



Green Marketing Mix on Green Buying Intention: Consumer Purchasing Behavior as a Moderating

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Abstract. Technological developments not only affect people's lives but also affect the environment. Public awareness in maintaining environmental health has become an issue every year. This study aims to determine the effect of green marketing mix on green buying intention, the impact of green marketing mix on consumer purchasing behavior, the result of consumer purchasing behavior on green buying intention, and the effect of green marketing mix on green buying intention mediated by consumer purchasing behavior. This study is a quantitative research using partial least squares (PLS). The population of this study is a large company established 20 years ago in Surabaya. The study's results show that the green marketing mix has a significant positive effect on green buying intention, the green marketing mix has a significant positive effect on consumer purchasing behavior, the consumer purchasing behavior has a significant positive impact on green buying intention, and the green marketing mix has an influence significant positive effect on green buying intention mediated by consumer purchasing behavior.

Keywords: Green Marketing Mix · Green Purchase Intention · Consumer Buying Behavior

1 Introduction

Technological developments have changed people's lifestyles. The public can access all current information and issues, including environmental health. Environmental health issues are an essential concern for the whole world, along with the many problems that threaten people's ecological health, such as environmental pollution, air, water, and soil pollution, which are considered dangerous; apart from that, the greenhouse effect and global warming which have an impact on nature have also become a concern for the public. Natural conditions that have experienced climate change will affect environmental conditions caused by human activities that do not pay attention to ecological problems [1].

The demand for environmentally friendly product innovation is then referred to as green marketing; this term has been used since the early 1990s in marketing science. Green marketing is a concept to attract people to build awareness of environmental

health and become an opportunity for companies to increase sales through environmentally friendly products [2]. The concept of green marketing is then applied to the marketing mix or green marketing mix (GMM). Green marketing mix refers to a strategy to increase the value of products or services through environmental issues on company systems, company policies, production, and marketing processes. This strategy is carried out by paying attention to value-addition processes, management systems, and production of environmentally friendly goods or services so that they can reduce negative environmental and social impacts, which will also increase the availability of products or services that do not harm consumers [1].

The green marketing mix (GMM) implemented by companies can create green buying intentions from consumers; these consumers are then referred to as green consumerism. The concept of green buying intention cannot be separated from its attachment to consumer purchasing behavior. Behavior is a person's action in selecting and determining the product to be purchased. Consumer purchasing behavior is the behavior consumers show in buying, using, and evaluating goods and services to meet their needs [3, 4]. From the description above, it can be seen that the relationship between a green marketing mix and green buying intention is an essential thing in marketing, besides that consumer purchase behavior in a business is also a significant factor in the implementation of a green marketing mix and green buying intention, so that it is essential to study to determine the effect of the green marketing mix and green buying intention, as well as the role of consumer purchasing behavior in mediating the relationship between green marketing mix and green buying intention.

2 Literature Reviews

2.1 Green Marketing Mix

The green marketing mix was first used by Bradley [5], who explained that the concept was carried out to measure the level of company concern for the environment. A green marketing mix aims to solve problems related to products, which is done to protect the environment, conserve resources, and reduce pollution and waste from the company. Since every company has a unique marketing mix, the challenge for marketers in the green marketing mix is 4p creative utilization. Successful products require a high level of integration and communication, good information, proper attention to environmental concepts, management support, and a personalized approach to measurement and comparison (product, place, promotion, and price). The indicators used in the Green marketing mix are green products, green prices, green advertising, and green area [6].

2.2 Green Buying Intention

Green buying intention conserves natural resources, protects the environment, and is considered ethical consumer behavior. Green buying intention also makes consumers interested in environmentally friendly issues and aware of choosing products that are more environmentally friendly than conventional products, which in their production process tend to override their negative impact on environmental problems.

Anwar et al. [7] and Dissanayake [8] highlighted that a customer's green buying intention is an expression of their desire to purchase sustainable goods and services that emphasize recyclable materials, avoiding excessive packaging, and harmful elements that are harmful to both people and the environment. The reason for green buying intention is also described as the buyers' tendency to buy certain products based on their ecological needs. Green buying intention allows individuals to contribute to environmental protection.

2.3 Consumer Purchasing Behavior

Consumer purchasing behaviors are a series of physical and mental actions consumers experience when purchasing a particular product. Consumer purchasing behavior studies how individuals, groups, and organizations select, buy and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. In its implementation, consumer purchasing behavior is used to understand consumer behavior by utilizing consumers' psychology and social aspects [4, 9].

Consumer purchasing behavior focuses primarily on consumer behavior through psychological, social, personal, and cultural. Sarfraz et al. [10] explain that consumer purchasing behavior is assessed based on attitudes, subjective norms, and perceived behavioral control. Consumer purchasing behavior is all activities, actions, and psychological processes that drive these actions before buying, when buying, using, and spending on products and services after doing the above or evaluating activities.

3 Hypothesis

3.1 The Effect of Green Marketing Mix on Green Buying Intention

In their research, Sima and Gheorghe [11] in their study, explained that a green marketing mix such as green products, green packaging, green price, green promotion, and the green place has a positive and significant influence on green buying intention.

Hypothesis 1: Green Marketing Mix has a positive and significant effect on Green Buying Intention.

3.2 The Effect of Green Marketing Mix on Consumer Purchasing Behavior

Tavana [12] in his study stated that the green marketing mix has a significant effect on consumer purchasing behavior in products at The Body Shop. Other research conducted by Safraz et al. [10] also explained that the green marketing mix significantly influences consumer purchasing behavior. Still, during the covid-19 pandemic, the green marketing mix did not affect consumer purchasing behavior.

Hypothesis 2: Green Marketing Mix has a significant effect on Consumer Purchasing Behavior.

3.3 The Effect of Consumer Purchasing Behavior on Green Buying Intention

In another study conducted by Young [13], it was also found that overall indicators of consumer purchasing behavior have a significant influence on green buying intention. This study's results differ from research by Ura [14] and Maharani & Darma [15], which explained that consumer purchasing intention does not affect green buying intention.

Hypothesis 3: Consumer Purchasing Behavior has a significant effect on Green Buying Intention.

3.4 The Effect of Green Marketing Mix on Green Buying Intention Through Consumer Purchasing Behavior

Further research conducted also explains that overall indicators of consumer purchasing behaviour (eco-label, eco-brand, and environmental advertisement) have a significant influence on green buying intention. Green marketing mix, such as green products, green promotion, and green prices, did not significantly affect green buying intention. In their study, Ura [14] and Maharani & Darma [15], explained that consumer purchasing and green buying intentions do not have a significant effect.

Hypothesis 4: Green Marketing Mix has a significant effect on Green Buying Intention through Consumer Purchasing Behavior.

4 Method

4.1 Research Methods

This research is a quantitative survey method carried out by distributing questionnaires using Google doc media. The survey finds out the informants' views of the informants on the object to be studied. After getting the questionnaire results, the results were processed using Partial Least Square (PLS) with SmartPLS 3.0 software; this approach is used to analyze specific populations and samples that have been determined [16, 17].

4.2 Population and Sample

The population in this study is a large company that has been established for 20 years in the city of Surabaya. This research uses purposive sampling as a technique for determining the number of samples in the study, with the following criteria: (1) A large company that has been established for 20 years; (2) Large companies listed on the Indonesia Stock Exchange (IDX); (3) Large companies that have ISO 14001 certificates; (4) Consumers who are aware of environmental health; (5) Consumers who use green products.

From the results of distributing 250 questionnaires, only 208 returned and filled out questionnaires. So that 208 respondents were used as samples in this study. The Green Marketing Mix (X) variable is Green Product, green price, green promotion, and green place. The Green Buying Intention (Y) variable is Environmental Concern, Social Influence, Self Image, Environmental Knowledge, Received Product Price, and Quality. The Consumer Purchasing Behavior (Z) variable is Eco Labels, Eco Brand, and Environmental Advertisement.

5 Discussion

5.1 The Effect of Green Marketing Mix on Green Buying Intention

Ilham & Yusiana [18] revealed that the green marketing mix shares certain parallels with marketing in general; it blends environmental care with customer demand for environmental concern in all of the company's marketing initiatives, resulting in satisfaction to be able to reduce impacts that can damage environmental health.

In addition, from the perspective of green promotion, the kind of green marketing mix advertising used is advertising that showcases the company's image and its commitment to the environment, promotes a green lifestyle by emphasizing a product or service, and serves as one method of market expansion. It can be seen from the effect of the green marketing mix on green buying intention, in addition to the fact that consumers can learn about the impact of the product they are considering buying on environmental health. The company may experience growth as a result of green purchasing intentions.

5.2 The Effect of Green Marketing Mix on Consumer Purchasing Behaviour

In addition, Sarfraz et al. [10] research also explained that the green marketing mix and labelling strategies significantly influence consumer purchasing behaviour. Consumer purchasing behaviours are the process of assessing, selecting, and obtaining products consumers need. Product evaluation by consumers can be carried out based on the needs of the consumers themselves; companies are required to develop unique products to get responses and interest from consumers. Consumer purchasing behaviour is a series of physical and mental actions consumers experience when purchasing certain products.

From the description above, it can be concluded that the green marketing mix influences consumer purchasing behaviour, where consumers want to pay attention to the product's value. Green products, prices, green places, and green promotions included in the green marketing mix can affect consumer desires to buy the desired effect; this also reflects consumer purchasing behaviour in buying environmentally friendly products.

5.3 The Effect of Consumer Purchasing Behaviour on Green Buying Intention

Based on the research results, it was found that consumer purchasing behaviour has a significant positive effect on green buying intention. At the same time, a study by Maharani & Darma [15] explained that consumer purchasing intention does not affect green buying intention. Green buying intentions are growing due to advancements in production, packaging, and marketing techniques. Green buying intention can positively impact natural resources and are ethical consumer behaviour. The intention is influenced by the desire to reconnect with nature (back to nature). It can be concluded that consumer purchasing intention positively influences green buying intention, which is the main reason for consumers in green buying intention on green products.

5.4 The Effect of Green Marketing Mix on Green Buying Intention Through Consumer Purchasing Behaviour

Based on the research results, it was found that the green marketing mix has a significant positive effect on green buying intention mediated by consumer purchasing behaviour. The research results also found that Eco-brand is the most dominant indicator of consumer purchasing behaviour in negotiating green marketing mix and green buying intention. When used, the green marketing mix is mindful of environmental concerns and can help businesses gain a competitive edge by giving customers a positive perception of their brand. Green buying intentions can be responded to negatively or positively. From this description above, it can be concluded that consumer purchasing intention is critical in determining green buying intention in the green marketing mix.

6 Conclusion

From the description of the results and discussion, it can be concluded that partially green marketing mix has a significant positive effect on green buying intention, the green marketing mix has a significant positive impact on consumer purchasing behaviour, and consumer purchasing behaviour has a significant influence on green buying intention. Furthermore, the green marketing mix mediated by consumer purchasing behaviour has a significant positive impact on green buying intention. For further research, it can add moderating variables: green society awareness or use millennial generation as a sample.

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