to prove the different response towards many determinants that believed to stimulate one's purchase intention. Marketers, researches and academician are increasingly running tests and research to identify the best determinant or approach that can create intention of a particular product to their targeted customers and customize it to them in which latter might engage them in a real purchase. Scholars by navigating the purchasing process, found one of the pillars that make the whole purchasing process to be the purchase intention. In general, Spears and Singh (2004) along with Peter and Olson (2008) agreed that purchase intention (PI) can be defined as a consciously decided plan to make an effort to purchase a particular product or service.

Aligned with the definitions above, Lee (2008) defined green purchasing as "the purchasing of procurement efforts which give preferences to products or services which are least harmful to the environmental and human health". In addition, Nik Abdul Rashid (2009) conceptualized green purchase intention as the probability and willingness of an individual to give preference to green products over conventional products in their purchase considerations. While Chan (2001), defined green purchasing as a specific kind of eco-friendly behavior thatconsumers perform to express their concern to environment.

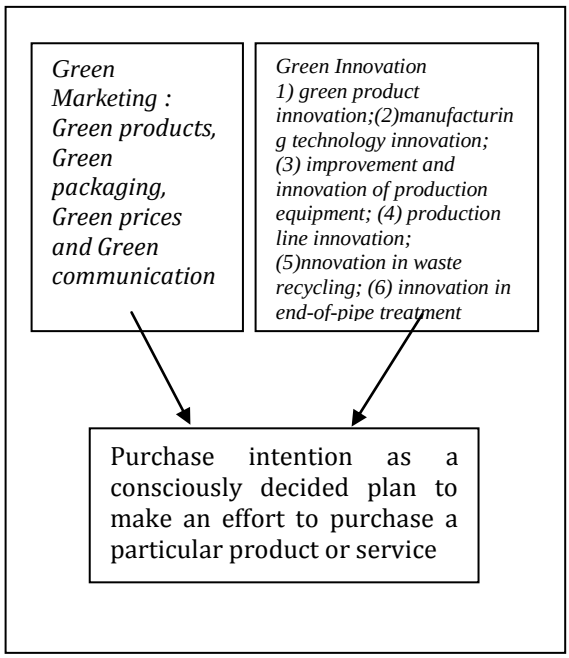
Bergeron (2004) quoted that, "research in social psychology suggests that intentions are the best predictor of an individual's behavior because they allow each individual to independently incorporate all relevant factors that may influence the actual behavior". This is supported by Armstrong et al., (2000) work which found out that purchase intention is an accurate measure of future sales compared to other sales forecasting tools in general. Besides, it also provides a more precise forecast rather than just an approximate of past sales trends. Adding to this, Newberry et al., (2003) stated that purchase intention is common tools used in predicting purchase behavior. Correspondingly, the most comprehensive theory to assist in explaining the effect of variables on purchase intention is the Theory of Planned Behavior (TPB) (Ajzen, 1985; 1991).

According research Shwu-Ing Wu & Yen-Jou Chen (2014) base on summarize the literature review and research hypothesis, this study establishes the research framework depicted in Figure 1. This study is the first to explore two independent variables green marketing awareness and perceived innovation; how these independent variables affect the mediator variables of perceived quality, perceived price, perceived risk, and perceived value; and further how to affect the dependent variable, purchase intentions.



Picture 1 : Research Model by Shwu-Ing Wu & Yen-Jou Chen

Based on the previous elaboration, the journal analysis, and other development of research model, three variables described in the frame of conceptual research are as follows:



Picture 2 : Research Paradigm

Research Hypotheses

According to the understanding conceptual paradigm, the hypotheses of this research are as follow:

H1: There is influence of green marketing towards Consumers' Organics Vegetables Purchasing Intention at Yogya Riau Junction Department Store in Bandung

H2 : There is influence of green innovation towards Consumers' Organics Vegetables Purchasing Intention at Yogya Riau Junction Department Store in Bandung

H3 : There are influences of green marketing and innovation towards Consumers' Organics Vegetables Purchasing Intention at Yogya Riau Junction Department Store in Bandung

Research Method

This research was carried out in order to gain data of the immense of influences of green marketing and innovation towards Consumers' Organics Vegetables Purchasing Intention at Yogya Riau Junction Department Store in Bandung.

The method of data collection used in this research was census method where the researcher took all member of the population, while the type of research is descriptive-verificative.

Explanatory survey was the method of this research due to the aim of describing the relationship between variables and conducting testing on the hypotheses with the technique of *cross-sectional.*The object of this research are the consumers.

Research Variables

1. Green products, Green packaging, Green prices and Green communication
2. Inovation : green product innovation; manufacturing technology innovation; improvement and innovation of production equipment; production line innovation; innovation in waste recycling; innovation in end-of-pipe treatment
3. Purchase intention as a consciously decided plan to make an effort to purchase a particular product or service

Research Population and Sample

The research population are 60 consumers purchasing organic vegetables who were willing to fill in the questionnaire and the next step was the selection of sample by purposive sampling method.

Data Collection, Data used in this research covers primary and secondary data. The primary data used to analyze the influence of green marketing and innovation towards the purchasing intention in the perception of manager by using closed-questionnaire.

Research Procedure, Validity and reliability of a result of the research depends on the instrument used and the data gained. If the instruments are considered invalid and unreliable, the result of a research does not describe the real condition. Hence, two kinds of testing are required, i.e. validity and reliability tests.

Validity and Reliability Testing on Research Instrument, Validity test on construct is carried out through factor analysis and product moment correlation technique of Pearson between factor scores towards the total factor scores which then is compared to the r table. When it has positive correlation coefficient, the factor is then valued as positive construct and can be used as the instrument to measure the symptoms defined by the researcher. (Arikunto, 2002:146)

By the use of Pearson correlation formula, correlation result was gained and then compared to the r-table i.e. 0,228. This showed that not all questions were having the value of r-counted bigger than the r-table. The reliability testing of the instrument was done through the formula of Cronbach Alpha. This was due to the scores of questionnaire are using the

ordinal range of measurement scale from Rensis Likert i.e. between 1 to 5. The formula is as follow:

$$r_{11} = \left[\frac{k}{(k-1)}\right]\left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right]$$ (Suharsimi Arikunto, 2002: 171)

where : r_{11} = instrument reliability

k = number of questions

$\sum \sigma_b^2$ = number of question variants σ_t^2 = total variants

Based on the questionnaire with the scale range 1 to 5, the appropriate reliability testing of this instrument is Cronbach Alpha. The result of calculation was gained by the use of software SPSS Ver.10.0

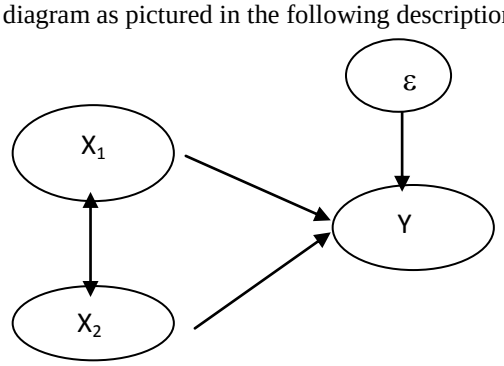
Data Analysis Method, In order to analyze the green marketing and innovation as well as the purchasing intention, the calculation covers the frequency of respondents answers multiplied by the score which then each score are summed and compared to the ideal score. Finally, the result was fitted to the following category range:

Excellent	80 % - 100 %
Good	60 % - 80 %
Fair	40 % - 60 %
Poor	20 % - 60 %
Worst	0 - 20 %

In order to analyze the research model by the use of path analysis, it required the interval measurement scale considering the respondents' answers on the variables (X and Y) were still in the form of ordinal scale. Hence, the measurement scale had to be increased by the use of *Method of Succesive Interval/MSI.*

With the intention of ensuring about the influence of green marketing and innovation towards the purchasing intention, the analysis testing used the method of path analysis by firstly converted the ordinal into interval scale through Method of Successive Internal.

The research hypotheses are shown through the relational structure between independent variables by path diagram as pictured in the following description:



Picture 3 : Research Model

Where, X_1 = Green Marketing.
X_2 = Innovation.
Y = Purchasing Intention.
ε = Other variables Influencing the Y Variable.

The data gained were then analyzed through their causality relationship between variables or dimensions. This was managed by the use of path analysis which shows the influence.

Hypotheses Testing, Census method was used in this research, hence, test of significant was not necessary. Based on the hypotheses and research design mentioned earlier, the testing of those four hypotheses used path analysis by making structural equation, i.e:

$$Y = Pyx_1X_1 + Pyx_2X_2 + + \varepsilon$$

The General and Partial Hypotheses Testing, The research hypotheses is that green marketing and innovation give influence towards the purchasing intention

H_0 : $\rho yx_1 = \rho yx_1 = \ldots\ldots = \rho yx_4 = 0$:
Generally, the variables of green marketing and innovation do not give influence towards the purchasing intention.

H_1 : $\rho yx_1 = \rho yx_1 = \ldots\ldots = \rho yx_4 \neq 0$:
Generally, the variables of green marketing and innovation give influence towards the purchasing intention.

Whilst, the F-testing statistic used is as stated by Sugiyono (2002:16), i.e.:

$$F = \frac{R^2 / k}{(1 - R^2)/(n - k - 1)}$$

Where, k = number or free variables
R^2 = determination coefficient
n = number of sample

Testing criteria :
If $F \geq F\alpha$; (k, n – k - 1), thus H_0 is rejected (strong testing)
If $F < F\alpha$; (k, n – k - 1), thus H_0 is accepted (weak testing)

where,
$F\alpha$; (k, n – k - 1) gained from the table of distribution F-Fisher with α = 5 %

Free degree of db_1 = k, and db_2 = n – k -1

Meanwhile, the partial statistic testing of the hypotheses were formulated as follows:

Pair of hypotheses and alternative as well as the statistic testing are:

H_0 : $P_{yixi} = 0$

H_1 : $P_{yixi} \neq 0$

t-testing statistic used is as follow:

$$ti = \frac{P_{yixi}}{\sqrt{\frac{(1 - R^2{}_{yx})Cii}{(n-k-1)}}}$$

Hypotheses is rejected when the t-counted > t (α/2; n – k – 1).

Where :

k = the number of exogenus variables in the sub-structure to be tested

ti = following the student distribution with the free degree of n – k – 1.

Result and Discussion, The questionnaire was distributed to the customers purchasing organic vegetables at Yogya Riau Junction Department Store addressed on Jln. RE Martadinata Bandung. In four days, the collected questionnaires were 60. This was due to rejection from to customers to fill in questionnaire. The profile of respondents are shown in the following table.

Table 1
Respondents Profile

Age	≥ 50 years	33	0.55
	30 – 50 years	17	0.28
	≤ 30 years	10	0.16
Sex	Male	13	0.21
	Female	47	0.78
Earnings/ Salary	≥ 30 millions	8	0.13
	20 – 30 millions	32	0.53
	10 – 20 millions	9	0.15
	≤ 10 millions	11	0.18

Source: Data obtained (2015)

The validity testing is shown below:

Table 2
Result of Validity Testing

Questionnaire (X1)	R-counted	Questionnaire (X2)	R-counted	Questionnaire (Y)	R-counted
1	0.757	1	0.714	1	0.399
2	0.729	2	0.282	2	0.853
3	0.710	3	0.523	3	0.140 *
4	0.345	4	0.279	4	0.593
5	0.619	5	0.407	5	0.689
6	0.402	6	0.820	6	0.908
7	0.381	7	0.715	7	0.032 *
8	0.700	8	0.567	8	0.871
9	0.783	9	0.736	9	0.599
10	0.661	10	0.662	10	0.858
11	0.492	11	0.249	11	0.819
12	0.449	12	0.614	12	0.334
13	0.605	13	0.630	13	0.815
14	0.375	14	0.300	14	0.818
15	0.336	15	0.614	15	0.733
16	0.340	16	0.591	16	0.871
17	0.628	17	0.275	17	0.815
18	0.641	18	0.682	18	0.818
19	0.363	19	0.275	19	0.733
20	0.721	20	0.666	20	0.871

Source: Data obtained (2015)

Based on the data obtained, there are two indicators showing that the purchase intention variable is not valid. This causes those indicators being eliminated and excluded from the correlation testing calculation. The result of reliability testing shows that each variable is considered as reliable with the value of alpha cronbach more than 0.7.

Table 3
Result of Reliability Testing

Green Marketing	0.870
Innovation	0.851
Purchase Intention	0.920

Source: Data obtained (2015)

Furthermore, the descriptive elaboration on data for each variable can be seen in the following table:

Table 4
Variable Description

Variables	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree		Actual Score	Ideal Score	Percentage
	F	B	F	B	F	B	F	B	F	B			
Green Marketing	342	1.710	833	3.332	24	72	1	2	0	0	5116	6000	85.26%
Innovation	380	19000	778	3112	39	117	1	2	2	2	5133	6000	85.5%
Purchase Intention	391	19555	770	3080	33	99	6	12	0	0	5146	6000	85.7%

Source: Data obtained (2015)

Based on Table 4, each variable i.e. green marketing, innovation, and purchase intention show very good condition since the percentage is in the interval of 80% - 100%. The result of correlation testing between variables can be viewed in the following table:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772[a]	.595	.581	8.34110

a. Predictors: (Constant), X2, X1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5834.825	2	2917.413	41.933	.000[a]
	Residual	3965.716	57	69.574		
	Total	9800.541	59			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-24.415	6.804		-3.589	.001
	X1	.538	.129	.437	4.179	.000
	X2	.571	.140	.427	4.080	.000

a. Dependent Variable: Y

Discussion, Nowadays, the management of green marketing and innovation is necessary in determining the consumers' decision of purchasing. This is due to the impact of consuming chemical-based-production of products to health. Consumers of organic farm products tend to pay attention on the products' characteristics which are environmentally-friendly and give

benefit to their health as defined in terms of green purchasing by Lee. According to the research discussion, consumers with the range of age more than 50 years old tend to pay attention more on purchasing the organic products. Recently, since organic products are not sold in many places and they have expensive price, these products seem to be affordable merely for middle to high-class communities. The label "Go Green" and physical of appearance of organic products, which differs from those non-organic ones, support in the promoting process. These organic products, especially vegetables, produced from the steps of farmland selection, seedling, fertilizing and pests control, as well as packaging. In the years to come, organic products which are environmentally-friendly and healthy will be able to compete in the market. This will enable companies to gain their own specialty and ability in winning marketing competition.

Implications, This study contributes to the body of knowledge by investigating and validating the relationships of environmental attitude, eco-label, and long-term orientation as well a moderating influence of environmental advertising on green purchase intention in Indonesia especially Bandung region, certainly a non-western setting, by using the Theory of Planned Behavior (TPB) to explain the conceptual framework. From the obtained results, overall variables relationships were found to enrich the explanation of the Theory of Planned Behavior in predicting consumers' green purchase intention. Developing such model is important for filling in the gap of information which exists between marketers (as evidenced by widespread use of green products) and academician (as evidenced by insufficient of research on green purchasing behavior). Therefore, marketers can make use of these findings to refine their marketing plans particularly for green products.

The most important implication to those industries involved in green related products is that eco-label can serve as an essential marketing tool in promoting green consumption among consumers. Marketers should focus on providing clear information about green products via eco-labels in order to promote consumer familiarization and enhance their knowledge relate to green products. It is strongly suggested that green product manufacturers should immediately obtain the eco-label on product packaging to increase the prevalence of eco-labeled products in the marketplace since the consumer's ability to recognize and understand them is proved undoubtedly the latter influences their green product purchase intention.

References,

Brahim Chekima, Syed Azizi. 2015. ***Determinant Factor of Consumer's Green PurchaseI Intention : The Moderating Role of Advertising.*** Asian Social Science; Vol. 11, No. 10; 2015.

Dinuk Arseculeratne1 & Rashad Yazdanifard, 2014. ***How Green Marketing Can Create a Sustainable CompetitiveAdvantage for a Business***. International Business Research; Vol. 7, No. 1; 2014.

Chia-Hsiang Hsieh, Mou-Yuan Liao, Chih-Hung Tsai, Hsiao-Ling Huang4 and Nien-Tsu Chung, 2012. ***A study of building the crisis prevention model for the innovation development of green marketing: A case of the automotive industry.*** African Journal of Business Management Vol. 6 (7), pp. 2644-2658, 22 February, 2012.

Shu-Hui Lan, Tzu-Chun Sheng & Kaiyue Zhang, 2014. ***Marketing Factors of Green Economic Effect on Consumers' Purchase Intention for the Market of Family-sedan in Taiwan*** Research in World Economy Vol. 5, No. 2; 2014

Maoyan , Zhujunxuan, Sangyang. 2014. ***Consumer Purchase Intention Research Based on Social Media Marketig.*** *International Journal of Business and Social Science Vol. 5, No. 10(1); September 2014*

Sugiyono, 2002. ***Statistika Untuk Penelitian***, Alfabeta, Bandung.

Suharsimi Arikunto, 2002. ***Prosedur Penelitian Suatu Pendekatan Praktek.*** Edisi Revisi V. Rineka Cipta, Jakarta