



Measuring the Green Advertising Effectiveness of Cosmetic Products Using the AISAS Model

Jihan Aliya Salsabila^{1*}, Suprihatin Ali², Winda Septiani³

Lampung University, Indonesia¹

Lampung University, Indonesia²

Lampung University, Indonesia³

Corresponding Email: jihanaliyas18@gmail.com*

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Abstract

This study is motivated by the increasing public awareness of environmental issues that encourage companies to adopt green marketing, including through green advertising strategies. This study aims to measure and explain the effectiveness of green advertising on The Body Shop cosmetic products using the Attention, Interest, Search, Action, Share (AISAS) model. In addition, the AISAS model was chosen because it is relevant in mapping consumer behavior in the digital era, which includes attention, interest, information search, purchasing actions, and sharing experiences. This study uses a descriptive quantitative approach, with a survey method through a questionnaire distributed to 100 respondents. The sampling technique uses a non-probability method with a purposive sampling type. Data were analyzed using SPSS 27 and MS Excel software. The results show that green advertising of The Body Shop cosmetic products is considered effective in influencing consumers with an overall average score of 4.02, which is in the "Effective" category. This advertisement succeeded in attracting attention, building interest, encouraging information searches, influencing purchasing actions, and encouraging consumers to share information. These findings provide theoretical contributions to the green marketing literature and practical contributions to the development of more effective green advertising strategies.

Keywords: Green advertising, AISAS, Effectiveness, Body Shop

Introduction

Global warming has become one of the most urgent environmental phenomena in recent decades. According to an opinion from the World Wide Fund for Nature Australia (2021), global warming is one aspect of climate change, which refers to the increase in the planet's temperature in the long term. The impact of global warming has been felt by various countries around the world, one of which is Indonesia. Monthly average temperature data in Indonesia until September 2023 shows that the air temperature has increased significantly.

The increase in natural disasters and changes in erratic weather patterns is further exacerbated by greenhouse gas emissions, one of the main sources of which in Indonesia is the high amount of waste. Non-organic waste, particularly plastics, has a significant role in exacerbating global warming through several mechanisms. Indonesia not only faces the direct impact of climate change, but also becomes one of the countries that contributes to worsening this condition through ineffective waste management. Based on data from Central Statistics Agency (2024), the volume of waste generation in Bandar Lampung City reaches 850 tons/year.

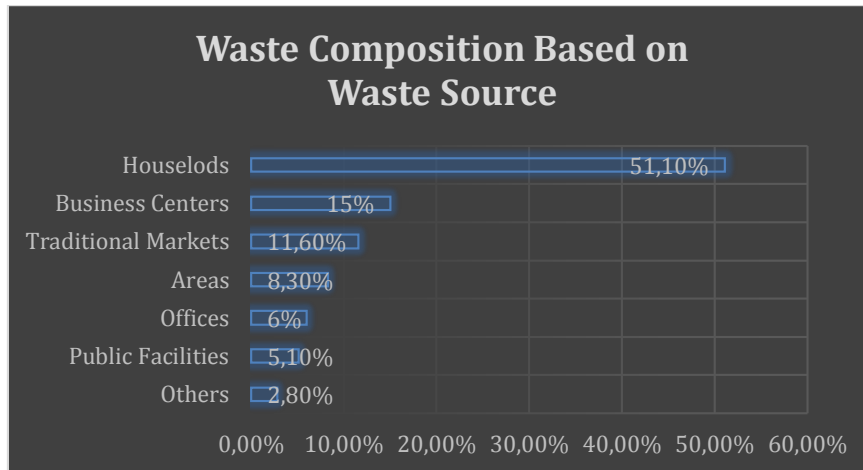


Figure 1. Waste Composition Data Based on Waste Source

Source: National Waste Management Information System – Ministry of Environment and Forestry of Indonesia, 2023.

Based on the picture, almost 60% of the total waste comes from household activities. One type of household waste that needs special attention is cosmetic waste, because it often uses plastic, glass, and other disposable materials. These materials are of course not environmentally friendly, both in the production system and in the packaging, which have the potential to pollute soil and water if not managed properly (Di Tola, 2019). Various environmental damages that trigger the global warming phenomenon have encouraged changes in consumer behavior to become more environmentally responsible (Ridwan et al., 2018). Consumer action patterns that reflect a commitment to reduce adverse environmental impacts by choosing environmentally responsible products are called green consumer behavior (Machová et al., 2022).

In the context of business, environmental issues have encouraged companies to adopt the concept of sustainability or sustainability, one form of implementation of sustainability in business is implementing green marketing (Wang & Li, 2022). The change in consumer behavior that is increasingly concerned about environmental issues encourages them to pay more attention to advertisements that prioritize the concept of environmental friendliness or green advertising. According to Luo et al., (2020) green advertising is an effort to meet consumer information needs about environmentally friendly products (green products) and convey messages related to the importance of environmental sustainability, thus encouraging consumers to buy environmentally friendly products.

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There are cosmetic companies that implement a green advertising strategy, with The Body Shop being one of the superiors. Founded in 1976, The Body Shop offers a wide range of product categories and is complete. The Body Shop has consistently implemented green advertising since its inception, making it one of the pioneers in the cosmetics industry that is committed to sustainable practices. Through its personal account, The Body Shop promotes the eco-friendly programs they run, such as recycling initiatives, the use of sustainable packaging, waste reduction campaigns, and many more. In addition, it provides education to increase consumer awareness of environmental issues. The following is one example of its implementation of *green advertising* by The Body Shop in the *Refill Scheme* program campaign, which is a strategic step that highlights the company's commitment to environmental sustainability.

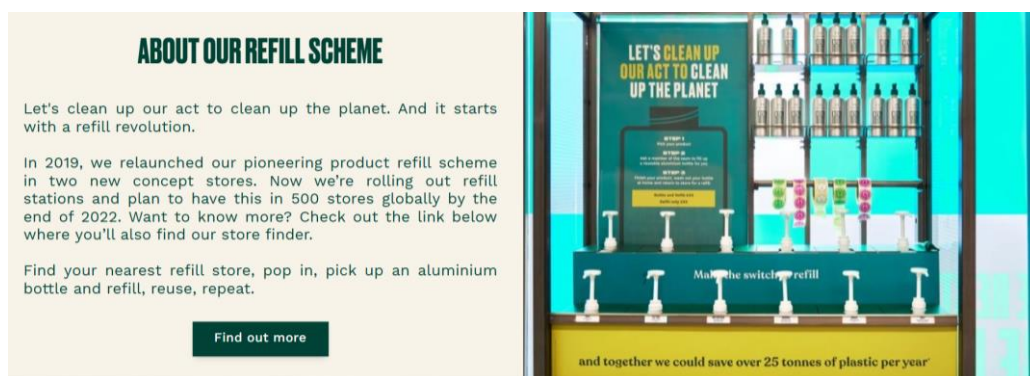


Figure 2. Implementation of Green Advertising The Body Shop

In implementing green advertising, it is important to measure the effectiveness of advertising to assess the extent to which the message from the advertisement can attract attention and influence consumer behavior. There are several measurement models that are often used in marketing, one of which is AISAS. A model created to meet consumer behavior in today's digital era, namely the Attention, Interest, Search, Action, Share model or commonly called AISAS (Hoang, 2023). Based on the above presentation, the researcher wants to find out the effectiveness of green advertising on The Body Shop products if measured using the AISAS model on consumers in Bandar Lampung. So the researcher is interested in conducting a study with the title "Measuring the Green Advertising of Cosmetic Products Using the Attention, Interest, Search, Action, Share (AISAS) Model".

Literature Review

Consumer Behavior

Kotler and Armstrong (2016) describe consumer behavior as the analysis of how individuals choose, purchase, utilize, and assess products to fulfill their needs and desires. Similarly, Schiffman and Wisenblit (2019) define consumer behavior as the process by which consumers make decisions while searching for, buying, using, and evaluating products or services they perceive as meeting their needs. Overall, consumer behavior can be understood as the study of how individuals, groups, or organizations select, purchase, use, and evaluate

goods to satisfy their needs and desires. This process involves various factors that influence consumer decision-making.

Green Consumer Behavior

Green consumer behavior refers to a pattern of actions taken by consumers that demonstrate a commitment to minimizing environmental harm through the selection of eco-friendly products (Machová et al., 2022). It is a form of behavior driven by environmental concerns (Utami, 2020). The evolution of this consumer behavior poses a challenge for companies to adapt their marketing strategies to align with the sustainability values sought by consumers. This shift in preferences has naturally led to the emergence of green marketing as a strategic response to meet consumer demands.

Green Marketing

The American Marketing Association (AMA) defines green marketing as the practice of promoting products in an environmentally sustainable manner, which includes product modifications, changes in production processes, adjustments to packaging, and even revisions to promotional methods (Wahyuningsih et al., 2022). Green marketing involves strategies used by producers to cater to consumers who prioritize environmental sustainability. These strategies focus on green inputs, green processes, and green outputs while striving to minimize environmental harm caused by their operations (Manongko et al., 2018). The key dimensions of green marketing, as outlined by Manongko et al. (2018), are green products, green pricing, green distribution (place), and green promotion.

Green Advertising

Green advertising, as described by Luo et al. (2020), serves to meet consumers' informational needs about eco-friendly products while promoting the importance of environmental conservation, thereby encouraging the purchase of sustainable products. Similarly, Kong et al. (2014) define green advertising as a form of advertisement aimed at influencing consumer behavior by motivating them to switch to environmentally friendly products and emphasizing the positive impacts of such purchases. From these perspectives, green advertising can be summarized as a marketing effort to promote products that reduce environmental pollution, inspire eco-friendly actions, and enhance the company's positive image among consumers.

Ad Effectiveness

Advertising effectiveness is a condition of how much influence the advertising message conveyed can attract attention, be understood, understood, and be remembered by the advertising message conveyed, this opinion was expressed by Effendy in (Sari & Apriliana, 2022). The word effectiveness comes from the English language, which means successful or successful in grinding something by obtaining good results (Nova, 2018). Based on this understanding, it can be concluded that advertising effectiveness is a state of the extent to which the effect of the message from the advertisement can be conveyed to consumers in accordance with the targeted target.

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Model AISAS

The AISAS model short for Attention, Interest, Search, Action, and Share outlines the stages of consumer behavior in the purchasing decision process. Sugiyama and Andree (2011) argue that this model is particularly relevant in the digital age, as opposed to traditional marketing approaches. The AISAS process begins with consumers noticing a product, service, or advertisement (attention), which sparks curiosity or interest, prompting them to seek further information (search). This information is typically obtained online, followed by an evaluation of the product based on the gathered details. Consumers may consider reviews and feedback from previous users before deciding to make a purchase (action). After the purchase, they often share their experiences with others, either through conversations or online reviews (sharing) (Sugiyama and Andree, 2011).

Research Method

This type of research uses a quantitative approach, especially with a descriptive quantitative method. Descriptive quantitative research is an investigation method used to describe the characteristics of a population or phenomenon being studied (Creswell, 2018). The population in this study is consumers of The Body Shop cosmetic products. In this study, the sampling technique uses a non-probability method using a type of purposive sampling. In this study, the respondent population is very broad because it is not limited to a certain number. According to Sugiyono (2018), if the number of population in the study is unknown, then the calculation of the number of samples can use the Cochran formula. From the calculation results, the number of samples in this study was 96.04 respondents, which were rounded up to 100 respondents. The data analysis technique uses descriptive analysis, simple tabulation and average scores.

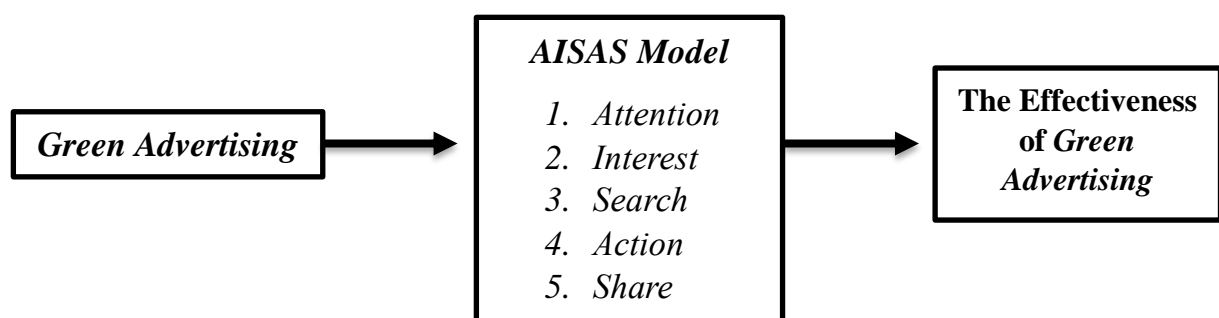


Figure 2. Conceptual Framework

Result

This section presents the results of a study that aims to see the effectiveness of green advertising of The Body Shop products using the AISAS (Attention, Interest, Search, Action, Share) model. The analysis was carried out descriptively with a simple tabulation approach and the calculation of the average score to describe the respondents' response to each stage of the

model. Calculating the average score is done by adding up all the results multiplied by the value of each weight divided by the total frequency. After that, the range of the assessment scale is used to determine the position of the respondent's response using the score value of each variable (Sanusi, 2014). After the calculation is done, the following categories are obtained:

Table 1. Categories Effectiveness

No.	Information	Scale Range
1.	Highly Ineffective	1,00 – 1,79
2.	Ineffective	1,80 – 2,59
3.	Quite Effective	2,60 – 3,39
4.	Effective	3,40 – 4,19
5.	Highly Effective	4,20 – 5,00

Here are the results of data analysis on each dimension:

1. Attention

Table 2. Results of Attention Dimension Analysis

No	Item	Information	Alternative Answer					Average Item
			STS	TS	N	S	SS	
		Wi	1	2	3	4	5	
1.	X1.1	Fi	1	5	16	45	33	4,04
		∑ Wi.Fi	1	10	48	180	165	
2.	X1.2	Fi	0	0	2	55	43	4,41
		∑ Wi.Fi	0	0	6	220	215	
3.	X1.3	Fi	0	0	8	56	36	4,28
		∑ Wi.Fi	0	0	24	224	180	
4.	X1.4	Fi	0	1	25	42	32	4,05
		∑ Wi.Fi	0	2	75	168	160	
5.	X1.5	Fi	0	0	12	57	31	4,19
		∑ Wi.Fi	0	0	36	228	155	
Percentage Positive Negative			1%		13%	86%		
Rata-Rata Total								4,20

Based on the results of the calculation of the average score in the *attention* dimension, the indicator that obtained the highest average score was X1.2 "I realized that The Body Shop ad prioritized the message of environmental friendliness" with a score of 4.41, which shows that most respondents are aware of the environmentally friendly message in The Body Shop advertisement. Meanwhile, the item with the lowest average score is X1.1 "I often see ads for The Body Shop that display eco-friendly messages" with a score of 4.02. Overall, the average score in the *attention dimension* of 4.20 is included in the category of very effective.

2. Interest

Table 3. Results of Interest Dimension Analysis

No	Item	Information	Alternative Answer					Average Item
			STS	TS	N	S	SS	
		Wi	1	2	3	4	5	
1.	X2.1	Fi	0	2	12	56	30	4,14

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		$\sum W_i.F_i$	0	4	36	224	150	
2.	X2.2	F_i	0	1	5	52	42	4,35
		$\sum W_i.F_i$	0	2	15	208	210	
3.	X2.3	F_i	0	2	14	43	41	4,23
		$\sum W_i.F_i$	0	4	42	172	205	
4.	X2.4	F_i	0	0	6	54	40	4,34
		$\sum W_i.F_i$	0	0	18	216	200	
5.	X2.5	F_i	0	0	3	50	47	4,44
		$\sum W_i.F_i$	0	0	9	200	235	
Percentage Positive Negative			1%		8%	91%		
Rata-Rata Total								4,30

Based on the calculation results, the item with the highest average is X2.5 "The Body Shop advertisement gives a positive impression of environmentally friendly products" with an average score of 4.44. Meanwhile, the item with the lowest average score is X2.1 "I'm interested in The Body Shop ad" with an average score of 4.14. Overall, the average in the *interest* dimension is in a very effective scale range with an average of 4.30.

3. Search

Table 4. Search Dimension Analysis Results

No	Item	Information	Alternative Answer					Average Item
			STS	TS	N	S	SS	
		W_i	1	2	3	4	5	
1.	X3.1	F_i	0	6	16	57	21	3,93
		$\sum W_i.F_i$	0	12	48	228	105	
2.	X3.2	F_i	0	0	14	54	32	4,18
		$\sum W_i.F_i$	0	0	42	216	160	
3.	X3.3	F_i	0	1	8	49	42	4,32
		$\sum W_i.F_i$	0	2	24	196	210	
4.	X3.4	F_i	0	2	14	52	32	4,37
		$\sum W_i.F_i$	0	4	42	208	160	
5.	X3.5	F_i	0	0	5	53	42	4,35
		$\sum W_i.F_i$	0	0	15	212	210	
6.	X3.6	F_i	0	1	4	40	55	4,49
		$\sum W_i.F_i$	0	2	12	160	275	
Percentage Positive Negative			2%		10%	88%		
Rata-Rata Total								4,24

Based on the table above, it shows that the item with the highest average score is X3.6 "I have visited the official account of The Body Shop" with a score of 4.49. In contrast, the indicator with the lowest average score is X3.1 "I'm looking for more information about The Body Shop products" with a score of 3.93. Overall, the average score in the *search* dimension is 4.24 which is in the very effective category, this shows that The Body Shop's *green advertising* has encouraged consumers to look for additional information.

4. Action

Table 5. Results of Action Dimension Analysis

No	Item	Information	Alternative Answer					Average Item	
			STS	TS	N	S	SS		
			1	2	3	4	5		
1.	X4.1	Fi	0	7	15	45	33	4,04	
		$\sum Wi.Fi$	0	14	45	180	165		
2.	X4.2	Fi	1	12	18	40	29	3,84	
		$\sum Wi.Fi$	1	24	54	160	145		
3.	X4.3	Fi	0	12	27	32	29	3,78	
		$\sum Wi.Fi$	0	24	81	128	145		
4.	X4.4	Fi	4	7	6	50	33	4,01	
		$\sum Wi.Fi$	4	14	18	200	165		
Percentage Positive Negative			11%		17%	73%			
Rata-Rata Total								3,92	

Based on the results, the item with the highest average is X4.1 "I have the desire to buy The Body Shop products" with an average score of 4.04. The item with the lowest average is X4.3 "I consider the cost to buy The Body Shop product" with an average score of 3.78. Overall, the average value in the *action* dimension is 3.92, which shows that *The Body Shop's green advertising* is effective in encouraging consumer action.

5. Share

Table 5. Results of Share Dimension Analysis

No	Item	Information	Alternative Answer					Average Item	
			STS	TS	N	S	SS		
			1	2	3	4	5		
1.	X5.1	Fi	4	17	27	38	14	3,41	
		$\sum Wi.Fi$	4	34	81	152	70		
2.	X5.2	Fi	4	21	26	29	20	3,40	
		$\sum Wi.Fi$	4	42	78	116	100		
3.	X5.3	Fi	7	16	24	31	22	3,45	
		$\sum Wi.Fi$	7	32	72	124	110		
4.	X5.4	Fi	2	8	19	42	29	3,88	
		$\sum Wi.Fi$	2	16	57	168	145		
Percentage Positive Negative			20%		24%	56%			
Rata-Rata Total								3,54	

Based on the table above, it shows that the highest average score is X5.4 "I recommend The Body Shop products to friends, family, or other closest people" with an average score of 3.88. In contrast, the item with the lowest average score is X5.2 "I've shared information about The Body Shop products" with an average score of 3.40. Overall, the average in the *share dimension* shows that the implementation of *The Body Shop's green advertising* has a good

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impact on encouraging sharing behavior. The *share dimension* is on an effective scale with an average of 3.54.

AISAS Average Score Calculation

After each variable in AISAS (*Attention, Interest, Search, Action, Share*) is known the average number, the next is to calculate based on the entire AISAS (*Attention, Interest, Search, Action, Share*) to find out the final average number, processed by the following average score formula approach:

Table 4. 1 Skar Rata-Rata Isaacs (*Attention, Interest, Search, Action, Share*)

<i>Attention</i>	<i>Interest</i>	<i>Search</i>	<i>Action</i>	<i>Share</i>
4,20 (Highly Effective)	4,30 (Highly Effective)	4,24 (Highly Effective)	3,92 (Effective)	3,54 (Effective)
Average Total: 4.04 (Effective)				

Based on the data of the average results of AISAS in table 4.02, it is known that the weighting score owned by each AISAS stage obtained from the answers of 100 respondents was obtained with an average score of each dimension, at the *Attention* stage an average score of 4.20, the *Interest* stage 4.30, the *Search* stage 4.24, the *Action* stage 3.92, and the *Share* stage 3.54. After that, the overall average score of AISAS was 4.02 which was in the range of 3.40-4.19, namely "Effective". So it can be concluded that The Body Shop's *green advertising* is effective in influencing consumers from the attention stage to the *share stage*.

Discussion

1. The Effectiveness of Green Advertising in the Attention Stage

The results show that The Body Shop's green advertising has succeeded in attracting consumers' attention, especially through sustainability messages that are relevant to audience value. These findings are in line with AISAS's theory, where the relevance of the message is a key factor in the attention stage (Sugiyama & Andree, 2011). An effective eco-friendly message shows The Body Shop's understanding of audience preferences, especially women who have a higher level of concern for sustainability issues (Lee, 2020). However, suboptimal viewing frequency indicates the need for increased exposure to strengthen appeal. This supports Lee's (2020) argument that advertising consistency is important to maintain consumer attention. Visual elements designed in accordance with the image of sustainability also strengthen effectiveness, as explained by Sugiyama and Andree (2011), that strong visuals are able to attract attention at the beginning of the campaign. With

exposure optimization and innovative design, The Body Shop's green advertising can be more effective and competitive.

2. The Effectiveness of Green Advertising at the Interest Stage

The findings show that The Body Shop's green advertising has succeeded in generating significant consumer interest, with the average score being in the very effective category. The strong positive impression of eco-friendly products (X2.5) reflects The Body Shop's success in communicating its commitment to sustainability, in line with the AISAS theory which emphasizes the importance of interest as a crucial step towards action (Sugiyama & Andree, 2011). These results support the research of Kim et al. (2019), which stated that consumers are more interested in brands that are consistent in conveying social and environmental messages. The majority of respondents with higher education backgrounds and environmentally friendly behaviors create synergy with the message carried, thereby strengthening the effectiveness of advertising. However, the lowest score on the X2.1 indicator indicates the need for improvement, especially in improving visual appeal and ad distribution across multiple platforms to reach a wider audience. By optimizing visual elements and personalizing messages, The Body Shop can further increase the appeal and effectiveness of their green advertising.

3. The Effectiveness of Green Advertising in the Search Stage

The search dimension shows that The Body Shop's green advertising successfully encourages consumers to seek out more information, reflecting high consumer engagement. This finding is in accordance with the research of Chairunnisa et al. (2022), which states that information search is an important step in ensuring brand sustainability claims. The high score on indicators such as visits to The Body Shop's official account (X3.6) emphasizes the importance of social media as the main platform to build consumer credibility and trust (Kim et al., 2019). The Body Shop's strategy of using social media as a means of sustainability education has proven to be effective, with transparency and detailed information that increases consumer confidence in their products. However, lower scores on indicators such as X3.1 indicate that some consumers feel that advertising information is adequate, reducing the need to search further. Overall, the search dimension is very effective in strengthening consumer trust in The Body Shop's eco-friendly products. By continuing to leverage social media and ensuring the information provided is relevant and in-depth, The Body Shop can maintain this advantage and further increase consumer engagement.

4. The Effectiveness of Green Advertising in the Action Stage

The action dimension shows that The Body Shop's green advertising is effective in encouraging consumers to take real action, both in the form of desires and purchase decisions. This supports the theory of Kotler and Keller (2019) that the effectiveness of advertising is measured by its ability to convert interest into action. The success of this advertisement is also supported by the characteristics of respondents, where consumers with higher incomes have sufficient purchasing power to support purchase decisions. Meanwhile, consumers with lower incomes are more selective and tend to consider price factors, consistent with Chen and Chang's (2019) finding that although eco-friendly consumers have

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a high interest in sustainable products, price remains an important factor. In addition, the tendency of consumers to compare products shows that they are looking for added value such as product quality and benefits, which is relevant to Alamsyah et al. (2020) research on environmentally friendly consumer behavior. Marketing strategies such as discounts and bundling can be a solution to expand conversions in consumer segments with lower purchasing power. Overall, these findings confirm that The Body Shop's green advertising is able to direct consumers towards real action in purchasing decisions.

5. The Effectiveness of Green Advertising in the Share Stage

The *share stage* in the AISAS model reflects the success of The Body Shop's green advertising in encouraging consumers to share information, which is in line with Kotler and Keller's (2019) theory about the importance of *word-of-mouth* in modern marketing. Consumer trust to recommend products, as seen in the highest-scoring items, confirms the importance of positive experiences and the alignment of product value with sustainability principles, as supported by research by Alamsyah et al. (2020). However, the low score on actively information-sharing items indicates the need for a strategic approach to motivate consumers, such as providing incentives or rewards. Although consumers show a willingness to share, barriers such as a lack of direct profits need to be overcome to increase engagement. Overall, these results show that The Body Shop's strategy can be strengthened by adding reward elements or loyalty programs, thereby increasing the share stage.

Conclusion

The Body Shop's green advertising cosmetic products are considered effective in influencing consumers in Bandar Lampung with an overall average score of 4.02, which is in the "Effective" category. These ads successfully attract attention, build interest, encourage information search, influence purchase actions, and encourage consumers to share information. Although the share stage has the lowest effectiveness, The Body Shop's overall green advertising strategy shows success in creating awareness and support for sustainable products. These findings reflect the great potential of green advertising as a marketing tool that supports sustainability goals while increasing consumer purchases.

However, the company can improve some aspects, especially in the share stage. One of the efforts that can be made is to provide incentives such as discounts or gifts for consumers who share information/testimonials about products. This study provides insight into the effectiveness of The Body Shop's green advertising, but there are some suggestions for the development of further research. The scope of the study can be expanded to include a wider area or various demographic segments. In addition, researchers can use other models such as and add new variables such as customer loyalty or perception of the brand to understand the long-term influence of green advertising strategies.

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