



DOI: <https://doi.org/10.38035/gijtm.v2i2>

Received: August 17th, 2024, Revised: August 23rd, 2024, Publish: September 01st, 2024

<https://creativecommons.org/licenses/by/4.0/>

Green Marketing of Analysis: Branding, Positioning and Eco-Friendly Products (Literature Review)

Teguh Maianto¹, Lily Yuntina², Sri Yanthy Yosepha³, Kamsariaty⁴, Bambang Wijanarko⁵

¹Akademi Sekretaris dan Manajemen Kencana, Bandung, Indonesia, teguhmaianto@asmkencana.ac.id

²Universitas Pancasakti, Kota Bekasi, Indonesia, lyuntina@gmail.com

³Universitas Dirgantara Marsekal Suryadarma, Jakarta, Indonesia, sriy@unsurya.ac.id

⁴Akademi Maritim Nusantara, Banjarmasin, Indonesia, kamsariati41@gmail.com

⁵Universitas Palangka Raya, Kalimantan Tengah, Indonesia, wijanarko.bambang@gmail.com

*Corresponding Author: teguhmaianto@asmkencana.ac.id¹

Abstract: Literature review research on green marketing analysis: branding, positioning and environmentally friendly products is a scientific literature article in the scope of marketing management science. The purpose of this literature research is expected to build a hypothesis regarding the influence between variables that can later be used for further research in the scope of marketing management. The approach used in this study is descriptive qualitative. The data collection technique uses literature studies. The data used in this descriptive qualitative approach comes from previous research that is relevant to this study and is sourced from academic online media such as the Scopus Emerald Journal, Sage, WoS, Sinta Journal, DOAJ, EBSCO, Google Scholar and digital reference books. The results of this literature review article are: 1) Branding has an effect on green marketing; 2) Positioning has an effect on green marketing; and 3) Environmentally friendly products have an effect on green marketing.

Keyword: Green Marketing, Branding, Positioning, Eco Friendly Products

INTRODUCTION

In light of the increasing global recognition of the environmental catastrophe, green marketing has emerged as a significant and pertinent commercial strategy. The need for more ecologically sustainable alternatives has been prompted by climate change, pollution, and the unsustainable exploitation of natural resources, leading both consumers and companies to actively pursue environmentally friendly solutions. Companies that are capable of implementing green marketing strategies not only help to the preservation of the environment but also cultivate a favourable perception among consumers who are progressively worried about ecological matters. To fully comprehend how organisations can attain genuine sustainability, it is crucial to examine the significance of branding, positioning, and green products in the realm of green marketing (Amoako et al., 2022).

Branding plays a crucial role in the implementation of green marketing strategies. Robust and unwavering branding can assist organisations in distinguishing themselves from rivals and cultivating consumer allegiance. In the current era of abundant information, customers are becoming more discerning when it comes to evaluating the environmental assertions put forth by firms. Hence, it is crucial to maintain transparency and consistency in brand communication. The brands that achieve success in green marketing are the ones that can establish trust with consumers by implementing genuine and open business practices. In order to prove their dedication to the environment, they must show that it is not merely a marketing tactic, but a fundamental aspect of the company's goal and activities (Bashir et al., 2020).

Positioning is an essential factor in green marketing, alongside branding. Efficient positioning enables organisations to distinctively position their products or brands in the market, emphasising the sustainable features that serve as their primary selling factors. An essential initial task is to identify the market categories that exhibit the highest level of responsiveness towards environmentally-friendly products. These groups typically include consumers that possess a heightened environmental awareness and are willing to allocate a higher budget for products that promote sustainability. After identifying the market categories, organisations need to effectively convey a concise and persuasive message regarding the environmental advantages of their products. The message needs to be consistently conveyed through various communication channels in order to strengthen the brand's positioning as a sustainability front runner (Chen et al., 2020).

Susanto, Mahaputra, et al., (2024) states that green marketing revolves around the promotion of environmentally-friendly products. Environmentally conscious products not only fulfil customer demands but also reduce their ecological impact. This entails the utilisation of sustainable raw resources, eco-conscious manufacturing methods, and packaging that can be recycled. The implementation of inventive, ecologically conscious product design can yield a notable edge over competitors. Energy or water efficient products not only decrease resource usage but also attract environmentally conscious buyers. The introduction of innovative green products can serve as a catalyst for companies to consistently enhance and refine their offerings, thereby establishing an ongoing cycle of sustainability. Nevertheless, the implementation of green marketing might be challenging. Companies encounter a range of obstacles, including increased expenses for environmentally friendly raw materials and issues in modifying old production methods. Furthermore, corporations must also address the challenge of overcoming customer scepticism towards environmentally friendly statements that are sometimes seen as deceptive marketing tactics. Hence, it is imperative for organisations to demonstrate genuine dedication to sustainability rather than perceiving it as a fleeting fad. This dedication must be evident in every facet of the enterprise, ranging from promotional tactics to daily activities (Szabo & Webster, 2021).

Research indicates that the effectiveness of green marketing is heavily influenced by the extent to which organisations can effectively incorporate sustainability principles into their business plans. Studies indicate that those who prioritise environmental concerns are more inclined to select products from companies they perceive as really dedicated to sustainability. Moreover, studies indicate that companies that effectively engage in green marketing frequently possess a significant competitive edge and are capable of sustaining a greater portion of the market over an extended period of time. This literature review will analyse the existing studies and literature on branding, positioning, and green products within the framework of green marketing. We will examine the methods by which organisations can establish robust and uniform brands that embody sustainable principles. Additionally, we will discuss strategies for effectively positioning their products in the market, as well as the ways in which innovation in environmentally-friendly products can confer a competitive edge. In addition, we will emphasise the difficulties that organisations encounter while implementing environmentally-

friendly marketing strategies and offer suggestions on how to overcome these obstacles (Chung, 2020).

This literature review will analyse the existing studies and literature on branding, positioning, and green products within the framework of green marketing. We will examine the methods by which organisations can establish robust and uniform brands that embody sustainable principles. Additionally, we will discuss strategies for effectively positioning their products in the market, as well as the ways in which innovation in environmentally-friendly products can confer a competitive edge. In addition, we will emphasise the difficulties that organisations encounter while implementing environmentally-friendly marketing strategies and offer suggestions on how to overcome these obstacles.

Based on the background of the problem above, the formulation of the problem is obtained to be used as a hypothesis for further research, including: 1) Does branding affect green marketing?; 2) Does positioning affect green marketing?; and 3) Do environmentally friendly products affect green marketing?.

METHOD

The approach used in this study is descriptive qualitative. Where analyzing previous studies that are relevant to this study, with the aim of obtaining and developing hypotheses, which can be used for further research. The data used in this study were obtained from academic media, reputable journals, and academic platforms such as Scopus, DOAJ, EBSCO, SINTA and GARUDA journals. A systematic literature review (SLR) is a careful and methodical effort in which all relevant research literature is identified, evaluated, and examined to provide answers to specific research questions (Susanto, Arini, et al., 2024). When conducting qualitative analysis, it is important to apply the literature review consistently in accordance with methodological assumptions. Due to its investigative nature, qualitative analysis is mostly carried out for this purpose, (Ali, H., & Limakrisna, 2013).

RESULT AND DISCUSSION

Results

The following are research findings taking into account the context and problem formulation:

Green Marketing

Green Marketing is a marketing strategy that prioritises items or services specifically created to minimise their adverse effects on the environment. The main objective is to advocate for eco-friendly products, enlighten customers on the environmental advantages of such items, and foster more sustainable consumer habits. Green marketing tactics encompass the utilisation of eco-friendly raw materials, energy-efficient manufacturing methods, recyclable packaging, and transparent promotion of a company's sustainability initiatives. Green marketing seeks to fundamentally alter consumer patterns by promoting ecologically responsible choices, fostering sustainable economic growth, and increasing public knowledge of global environmental concerns (Ottman, 2017).

Dimensions or indicators that include the Green Marketing variable include: 1) Green Raw Materials: This term refers to the utilisation of raw materials that can be recycled, renewed, or have low carbon emissions in the manufacturing of products; 2) Green Production Process: This involves assessing the energy efficiency, waste management, and implementation of clean technology during the production process; and 3) Green Packaging: This refers to the use of packaging that can be recycled or is environmentally friendly, with the aim of minimising the environmental impact (FuiYeng & Yazdanifard, 2015).

Green marketing is relevant to previous research that has been studied by: (H. Ali et al., 2023), (Gelderman et al., 2021), (Borah et al., 2023).

Branding

Branding is the act of establishing a distinct identity and setting apart a product, service, or company from others in the market. It entails constructing a robust and unwavering brand identity that mirrors the fundamental principles of the firm and sets it apart from rivals. Branding encompasses not just the brand name, logo, and visual identity, but also the impressions formed among consumers regarding the brand's quality, dependability, superiority, and general reputation. A well-executed branding plan allows a corporation to allure and maintain clients, enhance brand allegiance, and generate enduring additional worth (Aulia & Aswad, 2022).

Dimensions or indicators that include the Branding variable include: 1) Maintaining brand consistency: Ensuring that sustainability messages and values are consistently incorporated into the company's brand identity and communications; 2) Establishing consumer trust: Building consumer trust through transparency and consistency in sustainability practices; and 3) Achieving sustainable differentiation: Setting the brand apart from competitors by demonstrating a strong commitment to environmentally responsible business practices (Latuconsina et al., 2022).

Branding is relevant to previous research that has been studied by: (Karsono et al., 2021), (Facrura, 2023), (Sarudin, 2021), (Salim et al., 2022).

Positioning

Positioning pertains to the strategic placement of a product or brand into the perceptions of consumers in a highly competitive market. It entails the deliberate process of creating a singular and recognisable position for a product or brand in the consumer's mind, based on distinctive characteristics, advantages, and principles. Positioning seeks to establish a desired perception among the target market, distinguishing the product or brand from competitors and more effectively satisfying the needs and desires of consumers. An efficient positioning strategy allows a company to build a solid foundation for its marketing plan, optimise the effectiveness of promotions, and attain a sustained competitive advantage (Fitria Rismawati et al., 2019).

Dimensions or indicators that include the Positioning variable include: 1) Identifying the specific market segment that is most receptive to the sustainability principles of the product or brand; 2) Communicating a distinct message about the ecological advantages of the product or brand that sets it apart from competitors; and 3) Establishing the product or brand as a frontrunner in both innovation and sustainability (Ricardianto et al., 2021).

Positioning is relevant to previous research that has been studied by: (Sani & Aslami, 2022), (Yunsepa & Saputra, 2023), (Octavia et al., 2020), (George, 2021).

Eco Friendly Products

Eco Friendly Products are goods or services that are intentionally developed and manufactured with the goal of having a minimal or positive impact on the environment. This includes the choice of recyclable or renewable raw materials, the implementation of energy-efficient production methods, the minimization of waste and pollution, and the utilisation of ecologically sustainable packaging. Eco Friendly Products consider their entire life cycle, from manufacturing to disposal, and aim to satisfy consumer expectations by providing high quality and effectiveness. This notion incorporates sustainability principles into the process of developing new products, aiming to encourage a more conscientious lifestyle and consumption patterns that are better for our world (Heo & Muralidharan, 2019).

Dimensions or indicators that include the variable of Eco Friendly Products include: 1) Product Design: Implementing innovative design strategies to minimise the environmental impact of the product at every stage of its life cycle; 2) Utilising recycled or renewable resources to reduce environmental harm; and 3) Creating goods that are more energy or water efficient (Nguyen et al., 2020).

Eco Friendly Products products are relevant to previous research that has been studied by: (Alamsyah et al., 2020), (Qiu et al., 2020), (Ahmad et al., 2024), (Suhaily et al., 2020).

Relevant Previous Research

Based on the above findings and previous research, the research discussion is formulated as follows:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Similarities with this article	Differences with this article
1.	(Borah et al., 2023)	-Green innovation variables have an effect on green marketing in determining the success of new products -Sustainable green knowledge variables have an effect on green marketing in determining the success of new products -Sustainable green branding variables have an effect on green marketing in determining the success of new products	-This article has similarities in examining branding variables as independent variables, and examining green marketing variables as dependent variables.	-The difference with previous research is in the Green Innovation and Green Knowledge variables which are other independent variables, whereas this research uses the positioning and environmentally friendly product variables as other independent variables.
2.	(Kapitan et al., 2019)	-Positioning variables have an effect on green marketing -Sustainable excellence variables have an effect on green marketing	-This article has similarities in examining the positioning variable as an independent variable, and examining the green marketing variable as a dependent variable.	-The difference with previous research is in the Sustainable Excellence variable which is another independent variable, whereas in this research, the branding and environmentally friendly product variables are used as other independent variables.
3.	(Gelderman et al., 2021)	-Green satisfaction variables have an effect on green marketing -Green product variables have an effect on green marketing -Green loyalty variables have an effect on green marketing	-This article has similarities in examining green product variables as independent variables, and examining green marketing variables as dependent variables.	-The difference with previous research is in the variables of Green Satisfaction and Green Loyalty which are other independent variables, whereas in this research, branding and positioning variables are used as other independent variables.

Discussion

Based on the background of the problem, research objectives, problem formulation, indicators or dimensions and related previous research, the discussion of this literature research is as follows:

1. The Influence of Branding on Green Marketing

The impact of branding, which encompasses consistent brand representation, establishing consumer confidence, and attaining sustainable distinctiveness, is pivotal in incorporating sustainability principles into brand marketing and communication strategies. This includes the utilisation of green raw materials, eco-friendly product processes, and sustainable packaging in green marketing efforts. Effective branding in the realm of green marketing encompasses not just establishing a cohesive brand identity, but also constructing a compelling

image that demonstrates the company's dedication to the environment. Brand consistency in this aspect pertains to the harmonisation of brand ideals and applied business processes, encompassing sustainability. For instance, firms that actively promote environmental advocacy must demonstrate a distinct correlation between their campaigns and their day-to-day operational procedures that endorse the utilisation of eco-friendly raw materials, sustainable production methods, and ecologically conscious packaging.

Establishing consumer trust is a crucial component of green marketing branding. Consumers are becoming more attentive to the transparency and integrity of firms about their environmental assertions. They have a tendency to select firms that not only discuss sustainability but can also substantiate their dedication through tangible activities. Companies in this context are required to effectively and transparently convey information regarding their sustainability initiatives, which encompass the utilisation of eco-friendly raw materials, environmentally conscious manufacturing methods, and recyclable or other environmentally friendly packaging. When consumers have trust in a brand's dedication to the environment, it can enhance long-term consumer loyalty and foster stronger connections between businesses and consumers.

Furthermore, successful branding in green marketing aims to attain sustainable distinctiveness. In a progressively cutthroat milieu, the crucial factor for capturing and maintaining customer interest is difference. Brands should emphasise their distinctiveness by providing products or services that are both environmentally sustainable and offer exceptional quality and advantages. This differentiation can arise from the implementation of novel green materials, production techniques that minimise carbon emissions, or inventive and eco-friendly packaging concepts. By adopting this approach, firms can establish a prominent place in the eyes of consumers as frontrunners in environmentally-friendly marketing, so gaining a long-lasting competitive edge. Effective green marketing requires the incorporation of essential components, including environmentally friendly raw materials, sustainable product processes, and eco-friendly packaging. Utilising sustainable raw materials is a crucial initial measure in mitigating the ecological footprint of a product during its entire lifespan. This encompasses the utilisation of resources that have been recycled, derived from renewable sources, or have a minimal carbon footprint. These choices not only decrease the utilisation of non-renewable natural resources but also contribute to the reduction of carbon emissions and waste across the whole supply chain.

Moreover, green manufacturing techniques establish a solid basis for effective green marketing. This entails the use of energy-efficient technologies, improved waste management, and optimised resource utilisation. Implementing green manufacturing procedures not only decreases long-term operational expenses but also improves a company's reputation for environmental sustainability. Green packaging is a crucial element of green marketing. Environmentally sustainable packaging can make a substantial contribution to a company's overall endeavours to decrease its ecological impact. This encompasses the utilisation of packaging that can be recycled, the decrease in the usage of disposable plastics, and the implementation of design advancements that minimise the amount of materials needed while maintaining functioning and consumer attractiveness.

In summary, the branding impact encompasses brand consistency, consumer trust, and sustainable differentiation in green marketing, which involves using green raw materials, green product processes, and green packaging. This not only adds significant value to the company but also contributes to global sustainability objectives. By integrating a robust branding strategy with a conspicuous dedication to environmentally conscious business practices, organisations may establish a formidable reputation as trailblazers in eco-friendly marketing and spearhead the movement towards a more sustainable future.

2. The Influence of Positioning on Green Marketing

Positioning influences, such as identifying market segments, communicating targeted messages, and establishing products or brands with a focus on innovation and sustainability, particularly in terms of using green raw materials, implementing green product processes, and adopting green packaging, have a crucial impact on the successful entry and survival of a product or brand in a market that is increasingly concerned with sustainability. Determining the appropriate market segment is an essential initial stage in developing a green marketing positioning plan. Companies must have a comprehensive understanding of their target consumers who are most receptive to sustainability values. This entails a thorough examination of the inclinations, principles, buying patterns, and ecological consciousness of various consumer segments. For instance, certain market segments may have a greater propensity to select items that utilise sustainable raw resources, prioritise eco-friendly manufacturing methods, or prioritise recyclable packaging. Through accurate identification of these market niches, organisations may strategically focus their marketing and product development endeavours, mitigate risks, and maximise the possibility for success in implementing a green marketing strategy.

The subsequent stage in exerting effects on green marketing is the act of conveying precise messages. These messages should not alone aim to inform consumers about the environmental advantages of the product or brand, but also to instill confidence in the company's dedication to sustainable practices. This entails offering explicit and unambiguous details regarding the utilisation of sustainable raw materials, eco-friendly manufacturing procedures, and other environmental advantages provided by the product or brand. Efficient communication may enhance consumer awareness and comprehension of the company's sustainability principles, while also bolstering the brand's reputation as a frontrunner in eco-friendly marketing.

The third pillar in the influence of positioning on green marketing is the establishment of the product or brand in innovation and sustainability. This entails incorporating sustainability principles into every part of product or brand development, spanning from the initial design phase to the final distribution stage. Companies should prioritise ongoing innovation in utilising more efficient sustainable raw resources, implementing eco-friendly production technology, and developing packaging that minimises the environmental impact. This not only guarantees the product or brand's relevance and competitiveness in a constantly evolving market, but also ensures a sustainable and beneficial impact on the environment.

Effective green marketing requires a seamless mix of strategic positioning and a genuine dedication to sustainability. Sustainable raw resources form the fundamental basis of a robust green marketing plan. Utilising recycled, renewable, or low-carbon materials aids in diminishing the environmental footprint of a product during its entire life cycle. This entails minimising the utilisation of finite natural resources and mitigating the carbon emissions generated throughout the production procedure. Green manufacturing is a significant expansion of green marketing. Companies can decrease their long-term running expenses and enhance their reputation for environmental sustainability by using energy-efficient technologies, improving waste management, and adopting other practices that promote sustainability goals. Green packaging is a vital element of green marketing. Sustainable packaging.

3. The Influence of Eco-Friendly Products on Green Marketing

The Influence of Environmentally Sustainable Products It is essential to incorporate product design, the use of recycled resources, and the development of energy or water-saving products in green marketing strategies. This includes focusing on green raw materials,

environmentally friendly production processes, and sustainable packaging. By doing so, a product or brand can establish a reputation for sustainability in a world that is becoming increasingly environmentally aware. Environmentally sustainable Product design plays a crucial role in implementing a green marketing strategy. It entails implementing inventive approaches in product design to reduce the environmental footprint at every stage of its existence. Companies should prioritise the incorporation of recyclable materials, renewable materials, or materials with a reduced carbon impact throughout the product design phase. Ecologically efficient design include the reduction of waste and emissions in production, as well as the consideration of material sustainability, product durability, and environmental safety.

The utilisation of recycled resources is a crucial factor in the influence of environmentally friendly products on green marketing. Utilising recycled raw materials diminishes reliance on fresh raw resources, lessens carbon emissions, and minimises the quantity of garbage released into the environment. Within the realm of green marketing, organisations have the opportunity to emphasise the utilisation of recycled raw materials as a means to reinforce their dedication to sustainability and cater to the growing expectations of environmentally aware consumers. The development of energy or water efficient products is a crucial factor in the influence of eco-friendly products on green marketing. Energy-efficient or water-saving products not only decrease the use of important resources but also assist consumers in lowering their long-term operational expenses. Energy-efficient LED lighting and water-efficient toilet fittings are goods that offer instant benefits to both the environment and customers. When implementing a green marketing plan, effectively conveying these advantages to consumers can enhance the attractiveness of the product and establish a favourable brand reputation in relation to innovation and sustainability.

Green Raw Materials are essential for effective green marketing. Utilising recycled, renewable, or low-carbon materials aids in diminishing the environmental footprint of a product during its entire life cycle. Companies must collaborate with their suppliers to guarantee that their supply chains uphold these sustainability criteria. Opting for environmentally-friendly raw materials not only allows for compliance with more stringent environmental regulations but also helps save precious natural resources. Green manufacturing processes represent the subsequent progression in green marketing. Companies can mitigate the environmental consequences of their operations by adopting energy-efficient technologies, improving waste management practices, and optimising resource utilisation. Implementing green manufacturing techniques can lead to reduced production costs over time, as well as improved operational efficiency and enhanced risk management of environmental requirements.

Green packaging is a vital element of a green marketing strategy. Companies can mitigate plastic waste and single-use packaging by creating packaging that is recyclable or possesses other eco-friendly characteristics. Thoughtfully crafted packaging serves a dual purpose of safeguarding the product and enhancing its value through promoting environmental consciousness and establishing a sustainable brand identity. Incorporating environmentally-friendly items into a sustainable marketing plan necessitates a firm dedication from all organisational tiers, ranging from product creation to consumer outreach. Successful companies in green marketing effectively communicate a consistent and persuasive message regarding their dedication to sustainability. Additionally, they can effectively allure and maintain clients by providing products that are not only practical but also environmentally conscientious.

The impact of environmentally friendly products, which encompass aspects such as product design, use of recycled materials, and the creation of energy or water efficient goods, on green marketing is significant. This includes the use of green raw materials, green product processes, and green packaging. Not only does this add value to the company, but it also contributes to global initiatives aimed at preserving environmental sustainability. Amidst a time

of rising environmental consciousness, companies that embrace ecologically sustainable business practices will be more likely to thrive and expand in a highly competitive and environmentally aware market.

Conceptual Framework

The conceptual framework is determined based on the formulation of the problem, research objectives and previous research that is relevant to the discussion of this literature research:

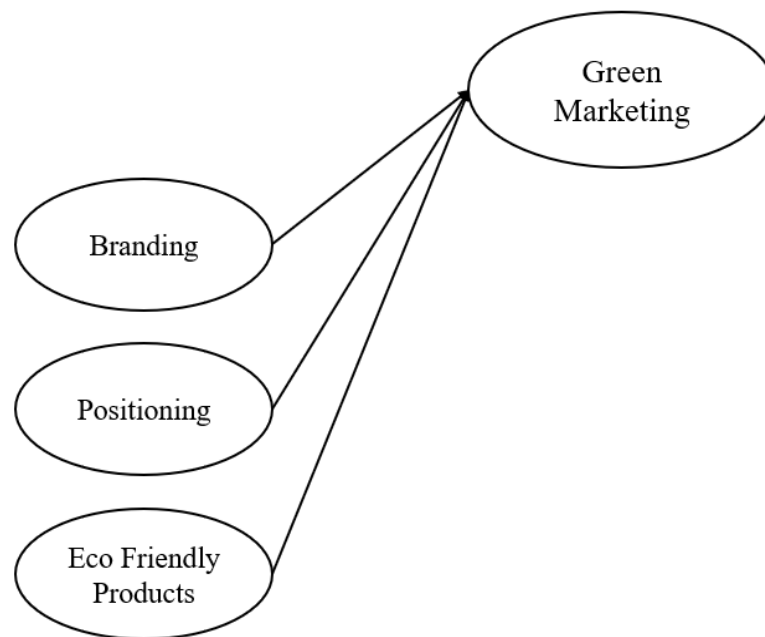


Figure 1. Conceptual Framework

Based on Figure 1 above, branding, positioning and eco-friendly products have an effect on green marketing. However, in addition to the variables of branding, positioning and eco-friendly products that affect green marketing, there are other variables that affect, including:

- 1) Organizational Culture: (Susanto, Simarmata, et al., 2024), (H. Ali et al., 2022), (Susanto et al., 2023), (Putri et al., 2023), (Prasetyo et al., 2023), (Jumawan et al., 2024).
- 2) Market Competition: (Simarmata et al., 2017), (Rambe & Aslami, 2022), (Amam & Rusdiana, 2021), (Wijaya, 2020), (Chairina & Hutagaol, 2022).
- 3) Government Regulations: (Dhianty, 2022), (H. Ali & Saputra, 2023), (Srinivas et al., 2019), (O. Ali & Osmanaj, 2020), (Faisal et al., 2020).

CONCLUSION

Based on the formulation of the problem, the results and discussion above, the conclusion of this study is that:

1. Branding influences green marketing;
2. Positioning influences green marketing; and
3. Eco-friendly products influence green marketing.

REFERENCES

Ahmad, B., Shafique, I., Qammar, A., Ercek, M., & Kalyar, M. N. (2024). Prompting green product and process innovation: examining the effects of green transformational leadership and dynamic capabilities. *Technology Analysis & Strategic Management*, 36(6), 1111–1123.

- Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961–1968.
- Ali, H., & Limakrisna, N. (2013). Metodologi Penelitian (Petunjuk Praktis Untuk Pemecahan Masalah Bisnis, Penyusunan Skripsi (Doctoral dissertation, Tesis, dan Disertasi. In *In Deppublish: Yogyakarta*.
- Ali, H., & Saputra, F. (2023). Pengaruh Transparan, Akuntabilitas dan Tanggung Jawab terhadap Good Corporate Governance. *Jurnal Ilmu Multidisiplin*, 2(2), 130–139.
- Ali, H., Saputra, F., & Mahaputra, M. R. (2023). Penerapan Green Economy: Analisis Kendaraan Listrik, Pariwisata dan Batu Bara (Studi Literature). *Jurnal Humaniora, Ekonomi Syariah Dan Muamalah (JHESM)*, 1(1), 1–14.
- Ali, H., Sastrodiharjo, I., & Saputra, F. (2022). Measurement of Organizational Citizenship Behavior: Workload, Work Culture and Motivation (Literature Review Study). *Journal of Multidisciplinary Science*, 1(1), 83–93.
- Ali, O., & Osmanaj, V. (2020). The role of government regulations in the adoption of cloud computing: A case study of local government. *Computer Law & Security Review*, 36, 105396.
- Amam, A., & Rusdiana, S. (2021). Pertanian Indonesia dalam menghadapi persaingan pasar bebas. *Jurnal Agriovet*, 4(1), 37–68.
- Amoako, G. K., Dzogbenuku, R. K., Doe, J., & Adjaison, G. K. (2022). Green marketing and the SDGs: emerging market perspective. *Marketing Intelligence and Planning*, 40(3), 310–327. <https://doi.org/10.1108/MIP-11-2018-0543>
- Aulia, M., & Aswad, M. (2022). Pengaruh Islamic Branding, Label BPOM Dan Word Of Mouth Terhadap Keputusan Konsumen Milenial Pada Produk Kosmetik Di Kabupaten Nganjuk. *Jurnal Cendekia Ilmiah*, 1(4), 294–305.
- Bashir, S., Khwaja, M. G., Rashid, Y., Turi, J. A., & Waheed, T. (2020). Green brand benefits and brand outcomes: The mediating role of green brand image. *Sage Open*, 10(3), 2158244020953156.
- Borah, P. S., Dogbe, C. S. K., Pomegbe, W. W. K., Bamfo, B. A., & Hornuvo, L. K. (2023). Green market orientation, green innovation capability, green knowledge acquisition and green brand positioning as determinants of new product success. *European Journal of Innovation Management*, 26(2), 364–385.
- Chairina, C., & Hutagaol, J. (2022). Pengaruh Iklan dalam Persaingan Pasar Monopolistik dan Pasar Oligopoli. *All Fields of Science Journal Liaison Academia and Society*, 2(2), 347–356.
- Chen, Y.-S., Chang, T.-W., Li, H.-X., & Chen, Y.-R. (2020). The influence of green brand affect on green purchase intentions: The mediation effects of green brand associations and green brand attitude. *International Journal of Environmental Research and Public Health*, 17(11), 4089.
- Chung, K. C. (2020). Green marketing orientation: achieving sustainable development in green hotel management. *Journal of Hospitality Marketing and Management*, 29(6), 722–738. <https://doi.org/10.1080/19368623.2020.1693471>
- Dhianty, R. (2022). Kebijakan Privasi (Privacy Policy) dan Peraturan Perundang-Undangan Sektor Platform Digital vis a vis Kebocoran Data Pribadi. *SCRIPTA Jurnal Kebijakan Publik Dan Hukum*, 2(1), 186–199.
- Facruraza, D. (2023). Pengaruh Branding terhadap Keputusan Menginap Tamu di Hotel Pullman Jakarta Central Park. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 6(2), 306–317.
- Faisal, F., SITUMORANG, L. S., Achmad, T., & Prastiwi, A. (2020). The role of government regulations in enhancing corporate social responsibility disclosure and firm value. *The*

- Journal of Asian Finance, Economics and Business*, 7(8), 509–518.
- Fitria Rismawati, F., Wahyuni, S., & Widodo, J. (2019). Strategi Pemasaran Stp (Segmenting, Targeting, Positioning) Larissa Aesthetic Center Cabang Jember. *JURNAL PENDIDIKAN EKONOMI: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi Dan Ilmu Sosial*, 13(2), 68. <https://doi.org/10.19184/jpe.v13i2.10793>
- FuiYeng, W., & Yazdanifard, R. (2015). Green marketing: A study of consumers' buying behavior in relation to green products. *Global Journal of Management and Business Research: E Marketing*, 15(5), 16–23.
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, 30(4), 2061–2076.
- George, R. (2021). Market Segmentation, Targeting, and Positioning. In *Marketing Tourism and Hospitality: Concepts and Cases* (pp. 221–246). Springer.
- Heo, J., & Muralidharan, S. (2019). What triggers young Millennials to purchase eco-friendly products?: the interrelationships among knowledge, perceived consumer effectiveness, and environmental concern. *Journal of Marketing Communications*, 25(4), 421–437.
- Jumawan, J., Hadita, H., Febrianti, B., Noviyanti, D., Asmarani, D., Pratiwi, D., Permatasari, E., & T, R. F. (2024). PENGARUH MANAJEMEN KONFLIK, PERUBAHAN ORGANISASI DAN BUDAYA ORGANISASI TERHADAP KINERJA KARYAWAN. *JEBI: Jurnal Ekonomi Dan Bisnis*, 2(1), 23–34.
- Kapitan, S., Kennedy, A.-M., & Berth, N. (2019). Sustainably superior versus greenwasher: A scale measure of B2B sustainability positioning. *Industrial Marketing Management*, 76, 84–97.
- Karsono, K., Purwanto, P., & Salman, A. M. Bin. (2021). Strategi branding dalam meningkatkan kepercayaan masyarakat terhadap madrasah tsanawiyah negeri. *Jurnal Ilmiah Ekonomi Islam*, 7(2), 869–880.
- Latuconsina, Z., Tamher, E. R., Tahapary, G. H., Chatib, A. S., & Nuryanto, U. W. (2022). The Influence of Islamic Branding and Product Ingredients on Interest in Buying Sasha Siwak Toothpaste In Ambon City. *Daengku: Journal of Humanities and Social Sciences Innovation*, 2(4), 480–488. <https://doi.org/10.35877/454ri.daengku1106>
- Nguyen, A. T., Parker, L., Brennan, L., & Lockrey, S. (2020). A consumer definition of eco-friendly packaging. *Journal of Cleaner Production*, 252, 119792.
- Octavia, A., Sriyudha, Y., & Ali, H. (2020). Innovation Capability and Supply Chain Management: Empirical study of Indonesian Traditional Herbal Medicine Products. *International Journal of Supply Chain Management*, 9(1), 601–608.
- Ottman, J. (2017). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Routledge.
- Prasetyo, I., Ali, H., & Ende Rekarti. (2023). Peran Gaya Kepemimpinan Dan Budaya Organisasi Dalam Meningkatkan Komitmen Organisasi. *Junral Ilmu Manajemen Terapan*, 4(5), 657–664.
- Putri, G. A. M., Fauzi, A., Saputra, F., Danaya, B. P., & Puspitasari, D. (2023). Pengaruh Pengembangan Karier, Budaya Organisasi dan Beban Kerja terhadap Kepuasan Kerja Karyawan (Literature Review MSDM). *Jurnal Ekonomi Manajemen Sistem Informasi (Jemsi)*, 5(2), 99–110. <https://doi.org/https://doi.org/10.31933/jemsi.v5i2>
- Qiu, L., Jie, X., Wang, Y., & Zhao, M. (2020). Green product innovation, green dynamic capability, and competitive advantage: Evidence from Chinese manufacturing enterprises. *Corporate Social Responsibility and Environmental Management*, 27(1), 146–165.
- Rambe, D. N. S., & Aslami, N. (2022). Analisis Strategi Pemasaran Dalam Pasar Global. *El-*

- Mujtama: Jurnal Pengabdian Masyarakat*, 1(2), 213–223.
<https://doi.org/10.47467/elmujtama.v1i2.853>
- Ricardianto, P., Martagani, M., Teweng, N. M., Maemunah, S., & Kurniawan, J. S. (2021). Strategy to Increase Passenger Attractiveness at Kertajati International Airport, West Java. *Quest Journals Journal of Research in Humanities and Social Science*, 9(9), 2321–9467.
- Salim, F., Arif, S., & Devi, A. (2022). Pengaruh Literasi Keuangan Syariah, Islamic Branding, dan Religiusitas terhadap Keputusan Mahasiswa dalam Menggunakan Jasa Perbankan Syariah. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 3(2), 226–244.
- Sani, S. A., & Aslami, N. (2022). Strategi Pemasaran STP (Segmenting, Targeting, Dan Positioning) Pada Produk Kecantikan House Of Beauty Cabang Kota Pematangsiantar. *MAMEN: Jurnal Manajemen*, 1(1), 18–26.
- Sarudin, R. (2021). Pengaruh Branding Abang None Jakarta Utara Terhadap Peningkatan Promosi 12 Destinasi Wisata Pesisir Jakarta Utara. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 4(2), 67–74.
- Simarmata, J., Keke, Y., Veronica, Silalahi, S. A., & Benková, E. (2017). HOW TO ESTABLISH CUSTOMER TRUST AND RETENTION IN A HIGHLY COMPETITIVE AIRLINE BUSINESS. *Polish Journal of Management Studies*, 16(1), 202–214. <https://doi.org/10.17512/pjms.2017.16.1.17>
- Srinivas, J., Das, A. K., & Kumar, N. (2019). Government regulations in cyber security: Framework, standards and recommendations. *Future Generation Computer Systems*, 92, 178–188.
- Suhaily, L., Darmoyo, S., Boentoro, S., & Anasthashia, E. (2020). The impact of green product innovation, green perceived quality to purchase intention moderated by lifestyle on stainless steel straw. *International Journal of Applied Business and International Management (IJABIM)*, 5(2), 13–25.
- Susanto, P. C., Arini, D. U., Yuntina, L., & Panatap, J. (2024). Konsep Penelitian Kuantitatif : Populasi , Sampel , dan Analisis Data (Sebuah Tinjauan Pustaka). *Jurnal Ilmu Manajemen*, 3(1), 1–12. <https://doi.org/https://doi.org/10.38035/jim.v3i1>
- Susanto, P. C., Mahaputra, M. R., & Mahaputra, M. R. (2024). Service Quality and Customer Satisfaction Have an Impact on Increasing Hotel Room Occupancy Ratio : Literature Review Study. *Greenation International Journal of Tourism and Management*, 1(4), 400–412.
- Susanto, P. C., Sawitri, N. N., & Susita, D. (2023). Job Satisfaction and Employee Turnover : Analysis Recruitment , Career Development , Organizational Culture. *Dinasti International Journal Of Digital Business Management*, 4(3), 619–629. <https://doi.org/10.31933/dijdbm.v4i2>
- Susanto, P. C., Simarmata, J., Febrian, W. D., Wahdiniawati, S. A., & Suryawan, R. F. (2024). Analysis of Coaching , Organizational Culture , and Performance Appraisal of Employee Productivity in High School : Literature Review. *Dinasti International Journal of Education Management and Social Science*, 5(2), 83–91.
- Szabo, S., & Webster, J. (2021). Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions. *Journal of Business Ethics*, 171(4), 719–739. <https://doi.org/10.1007/s10551-020-04461-0>
- Wijaya, T. (2020). Pasar persaingan sempurna dan pasar persaingan tidak sempurna dalam perspektif islam. *PROFIT: Jurnal Kajian Ekonomi Dan Perbankan Syariah*, 4(2), 1–16.
- Yunsepa, Y., & Saputra, J. (2023). Pengaruh Marketing Model Segmenting, Targeting Dan Positioning Terhadap Strategi Pemasaran Pada UMKM Kopi Mentari Di Baturaja. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 436–443.

