

## Analysis of Green Marketing Mix and the Purchase Intention of Environmentally Friendly Products

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### ABSTRACT

The study aims to analyze the effect of green marketing on the purchase intention of environmentally friendly products. The variables used are green product, green price, green place, green promotion, and purchase intention. This research uses quantitative methods. The data collection method was a questionnaire distributed to 132 respondents who knew about environmentally friendly products. The analytical method used is multiple regression analysis. The results of this research show that green products, green prices, and green promotions have a positive effect on purchase intention. Meanwhile, green places do not positively influence purchase intention. Green places do not affect purchase intention because the location or distribution of environmentally friendly products is not a consideration for potential buyers. Several factors may have caused the green place not positively to affect purchase intention. However, researchers have not examined this; it is hoped that future researchers can examine the phenomenon of green places not positively affecting purchase intention.

**Keywords:** Green Marketing Mix; Green Place; Green Price; Green Product; Green Promotion; Purchase Intention

## INTRODUCTION

Household waste is becoming a major problem that Indonesia cannot completely resolve. Not long ago, large piles of household waste were scattered on the road and gave off an unpleasant odor, so the residents were worried about the problems. Many problems happen, and the residents are confused about how to resolve this waste problem. The government can only manage half the amount of household waste available, so it is not yet able to provide solutions related to waste. Meanwhile, people usually have very minimal waste management. The best solutions for household waste are not yet available. With the occurrence of this phenomenon, people who understand the importance of protecting the natural environment become very worried about the existing natural conditions. Then there is an increase in consumption of environmentally friendly products. Accompanied by the increasing public awareness of the environment. Influencing business actors and companies, they can use this phenomenon to meet community needs and become a solution to increasing household waste. Therefore, the company strongly encourages its products to develop into environmentally friendly products. This is a very powerful force because marketers can provide insight to consumers or potential consumers and show them that they also have environmentally friendly products. Through advertising and product distribution, until it reaches consumers, it will be through an environmentally friendly process.

Mintu and Lozada (2015) define green marketing as a tool to facilitate change and provide organizational satisfaction. This statement is strengthened by Polonsky (1994), who states that green marketing is not just marketing environmentally friendly products but demanding responsibility for an organization's environment, activities, and departments. A green marketing mix is an effort to integrate environmental issues in all stages of the marketing process, from product planning to promotion and distribution (Peattie & Peattie, 2009). They emphasize the importance of understanding consumer attitudes and behavior towards green products. The term green product is usually used to describe products with environmentally friendly characteristics in terms of materials, manufacturing processes, distribution processes, recycling processes, or product functions (Ottman, 2011). Products made from organic ingredients are one way to reduce damage to the natural environment.

Green price refers to the insurance money (premium) consumers must pay to obtain environmentally friendly products (Strutton, 2014). The price of environmentally friendly products is usually higher than conventional products because environmentally friendly products contain additional costs (Agustini et al., 2021). Consumers will be willing to pay whatever it takes if they know about products that are safe for the environment (Gelderman et al., 2021). It is hoped that high prices will indicate a socially and environmentally responsible business and make consumers more aware that paying more for environmentally friendly products can help protect nature and benefit the environment (Agustini et al., 2021).

Green place includes an analysis of the store's location where the product is sold. Apart from that, determining a convenient store location for potential consumers is important because environmentally friendly products cause a high level of damage to the product (Matanda et al., 2016). The outlet's location has a definition of where and how so that environmentally friendly products can be available in stores. Attention to the shop interior allows the outlet owner to influence consumer purchase intention (Guyader et al., 2017).

Not only are they neatly arranged, but the products in the outlet are also varied. So that potential consumers will feel comfortable and find it easy to find the products they need. Green promotion is one of the drivers of environmental business. Promotions positively

influence consumers by helping increase environmental awareness (Alamsyah et al., 2021).

Purchase intention is the possibility that someone will buy a product or service within a certain time period (Kotler et al., 2022). This is confirmed by Haery et al. (2013), who show the significant impact of green marketing on product image.

## LITERATURE REVIEW

### Green Marketing Mix

According to Peattie & Peattie (2009), green marketing is an effort to integrate environmental issues in all stages of the marketing process, from product planning to promotion and distribution. They emphasize the importance of understanding consumer attitudes and behavior towards green products.

Wolok (2019) stated that her study about The Body Shop Gorontalo found that green marketing significantly influences consumer purchasing decisions. The study includes many items from green marketing tools. The other study by Okadiani et al. (2019) found product purchasing decisions at PT Senasatia Botanicals resulted from the implementation of green products and social media marketing. The green marketing in The Body Shop Bali was researched by Mukaromah et al. (2019), who found that green marketing, brand awareness, and price perception affected purchase decisions positively. In their research, Ramadhany et al. (2024) found that green marketing does not affect increasing corporate income in Asia but positively influences firm value.

Polonsky (1994) states that environmental awareness is key in green marketing. This awareness includes consumers' understanding of environmental issues and the impact of their consumption activities on the environment. Green products must meet consumer needs while reducing environmental negative impacts (Haery et al., 2013). Laroche et al. (2001) highlighted that environmentally conscious market segments could be a valuable target in green marketing. They highlighted that companies need to understand the characteristics and behavior of these market segments to design effective strategies. According to Armstrong and Kotler (2014), market changes and technological advances force everyone to continue to change, so the marketing mix feels insufficient. Marketing mix strategy combined with the concept of green into something new, described as a green product, green price, green place, and green promotion.

### Green Product

According to Peattie and Peattie (2009), green products meet certain environmental standards regarding raw materials, production processes, energy use, and ecological impacts. These products tend to have environmental certification labels. So that people have more confidence in the products being marketed. In business, environmentally friendly products and environmental products are generally used to describe those seeking to protect or improve the natural environment by saving energy and/or resources. Ottoman (2011) states that green products are often designed to reduce energy consumption in production and use. This could include energy-saving devices, electric vehicles, or efficient lighting systems.

According to Bailey et al. (2018), indicators of green products are (1) the product does not damage the environment, (2) product performance (quality, safety, and benefits obtained) is as expected, (3) the product does not affect the health of its users, and (4) derived from environmentally friendly materials.

### **Green Price**

Ottoman (2011) states that green prices are one element of a green marketing strategy. Companies can use prices to reflect the value of environmentally friendly products and influence consumer behavior to prefer green products. Laroche et al. (2001) emphasize the importance of market segmentation based on price in the context of green products. Sometimes, people still do not understand why green product prices are relatively high. Therefore, green products must have price transparency.

According to Mehraj and Qureshi (2020), green price has several indicators, they are (1) price level by the quality of raw materials, (2) price by the benefits of the product, (3) price and quality are considered comparable, and (4) the value obtained from the product is by the price

### **Green Space**

According to Ottoman (2011), green space refers to companies' efforts to make their distribution channels and supply chains more environmentally sustainable. This includes environmentally friendly location selection and logistics and distribution practices. According to Laroche et al (2001), the importance of green logistics is a green place. This includes efficiencies in supply chain management, selecting more environmentally friendly transportation routes, and reducing waste. According to Laroche et al. (2001), the choice of physical location for a store or distribution facility can impact the company's environmental impact. Choosing a location that supports more efficient transportation and minimizes environmental damage is important in a green place.

According to Laroche et al. (2001), the green place has several indicators, they are (1) environmentally friendly products can be easily obtained in outlets or shops, (2) the outlet or shop has a strategic location, and (3) environmentally friendly labels on outlets or shops

### **Green Promotion**

According to Ottoman (2011), green promotion refers to a company's efforts to promote its products or services, emphasizing its environmental attributes and benefits. According to Ashoush (2022), companies must ensure that their claims about green products are supported by strong evidence and concrete actions in sustainability. According to Laroche et al. (2001), using social media and platforms can effectively promote green promotion. They enable companies to communicate directly with consumers and build environmentally conscious communities.

According to Misra and Singh (2020), green promotion has several indicators, they are (1) promotional advertising can attract readers' attention so that readers pay attention to the message conveyed, (2) advertising promotional sales of environmentally friendly products, and (3) promotional advertisements provide education about love for the environment.

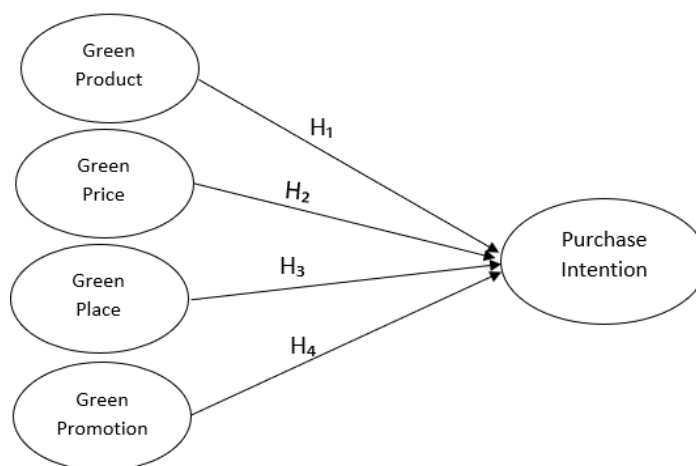
### **Purchase Intention**

Engel et al. (1995) state that purchase intention is a verbal expression or consumer behavior that reflects a possible desire or intention to make a purchase now or in the future. Kotler et al. (2022) wrote that purchase intention is the probability that someone will buy a product or service within a certain time period. Mothersbaugh and Hawkins (2016) state that purchase intention is a measure that indicates the extent to which someone is willing to buy a product or service.

According to Solomon et al. (2021), purchase intention has several indicators, they are (1) consumers intend to buy environmentally friendly products, (2) consumers want to

help protect the environment by using environmentally friendly products, (3) consumers want to buy environmentally friendly products based on the benefits they will get, and (4) consumers want to buy environmentally friendly products after seeing the green promotion.

**Figure 1.** Conceptual Model



### **Hypotheses Development**

#### ***Hypothesis 1: Green Product and Purchase Intention***

A green product is defined as safe to use and very environmentally friendly (Tsai et al., 2020). In business, the term green product is usually used to describe products with strong environmentally friendly characteristics. Usually related to the materials used, the process from upstream to downstream, the distribution process to the process after making the product. The green products This also discusses the product's function, which is used to preserve the environment (Ottman, 2011). Therefore, companies must also pay attention to matters related to the environment. An example is by reducing packaging that can pollute the surrounding environment.

The environmentally friendly products will also influence consumers' purchasing decisions. However, research by Mohammad M (2022) proves that green products do not affect purchase intention. However, Tan et al. (2022) prove that green products influence purchase intention. Therefore, research will prove whether green products influence purchase intention. This statement means using environmentally friendly raw materials, production processes that are efficient in using resources, and trying to reduce negative impacts on the environment.

H1: Green product affects purchase intention.

#### ***Hypothesis 2: Green Price and Purchase Intention***

Green price This leads to the price offered on each product sold. It could also be said that green price is a value every consumer gets if they buy environmentally friendly products. These environmentally friendly products' prices are usually higher than ordinary products, so green prices give certain characteristics to several environmentally friendly products (Agustini et al., 2021). This relates to determining the price given to each product. This includes calculating production costs, marketing costs, packaging costs, waste disposal costs, licensing costs for each product, and other costs that can affect the product's price.

Majeed et al. (2022) state that according to estimates, customers will tend to participate highly in environmentally friendly pricing. This will be related to companies creating wider



job opportunities, taxes on environmentally friendly products, and companies' negative effects on the environment. So, consumers will pay a higher price and consider these things.

Green price reflects the manufacturer's or seller's commitment to implementing sustainable and environmentally friendly business practices in producing or providing products or services. This price can include more efficient factors in using resources and reducing negative environmental impacts.

H2: Green price affects purchase intention.

### ***Hypothesis 3: Green Place and Purchase Intention***

Green place refers to a series of purchasing decisions on the part of consumers. According to Strutton (2014), green place refers to management tactics related to distribution, the production chain, and consumption or consumers. In green place, the company tries to distribute the environment in an environmentally friendly way with external parties so that products that have been used can be reused. Also, green places are related to outlets or shops where customers can find all kinds of products and brands in the shop, so this can improve consumers' purchase intention and satisfaction with visiting customers. Green marketing mix refers to the location or place where environmentally friendly products or services are sold or provided to consumers. This place was designed or chosen considering sustainable factors and environmental impact. It can also support a company's goal of promoting more environmentally responsible business practices.

H3: Green place affects purchase intention.

### ***Hypothesis 4: Green Promotion and Purchase Intention***

Green promotion relates to advertising about environmental friendliness and using communication tools as a medium for delivering it. This advertisement refers to advertisements that emphasize environmentally friendly production attributes. Explain to consumers the focus of each product; for example, product A explains its ability to decompose easily, product b explains its ability to be recycled, product c explains its ability in the production system, and so on. The main purpose of using this communication media is to spread environmental knowledge, create awareness of environmentally friendly products, and develop environmental credibility (Cegarra-Navarro & Martinez, 2016).

Yoo et al. (2000) found that advertising is a very useful tool for increasing customer loyalty, creating brand awareness, and strengthening associations and attitudes between one brand and another. This will affect the brand image, and the brand will enter consumers' memories. According to research by Ashoush (2022), green promotion affects purchase intention.

Green promotion in context green marketing mix is an effort to promote environmentally friendly products or services by emphasizing the sustainability aspects and environmental benefits of the product or service. Green promotions can include a variety of tactics, such as advertising, special offers, online communications, and others. This involves delivering messages highlighting how the product or service helps reduce negative environmental impacts, save resources, or support environmentally responsible business practices.

H4: Green promotion affects purchase intention.

## RESEARCH METHOD

### Population and Sample

The population is the residents of the Special Region of Yogyakarta. According to Sekaran and Bougie (2016), a sample refers to a subset or segment of the whole population. Using a purposive sampling technique, samples were selected from members of the population who knew about the importance of environmentally friendly products and knew about these products.

### Instrument Test

Validity testing is a step to measure the extent to which a measurement instrument can measure what the instrument should measure (Sugiyono, 2019). According to Ghazali (2016), "if the measurement results show significant results, namely  $\alpha \leq 5\%$ , it can be concluded that each statement item is valid". In this study, 132 respondents filled out the questionnaire. The validity test results using Pearson's Product Moment Correlation show that all items are valid with a significance of  $\leq 5\%$ .

According to Sugiyono (2019), the reliability test is the degree of consistency and stability of data or findings. This test is carried out to determine the level of consistency of measurement results when measuring more than twice or more with the same symptoms. Ghazali (2016) states that a construct or variable is reliable if it provides a Cronbach's Alpha value  $> 0.70$ . All variables in this study are reliable, as indicated by Cronbach's alpha  $> 0.70$ .

### Data Analysis Technique

Quantitative analysis is a research approach that focuses on collecting and analyzing numerical data, which aims to answer research or test hypotheses. Quantitative analysis in this research uses the SPSS, a social science and business software. According to Machali (2015), multiple linear regression analysis is an analytical tool to predict a value between two or more independent variables (X) on one dependent variable (Y) in proving whether or not there is a relationship between two or more independent variables on the dependent variable.

The regression equation is:

$$Y = a + bX_1 + bX_2 + bX_3 + bX_4 + e$$

Where:

Y = purchase intention

a = a constant

b = slope

X1 = green product

X2 = green price

X3 = green place

X4 = green promotion

e = error term

## RESULTS

In this research, we distributed 200 questionnaires, 132 of which were returned, and all returned questionnaires met the criteria of people aged 18 years or more who intended to buy environmentally friendly products. The process of distributing this questionnaire is carried out online by using Google Forms for respondents who match the criteria mentioned.

**Table 1.** Results of Multiple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.577	0.658		0.876	0.383
	Green product (X <sub>1</sub> )	0.281	0.077	0.278	3.627	0.000
	Green price (X <sub>2</sub> )	0.342	0.086	0.331	3.983	0.000
	Green place (X <sub>3</sub> )	0.123	0.104	0.093	1.175	0.242
	Green promotion (X <sub>4</sub> )	0.344	0.102	0.276	3.369	0.001
a. Dependent Variable: purchase intention (Y)						

We formulate this equation:

$$Y = 0.577 + 0.281X_1 + 0.342X_2 + 0.123X_3 + 0.344X_4 + e$$

The analysis presented in Table 1 reveals a constant value of 0.577. The results demonstrate that the green product variable (X<sub>1</sub>) has a positive and significant influence on purchase intention (Y), indicating that green products play a crucial role in enhancing consumers' willingness to make environmentally friendly purchases. Similarly, the green price variable (X<sub>2</sub>) also positively and significantly impacts purchase intention, highlighting the importance of pricing strategies in encouraging sustainable purchasing behavior. However, the green place variable (X<sub>3</sub>) does not exhibit a significant effect on purchase intention, suggesting that the location and availability of goods may not be a decisive factor in this context. In contrast, the green promotion variable (X<sub>4</sub>) positively and significantly influences purchase intention, underscoring the effectiveness of promotional strategies, such as discounts and bundling, in driving consumer interest toward environmentally friendly products. These findings collectively provide valuable insights into the factors shaping purchase intentions for sustainable products.

## DISCUSSION

### The Influence of Green Products on Purchase Intention

Based on the previously explained results, green products significantly affect the purchase intention of environmentally friendly products. Because environmentally friendly products have various product variants, sizes, and brands, they can influence purchase intention so that the availability of products can increase purchase intention towards environmentally friendly products. The result of this research is in line with previous research from Tan et al. (2022), whose conclusion is that green products influence purchase intention.

### The Influence of Green Price on Purchase Intention

Green price influences the purchase intention of environmentally friendly products. This variable includes product size, differences in packaging between products, and differences in taste so that they can influence purchase intention from potential consumers. Consumers desire to buy when satisfied that all kinds of sizes and flavors are available in environmentally friendly products. This supports previous research by Mohammad M (2022), which concluded that green price significantly affects purchase intention.

### The Influence of Green Place on Purchase Intention

Green places include locations and distribution that do not significantly affect purchase intention. The location of environmentally friendly product stores will not influence the



purchase intention. The availability of goods inside green places does not affect potential consumers' purchase intention. Consumers will be willing to wait if products are unavailable, so this does not affect consumers' intentions to buy environmentally friendly products. This was also the case in research conducted by Febriani (2019), who concluded that green places do not significantly affect purchase intention.

### **The Influence of Green Promotion on Purchase Intention**

Green promotion influences purchase intention. Promotion of environmentally friendly products includes providing discounts. This can improve the purchase intention of potential consumers. The environmentally friendly product stores apply bundling between products so that consumers who previously did not know about the existence of other products understand that there are other products. The results of this research support the study of Mahmoud (2018) that green promotion is the precedence of purchase intention.

## **CONCLUSION**

The study concludes that several factors influence the purchase intention of environmentally friendly products. Green products, encompassing aspects such as product variants, flavors, and sizes, significantly impact consumers' purchase intentions. Similarly, green pricing, which includes considerations like product size, variations in packaging, and differences in taste, plays a crucial role in shaping consumer preferences for environmentally friendly options. In contrast, the green place, which pertains to the location and availability of goods, does not have a significant effect on purchase intention. Lastly, green promotion, including strategies such as price discounts and product bundling, positively influences the likelihood of consumers choosing environmentally friendly products. These findings highlight the importance of product attributes, pricing, and promotional strategies in encouraging sustainable purchasing behavior while suggesting that accessibility and availability may not be as influential in this context.

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## **DECLARATION OF CONFLICTING INTERESTS**

The authors declared no potential conflicts of interest.

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