

The Impact of Green Marketing on The Purchase of Green Consumer Goods

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Abstract - The existence of environmental issues makes consumers start using green products, and it cause the trend of green products to increase. Therefore, companies entering the green product market need a new marketing strategy in marketing their products. Previous research found a new marketing concept called green marketing. The study is important because the concept of green marketing is very different from ordinary marketing concepts, and consumers still feel foreign about green products. Hence, companies need to research to find out what green marketing factors are suitable for consumers, especially Indonesian consumers, to influence the purchase of green consumer goods. The methodology used in the research is a quantitative approach by distributing questionnaires as a measuring tool, and PLS - SEM is used as an analytical tool. The findings of this study are eco labels, eco brands, and environment advertisements have a significant positive influence in building purchase decisions of consumers through purchase intention. Companies that want to enter the green market need to consider the results of this study as a consideration in creating an effective marketing strategy.

Keywords - Green Consumer Goods, Green Marketing, Purchase Decisions

I. INTRODUCTION

Economic growth has continued to increase in the last few decades; due to economic growth, the consumption of goods has also increased. The increase in consumption causes the use of goods to increase, and the use of these increased goods can threaten environmental damage such as global warming, depleted natural resources, natural disasters, etc. [1][2][3]. The environmental problem causes consumers to begin to realize the impact of their consumption in meeting their living needs by paying attention to the impact of products on the environment [4][5][6][7]. As a result, many companies and businesses are driven to analyze consumer changes to environmentally friendly products.

The environmental problem causes the trend of green products to develop, and it is estimated that their value will continue to rise [8][9][10][11]. In 2017, the estimated market value of green products was around US \$ 3.5 trillion based on a survey by Global Industry Analysts. Inc and the trend continue to spread and enter the Asian market strongly increase [12][11]. Therefore, the marketing department has an important role in responding

to the current trend by utilizing trends to meet consumer needs and increase company profits [13].

Companies in communicating corporate strategies in minimizing the impact of their products and business activities on the environment are assisted by the existence of green marketing concepts [14] [15][16]. Green marketing is a marketing technique that combines old marketing techniques with environmental aspects; the "green" concept in marketing is still in the spotlight of researchers and marketers because the "green" aspect still has different principles from existing marketing [17]. Many companies are starting to adopt green marketing as a new marketing concept for their company and competitive advantage. However, companies will experience a few obstacles because the green marketing concept is still new among consumers, causing various unfavorable perceptions of green marketing [1]. Previous researchers found green marketing is an important part of encouraging sustainable consumption [18].

FMCG is an industry that sells large volumes of goods and products that tend to move quickly, so that generally, companies must quickly implement a company strategy which is following the conditions and trends in society [19]. The FMCG industry is one of the major industries which has begun to pay attention to environmental issues and implement green marketing in its marketing strategy [20][21]. Therefore, marketing needs to find green marketing factors that affect consumer purchases.

Many companies and businesses still have not implemented and considered green marketing factors to market their green products[22][7]. If we look at previous research, there are many differences between green marketing and conventional marketing, and if green marketing is applied to green products, it will be more profitable than conventional marketing [23]. From the explanation above, the research will analyze green marketing factors that influence purchasing decisions for green consumer good products.

This study has three novelties to the existing literature. First, previous research on topic was mostly conducted in Europe and the USA; Thus, this study provides a new perspective on how green marketing is applied in developing countries such as Indonesia. Second, this study will focus on the FMCG industry in Indonesia. Third, previous studies have only discussed the relationship between green marketing such as eco label, eco brand, and environmental advertising on purchase intention, but this research will use an intervening

variable is purchase intention to examine the eco label, eco brand, environmental advertising, which have an influence on purchase decisions in one study that previous studies have not tested.

Green marketing is a concept applies environmentally friendly practices by business organizations and companies to promote, distribute design products or goods to consumers and marketing [24][15]. Green marketing has various activities in which the activity combines marketing activities and environmentally friendly concepts such as modifying advertisements, modifying products to modify their business activities to direct consumers to consume goods that are more environmentally friendly. [25][26][27]. Green marketing aims to influence consumers' purchase intentions. Besides, green marketing is also used as a medium to disseminate information related to the benefits of environmentally friendly products. [1][28] [29][30]. Green marketing has several tools used as media to market products with the company's marketing strategy. The study will explore green marketing tools that can influence consumer purchase intention: Eco Labels, Eco Brands, and Environmental Advertising. The Research also wants analysis the influence of purchase intention toward purchase decisions.

A. Eco Labels (EC)

Eco labels are green marketing tools are used to communicate and provide information related to green products in the form of attributes besides eco labels are also used to inform the impact of products on the environment and influence consumers' purchase intentions [31][32][33][34][35]. Eco labels prevent information asymmetry between companies and consumers regarding information about green products [34]. Previous research has stated that eco label has positively influence toward purchase intentions of consumers in several countries [32][35][36][37].

H1: Eco labels have a significant positive influence toward Purchase intention

B. Eco Brands (EB)

Eco brands are symbols, designs, words, signs, terms, or a combination of these things that used to identify products from a company that is not threatening to the environment and safe to use for consumers. Besides that, eco Brands can also guide consumers in differentiating green products from other products [38]. Previous research explained eco brand green marketing tools have an important role in marketing activities to influence consumers' purchase intentions [25][39].

H2: Eco Brands have a significant positive influence toward Purchase intention

C. Environmental Advertising (EA)

Environmentally friendly advertising is an advertising concept aims to convey information messages directly and indirectly by combining product information with environmentally friendly aspects to gain the attention of consumers who care about the environment and also inform the company participates in protecting the environment through its products [40].

Green advertising has the aim of influencing consumers to be aware of the use of environmentally friendly brands and products as well as influencing consumers' purchase intentions by directing consumers to choose and make purchases on environmentally friendly products which have the advantage of not harming the environment [41] [42][43]. Several previous studies discovered a positive relationship between environmentally friendly advertising and consumer purchase intentions. Environmentally friendly advertising can be a marketing tool that can influence consumers' purchase intentions [44][45][46].

H3: Environmental Advertising has a significant positive influence toward Purchase intention

D. Purchase Intention

A person in does an activity is driven by something within himself called Intention [47]. Purchase intention is one form of intention from several existing forms of intention, purchase intention is a motivation to make a purchase and one that influences purchasing decision making [32][48]. Purchase intention can also be interpreted as a conscious effort in readiness to make a product purchase. Although purchase intentions cannot fully guarantee future purchases, Purchase intention can measure future purchases' opportunities [49]. It is very important to use purchase intention as a mediator or intervening variable to relate other factors to purchasing decisions and as a strong connector to influence purchasing decisions [50] but there is still no research that uses purchase intention as an intervening variable that links eco labels, eco brands and environmental advertising with purchase decisions Previous research found that purchase intentions have a large influence on purchasing decisions such as low purchase intentions causing the possibility of purchasing decisions also to be low [51][37][50]. Therefore, it is important to know the relationship between purchase intention and purchase decision.

H4: Purchase Intention has a significant positive influence toward Purchase Decisions

E. Purchase Decisions (PD)

Consumers will be faced with an accident to choose and evaluate two or more choices of an item or service to

meet their life needs; purchase decision is activities in evaluating two or more alternative choices or can be interpreted as determining alternative choices of an item called a purchase decision [51][52]. The alternative choices faced by consumers can be in various forms, such as alternative choices of several products, brands that will be used to meet consumer needs, in the end, consumers will make a sequence of choices when making product purchase decisions [53].

Consumer purchasing decisions are one of the variables which are very difficult to predict by marketing and researchers so marketing and researchers must conduct a consistent and in-depth analysis of consumer purchasing decisions [54].

II. METHODOLOGY

The study will use a quantitative approach that uses a survey method with a questionnaire as a data collection medium. The data used and taken from the research is primary data. The variables that will be used in the research are independent variables in the form of eco labels, eco brands, and green environmental advertising, while the dependent variable is purchase decisions. The study will also use an intervening variable is purchase intention. In taking research data, the researcher designed a questionnaire to measure the influence of each variable. Eco labels variable will consist of five items, the eco brands variable consists of six items, the environmental advertising variable consists of four items, the purchase intention variable consists of four items and the purchase decisions variable consists of four items that have been tested for validity and reliability. The questionnaire will be designed using a likert scale with a size of 1 – 5 with the provisions of "most agree, agree, neutral, disagree and least agree [55]. The study uses a survey with a questionnaire because the questionnaire can provide answers to researchers from respondents without any answers that are not needed [56]. In addition, the use of questionnaires is also applied because the costs are relatively cheap and fast considering the limited resources.

The sample will be used in the study is Generation Z in Indonesia aged 15-26 years, as many as 235 respondents. The data analysis technique that will be used is PLS – SEM. PLS - SEM analysis technique is used to determine the relationship and influence between variables and this technique can measure how strong the model will be formed from these variables [57][58]. PLS SEM is used in this study because PLS SEM can operate small samples accurately and measure a model and relationship with many variables, constructs, indicators, and paths besides PLS - SEM can predict complex models [59].

The analysis steps carried out are first to test the validity to see how the measuring instrument can measure a concept accurately [58]. Two validity tests must be done, namely the Convergent validity test and the

discriminant validity test [57]. Second, do a reliability test to see the consistency of the measuring instrument [58]. There are two reliability tests: the Indicator Reliability Test and the Indicator Reliability Test [57][60]. Third, do hypothesis testing by using bootstrapping method and path coefficient [57][60]. Fourth, do the F2 effect size test to see the strength of a relationship formed [60][57].

III. RESULTS

The study will conduct a modeling framework to make it easy to understand the relationship between variables in this study through a good visual model. The statistical calculations will use the help of SmartPLS software to see the relationship and influence between the variables Eco labels (EC), Eco Brands (EB), Environmental Advertising (EA), Purchase Intention (PI), and Purchase Decisions (PD).

A. Measurement Model

Validity and reliability tests have been done on all variables and indicators so that all variables and indicators can be declared valid and reliable. A validity test is done by testing convergent validity and discriminant validity. In the convergent validity test, all variables have been declared valid because the AVE value of each variable is higher than 0.7, which can be seen in Table I. The validity discriminant test has also been declared valid because The Fornell – Larcker determination is each latent variables have a square root value of AVE that must be bigger than the correlation between others the other latent variables. [57][60], which can be seen in Table II.

TABLE I
CONVERGENT VALIDITY TEST SUMMARY

Variable	Average Variance Extracted (AVE)	Validity
Eco Labels (EC)	0,646	Valid
Eco Brand (EB)	0,632	Valid
Environmental Advertising (EA)	0,677	Valid
Purchase Intention (PI)	0,680	Valid
Purchase Decisions (PD)	0,663	Valid

TABLE II
DISCRIMINANT VALIDITY TEST SUMMARY

	EB	EC	EA	PD	PI
EB	0,795				
EC	0,629	0,804			
EA	0,663	0,548	0,823		
PD	0,729	0,554	0,604	0,814	
PI	0,734	0,599	0,609	0,771	0,824

Reliability test is done by testing Internal consistency reliability and Indicator Reliability Test. All variables and indicators were declared reliable because the Cronbach Alpha and Composite Reliability values had score values higher than 0.7 for Internal consistency reliability which can be seen in Table III while for Indicator Reliability Test, all variables and indicators had a loading factor value higher than 0.7 then all indicators are declared reliable as well [57][60] which can be seen in Table IV. Data analysis will be continued with PLS – SEM analysis to test the relationship and influence between variables.

TABLE III
INTERNAL CONSISTENCY RELIABILITY SUMMARY

Variable	Cronbach Alpha	Composite Reliability	Reliability
Eco Labels (EC)	0,862	0,901	Reliable
Eco Brand (EB)	0,883	0,911	Reliable
Environmental Advertising (EA)	0,841	0,893	Reliable
Purchase Intention (PI)	0,843	0,894	Reliable
Purchase Decisions (PD)	0,831	0,887	Reliable

TABLE IV
INDICATOR RELIABILITY SUMMARY

Variable	Indicator	Outer Loading	Reliable
Eco Labels (EC)	EC1	0,876	Reliable
	EC2	0,760	Reliable
	EC3	0,841	Reliable
	EC4	0,752	Reliable
	EC5	0,783	Reliable
Eco Brands (EB)	EB1	0,741	Reliable
	EB2	0,797	Reliable
	EB3	0,816	Reliable
	EB4	0,799	Reliable
	EB5	0,820	Reliable
Environmental Advertising (EA)	EA6	0,792	Reliable
	EA1	0,809	Reliable
	EA2	0,860	Reliable
	EA3	0,829	Reliable
PurchaseIntentions (PI)	EA4	0,792	Reliable
	PI1	0,807	Reliable
	PI2	0,822	Reliable
	PI3	0,857	Reliable
Purchase Decisions	PI4	0,810	Reliable
	PD1	0,791	Reliable
	PD2	0,859	Reliable
	PD3	0,792	Reliable
	PD4	0,814	Reliable

B. Structural Model

Table V describes the results of the structural model assessment. In model Purchase decision has an R^2 value of 0.586, which shows the model explains that Other variable constructs as a whole influence purchase Decisions by 59% related to green consumer goods products.

To assess the relationship between variables, researchers measure the value of t statistic and p value. The relationship between variables can be declared significant if each relationship between these variables has a t-value above 1.96 and has a p-value lower than 5% with a 95% confidence level. To measure the effect size of each variable, researchers can measure the value of F^2 . According to reference [57], f^2 values of 0.02, 0.15, 0.35 are considered small, medium, and large respectively.

As has been presented in table 1 there is a positive and significant relationship between all variables. The findings obtained from data processing establish a positive and significant relationship between Eco labels and Purchase Intentions (H1). A positive and significant relationship can be seen from the T-statistic value which has a value of 3.043 which is over than 1.96 and has a p-Value of 0.002 which is lower than 0.05. In addition, Eco brands with purchase intention also have a positive and significant relationship because the relationship has a t-statistic value of 8.235 which is higher than 1.96 and a p-Value of 0.00 (H2) so it is lower than 0.05. Other findings also show that environmental advertising has a positive and significant relationship because the relationship has a t-statistic value of 3.210 which is higher than 1.96 and a p-Value of 0.001 so it is lower than 0.05 (H3).

Purchase Intention also has a positive and significant relationship because the relationship has a t-statistic value of 16.982, higher than 1.96 and a p-Value of 0.00 so it is lower than 0.05 (H4). It is hoped that these findings can be considered for companies who want to enter the green market or carry out a green marketing strategy to produce a strategy that has maximum results.

TABLE V
HYPOTHESIS TESTING SUMMARY

Hypothesis	Relationship	t-value	p values	f2	decision
H1	EC -> PI	3,043	0,002	0.050	Accepted
H2	EB -> PI	8,235	0,000	0.276	Accepted
H3	EA -, PI	3,210	0,001	0.039	Accepted
H4	PI -> PD	16,982	0,000	1.465	Accepted

IV. DISCUSSION

This study will discuss several findings through hypotheses that have been formed and proven.

H1: Eco Labels (EC) has a significant positive influence toward Purchase Intention (PI)

The study succeeded in finding Eco Labels (EC) had a significant and positive relationship with purchase intention (PI). The result proves Eco labels have an influence in increasing consumer purchase intention. The

finding supports the findings of previous researchers who explained eco labels have an influence on purchase intention [32][37]. Companies should consider starting to use eco labels on their products and start informing the public that the company's products have used eco labels. Eco labels become an attraction to increase consumer purchase intentions.

H2 Eco Brands (EB) has a significant positive influence toward Purchase Intention (PI)

The study succeeded in finding Eco Brand (EB) has a significant and positive relationship to purchase intention (PI). The finding proves the company better creates an eco brand, the higher the consumer's purchase intention. At the same time, finding reinforces previous findings that eco brands have an important role in building consumer purchase intentions [25][39]. Eco brands need to be built by companies so consumers can easily recognize a green product, and eco brands can also attract consumers' emotions towards environmental issues, and in the end, these Eco brands will build consumer buying intentions

H3 Environmental Advertising (EA) has a significant positive influence toward Purchase Intention (PI)

This study succeeded in finding Environmental Advertising (EA) has a positive and significant relationship with purchase intention (PI). The finding is a line with the previous researcher's finding who stated that environmental advertising has an impact on purchase intention [44][45][43]. The result proves companies need to create attractive environmental advertising to increase consumer purchase intention. Environmental advertising can be a means for companies to provide information to customers that the company is issuing green products that have advantages for the environment. The better environmental advertising is made, the higher the consumer's purchase intention

H4 Purchase intention (PI) has a significant positive influence toward with Purchase Decisions (PD)

Finally, this study succeeded in finding Purchase Intention (PI) has a positive and significant relationship with Purchase Decisions (PD). The findings prove that the higher the purchase intention of consumers, the higher the possibility of consumers making decisions about green consumer goods products [61]. This finding is also supported by other findings which state that purchase intention is a strong factor in influencing purchase decisions [51] [37]. Therefore, it is required to know the factors which influence consumer purchase intention and then increase purchase intention first as a company strategy

V. CONCLUSION

The objective of the study is the researchers want to know which green marketing factors influence purchase decisions in green consumer goods products so companies

can utilize the factors to help market green products and increase the effectiveness of the company's marketing strategy.

In this study of green marketing factors, the researcher concludes Eco labels, Eco Brands, Environmental Advertising have an influence on purchase intentions (PI). The purchase intention will affect Purchase Decisions (PD) of consumers to buy and use green consumer goods. The biggest influence in influencing purchase intention is Eco brands and then followed by eco labels and finally environmental advertising when viewed from the results of F^2 effect size. Purchase intention has a big influence on purchase decisions because according to reference [57], a relationship has an F^2 effect size value above 0.35 has a big influence

The research results are expected to be taken into consideration by companies in making green marketing strategies and it is hoped, these strategies will have a major impact on the company's performance in marketing green products, especially green consumer goods products.

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