

The Effect Of A Sustainable Marketing Mix On Green Brand Image: The Case Of Vietnam's Tourism Industry

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Abstract: This study examines how sustainable marketing mix influences the green brand image in Vietnam's tourism industry. Acknowledging the major environmental challenges caused by tourism, this research explores the role of sustainable marketing in improving tourists' perceptions and building brand loyalty. By applying the marketing-mix theory, the study explores how sustainable product, price, place, and promotions serve as stimuli that influence tourists' behavior and attitudes. A survey of 750 tourists was conducted using a 5-point Likert scale to measure responses. The results show a strong positive correlation between sustainable promotion and green brand image, followed by sustainable place and product, with sustainable price also contributing positively but to a lesser extent. These findings suggest that the tourism enterprises should prioritize sustainable marketing across all dimensions of the marketing mix to build a strong green brand image.

Keywords: 4Ps, tourist behavior, tourism, green brand image, sustainable marketing, Vietnam

1. INTRODUCTION

In the face of climate change and worsening environmental degradation, sustainable development has become an unavoidable trend across many economic sectors, including tourism. Not only does tourism significantly contribute to GDP, but it also heavily relies on natural and cultural resources, making it susceptible to environmental challenges. In this trend, sustainable marketing has become a key tool for businesses to achieve their goals and demonstrate their social and environmental responsibilities. In particular, the sustainable marketing mix is seen as a crucial foundation for building a green brand image, which enhances customer trust and provides a competitive edge (Nguyen, 2023).

The relationship between green marketing and green image/brand has been studied by many international works, emphasizing the role of green factors in consumer behavior and brand value. However, the majority of studies have focused on a few single aspects of the marketing mix, such as green products or green communications, without comprehensively examining the effect of the overall sustainable marketing mix on green brand image (Sultan et al., 2023). In addition, the majority of projects focus on fast-moving consumer goods (FMCG), fashion or manufacturing industries, while the service sector, especially the tourism industry, is under-exploited (Vu, 2024). This points to a theoretical gap in extending the sustainable marketing mix research framework to the service context in emerging economies.

In Vietnam, tourism is recognized as a vital economic sector while also aiming to promote sustainability and environmental friendliness. National policies and local efforts are increasingly emphasizing ecotourism, responsible tourism, and green tourism models. However, the use of a sustainable marketing mix in tourism business practices remains fragmented and lacks a cohesive system. Many enterprises have solely focused on green promotion, while other aspects, such as green product design, pricing policies to promote green consumption, sustainable distribution channels, or environmentally friendly service processes, have not received sufficient attention (Nguyen et al., 2025). Therefore, the impact of the sustainable marketing mix on the image of green brands in Vietnam's tourism industry has not been thoroughly researched and clarified.

Originating from the above theoretical and practical gaps, this study was conducted to analyze the impact of the sustainable marketing mix on green brand images in Vietnam's tourism industry. The research results are expected to not only contribute to the theory of sustainable marketing in the context of services but also offer practical insights for tourism businesses in building and strengthening green brands, fostering sustainable development.

2. LITERATURE REVIEW

2.1. Related concepts

Green brand image refers to consumers' perceptions and associations regarding the environmental sustainability and eco-friendliness of a brand. In Vietnam's tourism industry, building a strong green brand image is crucial for differentiating brands in a highly competitive market. According to Chen (2010), a green brand image positively influences tourists' environmental attitudes and behaviors, leading to greater brand loyalty and advocacy.

Sustainable marketing is a crucial approach for building a green brand image. It involves incorporating environmental factors into the marketing mix, which includes product, price, place, and promotion. Peattie and Charter (2003) highlight that sustainable marketing strategies not only fulfill customer needs but also take into account the long-term effects on the environment.

Sustainable products in the tourism industry are seen as environmentally friendly services and experiences, such as using renewable energy in accommodations, reducing plastic waste, or creating ecotourism options. These products help enterprises show their dedication to environmental protection and meet customers' increasing demand for green choices (Sultan et al., 2023).

Price indicates the monetary amount customers must pay to acquire a product or service (Kotler & Keller, 2009). Sustainable pricing strategies consider not just production and operational costs, but also ecological and social expenses. Giá bền vững reflects fairness, transparency, and encourages responsible consumption behaviors. In the tourism sector, this can mean setting a reasonable price that includes a commitment to reinvest in resource conservation or local community development (Nguyen, 2023).

A sustainable place involves organizing supply channels and service touchpoints to minimize environmental impact. For example, developing green infrastructure, using eco-friendly transportation, and applying digital technology to reduce printing and paperwork. In tourism, organizing sustainable destinations helps improve customer experience and strengthen the green brand image (Vu, 2024).

Promotion plays a crucial role in marketing efforts by boosting brand visibility and increasing sales. Sustainability promotion highlights the environmental and social values of the brand. Businesses can use messages about energy saving, emission reduction, or sustainability to build customer trust. It is important for the promotion to be transparent and to avoid "greenwashing" in order to create a genuine green brand image (Nguyen et al., 2025).

2.2. Analytical framework

This study employed McCarthy's (1960) Marketing Mix theory to develop a research model. The theory emphasizes that the coordinated management of four key dimensions (product, price, place, and promotion) is crucial for creating value and gaining a competitive edge for businesses. When applied to sustainable development, these elements not only produce economic value but also contribute to social and environmental benefits, thereby promoting a positive perception of the brand among customers (Nguyen, 2023). The research model is shown in Figure 1 below:

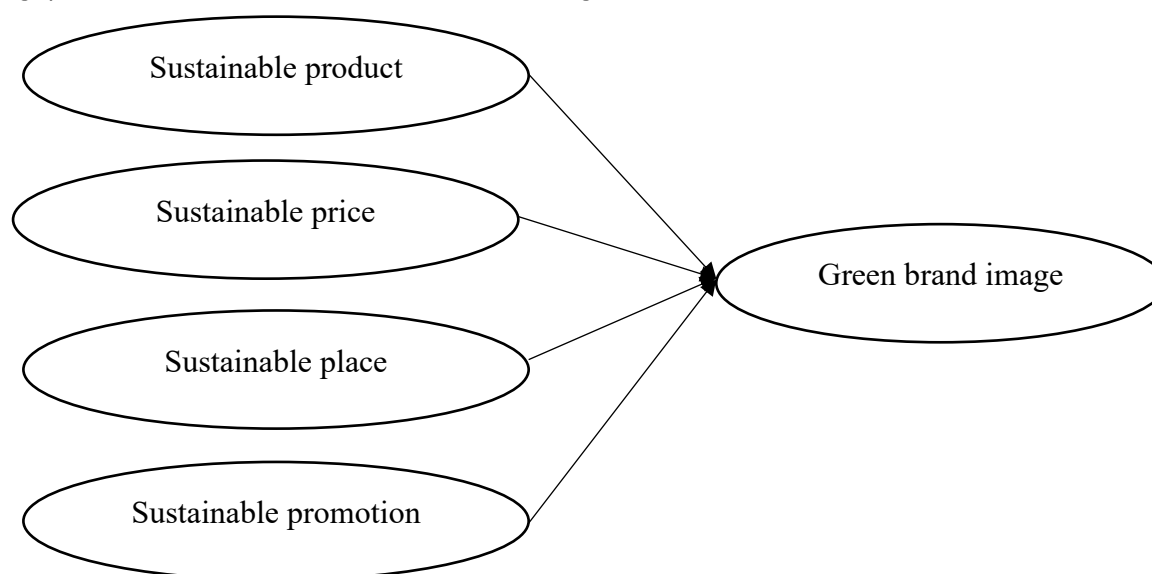


Figure 1: Analytical framework

Source: Construction by the author

2.3. Hypothesis development

Existing research indicates a strong link between sustainable product strategies and the green brand image in consumer perception. Mahmoud (2018) found a direct positive relationship between green product offerings and green brand image among a sample of 341 university students. This result is further supported by Wanninayake and Randiwela (2008), who highlighted the positive effect of sustainable product structures and eco-friendly packaging on how consumers view the green brand image. Additionally, Bathmanathan and Rajadurai (2019) observed a significant influence of sustainable products on the green brand image among Generation Y consumers, taking into account the broader marketing mix. These findings align with those of Sembiring (2021) and Saraswati and Wirayudha (2022). Based on this body of evidence, the following hypothesis is proposed:

H1: Sustainable product will be positively associated with green brand image in tourism.

Existing literature consistently shows a positive link between sustainable pricing strategies and green brand image (Ansar, 2013; Widyastuti et al., 2020; Dewi, 2023). Pushpanathan (2020) emphasizes the importance of pricing as a key factor in shaping consumer perceptions of a brand's green image, especially in the Indonesian food and beverage industry, where it influences 14% of customer perceptions. Similarly, Geap et al. (2018) found a positive link between sustainable pricing strategies and green brand image among Malaysian university students. This finding is further supported by Saraswati and Wirayudha (2022), who confirmed the significant impact of sustainable pricing on green brand image. Based on this evidence, the following hypothesis is proposed:

H2: Sustainable price will be positively associated with green brand image in tourism.

Mahmoud (2020) found that green distribution has a significant influence on the green brand image among university students. It aligns with previous research by Bathmanathan and Rajadurai (2019), which shows a positive impact of green distribution on Generation Y's perception of green brand image in Malaysia, ranking second only to green products. Pushpanathan and Silva (2020) also confirmed that eco-friendly locations have a positive impact on the green brand image, regardless of factors such as age or income. The study of Setiawan et al. (2022) on bottled water further supports these findings, concluding that sustainable distribution strategies have a direct and positive impact on the green brand image. Based on this evidence, the following hypothesis is proposed:

H3: Sustainable place will be positively associated with green brand image in tourism.

Research on the impact of green promotion strategies on green brand image consistently shows positive effects. Studies by Setiawan et al. (2022), Geap et al. (2018), Mahmoud (2018), Bathmanathan and Rajadurai (2019), Karunarathna et al. (2020), and Pushpanathan and Silva (2020) support this idea. Geap et al. (2018) highlight the significant influence of green promotion strategies, especially through advertising, in attracting environmentally conscious consumers. Pushpanathan and Silva's (2020) findings further support this, revealing a consistent 5% influence of promotion factors on green brand image. Based on this evidence, the following hypothesis is proposed:

H4: Sustainable promotion will be positively associated with green brand image in tourism.

3. METHODOLOGY

3.1. Measurement scales

The study used a 5-point Likert scale to measure the observed variables, adapting measurement scales from previous research. The "Sustainable product" scale was evaluated with four observed variables based on Chen (2010). The "Sustainable price" scale was informed by Nguyen (2023) and Sultan et al. (2023). For the "Sustainable place" scale, the researchers used variables from Vu (2024) and Sultan et al. (2023). The "Sustainable promotion" scale employed four observed variables drawn from Rahman et al. (2015) and Nguyen (2025). Lastly, the "Green brand image" variable was measured using a modified version of Chen (2010). Additionally, the author held a group discussion with several tourism experts to adapt the scale to fit the Vietnam tourism context. Furthermore, to ensure the meaning remains accurate in language, the measurement scales are translated back from English to Vietnamese and then from Vietnamese back to English.

3.2. Sample size

The author conducted an online questionnaire survey to test the proposed hypotheses. Data were collected from tourists who have experienced tourism services in green tourism destinations in Vietnam. A total of 1,500 questionnaires were completed, exceeding the required amount by 1,300 according to

Hair et al. (2010) for analyzing the exploratory factor. The survey period is from October 2024 to May 2025.

The result was 750 valid responses. Unsatisfactory responses to the questionnaire were removed, resulting in a final response rate of 50%. This number exceeds the threshold of 200, meeting the conditions for conducting a multivariate regression analysis (Hair et al., 2010). Preliminary demographic statistics show that the majority of tourists are female (70.4%) and possess a university education or higher (60%). Their ages are primarily between 18 and 30, comprising 70%, with 69.33% earning over 15 million VND per month.

3.3. Data analysis

The formal data is processed by SPSS26 software through descriptive statistics, reliability testing, exploratory factor analysis, correlation analysis, and linear regression analysis. The linear regression equation is defined as follows:

$$GBI = \beta_0 + \beta_1 * Pro + \beta_2 * Pri + \beta_3 * Pla + \beta_4 * Prom + \varepsilon$$

In which:

GBI (dependent variable): Green brand image

Independent variables (X_i): Sustainable product (Pro), Sustainable price (Pri), Sustainable place (Pla), Sustainable promotion (Prom).

β_k : Regression coefficient ($k = 0, 1, 2, 3, 4$).

4. RESULTS AND DISCUSSION

4.1. Results

The latent variables after encoding and the descriptive statistics are included in the Cronbach's Alpha test to evaluate the scale's suitability. The results shown in Table 1 indicate that the Cronbach's Alpha coefficient for the scales is above 0.7, meaning these scales measure reliably. Additionally, observed variables with a Corrected item-total correlation above 0.3 are considered satisfactory and should be used in the next step of exploratory factor analysis (Hair et al., 2010).

Table 1: Reliability testing

Scales	Sign	Items	Cronbach's Alpha	Corrected item-total correlation
Sustainable product	Pro1	The travel service I use is environmentally friendly.	0.865	0.685
	Pro2	The enterprise offers products and services related to ecotourism and sustainable development.		0.689
	Pro3	Tourism products that support local communities.		0.678
	Pro4	I found the service to be created to reduce its negative impact on the environment.		0.690
Sustainable price	Pri1	The cost of travel services is fair considering the green quality I get.	0.815	0.702
	Pri2	The price includes the cost of environmental protection and sustainable development.		0.700
	Pri3	I am willing to pay more for eco-friendly travel services.		0.703
Sustainable place	Pla1	The enterprise uses environmentally friendly facilities.	0.840	0.609
	Pla2	The organization of services helps reduce resource waste.		0.598
	Pla3	The enterprise utilizes digital technology to minimize its environmental impact.		0.616

Scales	Sign	Items	Cronbach's Alpha	Corrected item-total correlation
	Pla4	Tourist destinations are developed with sustainable growth in mind.		0.607
Sustainable promotion	Prom1	The enterprise clearly communicates its green initiatives.	0.863	0.633
	Prom2	The message of promoting green tourism is trustworthy and not "greenwashing".		0.630
	Prom3	I often notice this brand emphasizing sustainable development in its communications.		0.617
	Prom4	Promoting tourism services involves increasing customer awareness of environmental protection.		0.620
Green brand image	GBI1	I observed that the Vietnamese tourism brand maintains an environmentally friendly image.	0.860	0.666
	GBI2	Vietnam's tourism brand is linked to sustainable practices.		0.658
	GBI3	I believe Vietnamese tourism brands are genuinely socially and environmentally responsible.		0.645
	GBI4	I have a positive impression of Vietnam's tourism brand because of the sustainable activities carried out.		0.650
	GBI5	I see Vietnam as a prime example of sustainable tourism.		0.655

Source: Analysis results from SPSS 26

The results of the exploratory factor analysis of the independent variables in Table 2 show that the KMO coefficient reached 0.847. Four factors with a total variance of 70.34% were extracted, which exceeds the 50% threshold. This indicates that four factors explain 70.34% of the data's variability, supporting their extraction. The extraction process stopped when the fourth factor was reached, with an Eigenvalue of 1,348, satisfying the requirement to be greater than 1. Additionally, the observed variables had factor loadings ranging from 0.769 to 0.889, comprising 15 variables grouped into four clusters.

Table 2: EFA of independent variables

KMO = 0.847		
Bartlett's Test	Approx. Chi-Square	9394.492
	df	809
	Sig.	0.000

Items	Factor			
	1	2	3	4
Pro1	0.889			
Pro2	0.885			
Pro3	0.870			
Pro4	0.865			
Pri1		0.838		
Pri2		0.810		
Pri3		0.803		
Pla1			0.790	
Pla2			0.778	

Items	Factor			
	1	2	3	4
Pla3			0.774	
Pla4			0.769	
Prom1				0.812
Prom2				0.809
Prom3				0.802
Prom4				0.800
% of Variance	35.683	46.380	57.672	70.340
Eigenvalue	4.283	3.278	2.484	1.348

Source: Analysis

results from SPSS 26

The results of the exploratory factor analysis of the dependent variables in Table 3 show that the KMO coefficient reached 0.835, with one factor extracted that accounts for 67.38% of the total variance, exceeding the 50% threshold, indicating that the factor explains a significant portion of the data variability. The extraction process stopped when the eigenvalue was 2.028, which is greater than 1, confirming the factor's significance. Additionally, the observed variables had factor loadings ranging from 0.805 to 0.878, forming a single group of five observed variables.

Table 3: EFA of the dependent variable

KMO = 0.835			
Bartlett's Test	Approx. Chi-Square		374.903
	df		5
	Sig.		0.000
Scale		No.	Loadings
Green brand image		GBI1	0.878
		GBI2	0.866
		GBI3	0.850
		GBI4	0.835
		GBI5	0.805
% of Variance		67.380	
Eigenvalue		2.028	

Source: Analysis results from SPSS 26

Before performing a linear regression analysis, the data will be included in the correlation analysis to determine the correlation between the independent variables and also to assess the degree of correlation among the independent variables. The results in Table 4 show that the correlation coefficients between independent variables and dependent variables range from 0.368 to 0.570, with a significance level of less than 0.05, indicating that the independent variables are quite closely related to the dependent variables. Simultaneously, the independent variables show no signs of multilinearity, as their correlation coefficients are less than 0.4, making them suitable for regression analysis.

Table 4: Correlation analysis

	GBI	Pro	Pri	Pla	Prom
GBI	1				
Pro	0.407**	1			
Pri	0.368**	0.219**	1		
Pla	0.400**	0.317*	0.208**	1	
Prom	0.570**	0.300**	0.312**	0.200**	1
*significant at $p < 0.05$, **significant at $p < 0.01$					

Source: Analysis results from SPSS 26

The results of the linear regression analysis showed that the correction R^2 was 0.673, meaning the model explained 67.3% of the variation in the dependent variable. This coefficient is considered quite good (greater than 0.5). Simultaneously, the VIF coefficient is less than 2, indicating there is no multicollinearity among the independent variables. Additionally, the Durbin-Watson value of 1,846

meets the condition that it is within the range that supports the hypothesis that the residuals do not have first-order serial correlation.

Table 5: Multivariate regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	SD	Beta			Tolerance	VIF
1	Constant	0.374	0.035		2.479	0.002		
	Pro	0.319	0.032	0.337	2.509	0.001	0.745	1.832
	Pri	0.257	0.034	0.298	2.689	0.023	0.739	1.800
	Pla	0.345	0.030	0.350	2.309	0.005	0.740	1.798
	Prom	0.350	0.033	0.404	2.178	0.003	0.735	1.813

Source: Analysis results from SPSS 26

Table 5 displays four independent variables that are statistically significant and highly reliable, with $p < 0.05$. At a significance level of 5%, the tolerance values are 0.745, 0.739, 0.740, and 0.735, respectively. Based on the regression results in Table 5, the standardized regression model determines the influence of sustainable marketing mix factors on Vietnam's tourism industry's green brand image as follows:

$$GBI = 0.374 + 0.337*Pro + 0.298*Pri + 0.350*Pla + 0.404*Prom + \epsilon$$

According to the standardized regression equation, sustainability promotion has the strongest positive relationship with Vietnam's tourism industry's green brand image, with a standardized regression coefficient of 0.404. The factors "sustainable place" and "sustainable product" ranked second and third, respectively, with standardized regression coefficients of 0.350 and 0.337. Lastly, "sustainable price" showed the lowest association with the green brand image, with a standardized regression coefficient of 0.298. Therefore, hypotheses H1 through H4 are supported.

4.2. Discussion

Firstly, research shows that sustainable promotional strategies significantly enhance the green brand image in Vietnam's tourism industry. When tourism enterprises effectively communicate their commitment to sustainability through various advertising and promotional efforts, tourists perceive these brands as more genuine and trustworthy. This perception fosters greater trust and engagement, which in turn improves the green brand image. Therefore, the tourism sector and enterprises should prioritize sustainable promotional tactics, emphasizing their environmental initiatives to build trust and loyalty among tourists. Secondly, it emphasizes the importance of sustainable tourism product strategies in shaping the green brand image. Tourism services and experiences developed with eco-friendly practices, such as utilizing renewable resources, minimizing waste, promoting local culture, and ensuring the reusability of facilities, are highly valued by environmentally conscious travelers. By focusing on sustainable tourism product development and effectively communicating these benefits, destinations and tourism businesses can align with visitor values and strengthen their green brand image. This approach not only attracts eco-conscious tourists but also boosts visitor loyalty and advocacy.

Thirdly, adopting sustainable place strategies, such as encouraging eco-friendly transportation options for tourists and implementing green practices in accommodations and service facilities, also positively influences the green brand image. Effective tourism distribution practices that lessen environmental impact, such as reducing carbon emissions, promoting community-based tourism, and supporting local supply chains, resonate strongly with travelers who value sustainability. Tourism destinations and businesses should, therefore, incorporate green distribution and accessibility practices into their operations to enhance their environmental reputation and attract eco-conscious tourists.

Fourthly, while sustainable pricing strategies have a relatively minor impact, they still make a positive contribution to the green brand image. Transparent pricing of tourism services and experiences, highlighting environmental benefits, fair trade practices, and ethical considerations, can attract travelers who prioritize sustainability. Tourism businesses should therefore develop pricing strategies that emphasize their commitment to environmental responsibility and community well-being, thereby increasing their appeal to eco-conscious tourists.

5. CONCLUSION AND IMPLICATIONS

5.1. Conclusions

The investigation has highlighted the positive impact of sustainable marketing efforts by tourism businesses on their green brand image. Additionally, the research provides strategic insights into how resources can be allocated to promote sustainable tourist behavior through marketing activities. However, it is important to note that this study focuses solely on the effects of marketing efforts by tourism service providers on green brand image, without considering marketing activities at the destination or by intermediary agencies. Future research should aim to examine the combined effects of marketing efforts at destinations and retail tourism establishments, along with the branding strategies used by tourism businesses, on green brand image.

5.2. Implications

Firstly, tourism businesses should enhance their promotional strategies by emphasizing sustainability. Transparent communication about eco-friendly initiatives, such as green certifications, responsible tourism campaigns, and community projects, through advertising and digital platforms can significantly boost the green brand image. By incorporating sustainable messaging in their marketing efforts, destinations and companies can establish credibility and trust among environmentally conscious tourists. Secondly, focusing on sustainable tourism product strategies is essential for tourism enterprises. Tourism enterprises must invest in developing eco-friendly services and experiences that promote reusability, resource efficiency, and respect for local cultures. Clearly communicating these sustainable product features can attract and retain eco-conscious tourists, thereby enhancing the green brand image.

Thirdly, adopting sustainable place strategies is crucial for strengthening the green brand image. Tourism destinations and businesses should adopt eco-friendly transportation options, promote sustainable lodging practices, and support green distribution channels to lessen their environmental impact. These actions not only improve the environmental reputation of tourism providers but also attract more sustainability-conscious travelers.

Finally, adopting sustainable pricing strategies can also enhance the green brand image. Tourism businesses should ensure their pricing reflects the environmental benefits, ethical considerations, and contributions to local communities embedded in their services. Transparent and sustainable pricing can attract tourists who prioritize environmental and social responsibility.

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