



Green Marketing Strategy Effect on Consumer Awareness Through Marketing Mix Approach

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Abstract. This study aims to determine whether the use of environmental issues in marketing strategies impacts business in terms of consumer awareness through a marketing mix approach. This research was conducted using a survey through a closed question questionnaire with a symmetrical scale. In this study were, 120 respondents selected using simple random sampling through the analytical method used with multiple linear regression analysis. This study indicates that green marketing has a significant influence on consumer awareness as measured by the product, price, place & promotion components of the marketing mix. The study results show that consumers are aware of green products, so they want to buy the products, or it can be concluded that green marketing strategies have a positive effect on business strategies.

Keywords: Green marketing · marketing mix · customer awareness · marketing strategy

1 Introduction

The emergence of many actions and institutions that care for the environment is also one of the parameters that concern for the environment will be very important for human activities globally, be it social, economic, industrial and political activities. The World Widelife Fund (WWF) was established in 1961, Green Peace since 1971, the 350.Org Organization was established in 2007, Youth for Climate Change Indonesia (YFCCI) was established in 2014, Zero Waste Indonesia was established in 2018, 5 of many caring organizations international and national environment which is very well known today with many activities and getting the attention of the global community. In several media, we have also seen the actions of this institution criticizing and boycotting the production of several global and national companies which are considered to be damaging to the environment in their business. Likewise, the Indonesian government has also taken part in maintaining the environment by issuing Law (UU) No. 32 of 2009 concerning Environmental Protection and Management. Green marketing is a marketing strategy that incorporates environmental concerns as part of the company's overall marketing strategy because of the increasing concerns about environmental. One more indication that a company's environmental strategy may include environmental concerns is the increased focus of public regulators on environmental issues [1]. Haryadi [1], said

that, as a new focus in business, green marketing or environmental is a strategic market strategy that began to emerge and became the focus of many parties by 20th century's conclusion. Conditions like these necessitate caution on the part of marketers. When making decisions that affect the environment, be cautious. Business people are increasingly implementing international standards, such as ISO-14001, to demonstrate their concern for environmental issues.

Numerous firms consider green marketing to be a minor or even a niche marketing strategy [2]. Today's market competition is very tight, and companies always try to get attention with various strategies. Lower prices are considered the biggest consideration for consumers to buy, even though many other considerations include product differentiation, product advantages, and promotions. Customers' needs are influenced by more than just their own motivation, according to numerous ideas of marketing and customer behavior. In many cases, purchases and product selections are influenced by psychological impulses. Products are not only made to fulfill functional needs, but also to meet social and psychological needs. A green marketing strategy is one that focuses on fulfilling the demands, wants, and desires of the target audience.

Customers care about environmental issues (like pollution, the preservation of endangered species, and the ability to recycle products) when making product purchases, and if a company is the only one in the market to provide an environmental marketing mix, that company will have a significant strategic competitive advantage [1]. On the other hand, experts also argue that according to a number of researchers, green marketing hasn't done enough to contribute to environmental concerns and incorporate environmental concerns into business strategies [3].

A business executive acts as a 'mixer of ingredient'. Ferdinand [4] compiled a list of marketing mix elements consisting of 12 aspects. The list was then simplified into four main aspects: Product, Price, Place, and Promotion, or the 4Ps, as they are known. Using a set of variables known as the marketing mix, a company can fine-tune its marketing strategy and influence consumer behavior in the target market [5].

In this study, the marketing mix will examine consumer awareness of environmentally friendly products in the cosmetic industry, with a case study of PT Monica Hijau Lestari, the holder of the franchise rights for The Body Shop in Indonesia. As a well-known cosmetic company, In the early days of green marketing, The Body Shop was a trailblazer. Cosmetic products are one-of-a-kind items. As a result, they are able to satisfy basic needs (especially for women) for beauty, as well as a way for consumers to express their individuality in society [6].

Based on the background above, this study aims to investigate whether the green marketing strategy affects consumer awareness of green products and is thriving and worthy of being used as one of the strategies in marketing environmentally-friendly cosmetic products, especially cosmetic products (The Body Shop) in several markets. Big city in Indonesia. This is the basis of some questions that need to be answered. First, what factors affect customer awareness of green products. Second, what are the policies & strategies that need to be implemented to increase consumer awareness of green products in the future (Fig. 1).

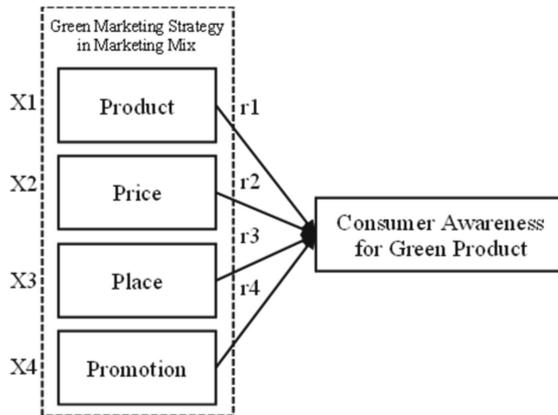


Fig. 1. The theoretical framework.

2 Research Methods

Simple random sampling method was used. The number of samples to be used was 120 respondents using the Slovin formula. The collection data was conducted using a Google Form, which is divided into 2 parts. First is a statement of the identity of the respondent, including the customer’s name, occupation, city of domicile, and identity of The Body Shop consumers. The second is a statement of all variables using closed questions and a Likert scale.

3 Results and Discussion

Table 1 show the characteristics of The Body Shop Indonesia consumers. From 120 respondents, 80% of shoppers are women, with majority an age range of 20–30 years old. With self-employed jobs a total 70 shoppers. This is very relevant to the segmentation of beauty products in big cities in Indonesia, young independent women (Table 2).

The results of the validity test show that all marketing mix indicators have an $R > R$ Table. It is means that products, prices, places, promotions and consumer awareness are valid and appropriate indicators to be used in this research (Table 3).

In the reliable test, it was found that the alpha coefficient > 0.7 Cronbach’s alpha as the standard, marketing mix 0.766, consumer awareness 0.871, which means both are reliable (Table 4).

Except the place indicator in the test hypothesis shows that each indicator has a t statistic above 1.65821, it can be concluded that product, price & promotion have a significant influence on consumer awareness of green marketing. but for the place does not have a significant effect. F statistic $> F$ table also shows that the marketing mix indicators simultaneously have an influence on consumer awareness of green marketing. This means that green marketing really has an influence on consumer awareness with the marketing mix approach in this study.

Table 1. Respondent Characteristics

Indikator	Keterangan	Total
Jenis Kelamin:	24	120
Laki-laki	96	
Perempuan		
Usia:	6	
<20 tahun	54	
20–30 tahun	36	
31–40 tahun	24	
>40 tahun		
Pekerjaan:	5	
Pelajar	70	
Wiraswasta	22	
ASN/TNI/Polri	24	
Peg.Swasta		

Table 2. Validity Test

Variabel	Indikator	R	Sig	Ket
Marketing Mix	Product (X1)			
	X.1.1	0.84	0.00	Valid
	X.1.2	0.59	0.00	Valid
	Price (X2)			
	X.2.1	0.71	0.00	Valid
	X.2.2	0.63	0.00	Valid
	Place (X3)			
	X.3.1	0.89	0.00	Valid
	X.3.2.	0.85	0.00	Valid
	Promotion (X4)			
	X.4.1	0.78	0.00	Valid
	X.4.2	0.92	0.00	Valid
Consumer Awareness	Awareness (Y)			
	Y.1.1	0.74	0.00	Valid
	Y.1.2	0.84	0.00	Valid

Table 3. Reliability Test

Variable	Alpha Coef.	Ket
Marketing Mix	0.77	Reliable
Consumer Awareness	0.87	Reliable

Table 4. Hypothesis Test

Variable	Coefficient	Std. Error	t-stat	Prob.
C	0.18	0.22	0.79	0.43
X1	0.35	0.08	4.24	0.00
X2	0.15	0.08	1.77	0.08
X3	- 0.30	0.12	- 2.48	0.01
X4	0.79	0.10	7.65	0.00
R2	0.95			
Adj.R2	0.95			
F-Stat	566.81			
Prob.	0.00			
DW stat	0.41			

4 Conclusion

This study's results show that product of green marketing have a significant effect on consumer awareness. This is because consumers are starting to be selective in choosing products that have an environmentally friendly concept. Price of green marketing product has a significant effect on consumer awareness. This is because consumers are very aware that the price of green products is higher, and they continue to buy.

Place has a significant effect on consumer awareness. Promotion of Green Marketing has a significant effect on consumer awareness. Green marketing strategy has a significant effect on consumer awareness. This is seen as an integral part of each element of the marketing mix used by The Body Shop Indonesia.

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