Penetrating the Eco-Friendly Market: Analysis of Green Product and Green Promotion on Consumer Purchasing Decisions on Hybrid Car Products in Bandung City – Indonesia

Prety Diawati, Callysta Eryza Az Zakiyyah, Bambang Triputranto, Hesti Sugesti and Nur Aziz Sugiharto

Universitas Logistik dan Bisnis Internasional, Sarijadi Street No. 54, Bandung, Indonesia

Pretydiawati@ulbi.ac.id

Abstract. The development of the automotive world in Indonesia has undergone a significant transformation along with the emergence of the trend of using hybrid cars. This phenomenon not only reflects changes in people's lifestyles, but also as a response to increasingly pressing environmental issues. The increasing concern for the environment has also encouraged a number of automotive manufacturers in Indonesia to compete to innovate the products they produce. They are trying to increase sales targets by presenting a wide selection of hybrid cars that are more efficient and environmentally friendly. However, at the beginning of 2024, hybrid car sales have decreased and the causes of this decline in hybrid car sales can vary. However, it can also be related to two factors, namely Green Product and Green Promotion. From these two factors, researchers are interested in examining how important green products and green promotion affect consumer purchasing decisions on hybrid car products. The purpose of this study is to determine and analyze green product and green promotion on purchasing decisions. The research method used is quantitative research method collected through questionnaires. By using SPSS 23 software tools to help analyze how much influence each independent variable has on the dependent variable in this study. The results of this study indicate that green product and green promotion have an effect on purchasing decisions.

Keywords: Green Product, Green Promotion, Purchasing Decisions

1 Introduction

The automotive industry in Indonesia continues to undergo significant transformation, driven by the rise of hybrid car usage. This phenomenon not only reflects changes in lifestyles but also responds to increasingly pressing environmental issues. In recent years, awareness of the importance of environmental sustainability has grown among Indonesians. Hybrid cars are vehicles that use two power systems: electricity and conventional fuel. By using an electric motor as the primary power source, hybrid cars can reduce exhaust emissions and excessive fuel consumption. This makes hybrid cars an

© The Author(s) 2026
R. Hurriyati et al. (eds.), *Proceedings of the 10th Global Conference on Business, Management, and Entrepreneurship (GCBME 2025)*, Advances in Economics, Business and Management Research 407,
https://doi.org/10.2991/978-94-6239-819-1_98

attractive solution for those looking to reduce their negative impact on the environment without sacrificing the comfort and practicality of conventional cars.

Growing environmental concerns have also prompted several automotive manufacturers in Indonesia to compete to innovate their products. They are striving to increase sales targets by offering a variety of more efficient and environmentally friendly hybrid car options. Several leading Indonesian car manufacturers have launched the latest models with advanced hybrid technology and reliable performance. However, in early 2024, data from Databoks showed that hybrid car sales in Indonesia experienced a significant decline. This decline indicates that public interest in hybrid cars is declining compared to the previous year. In terms of green product factors, the rapid development of the electric car industry in recent years could be a major factor in the decline in hybrid car sales. Electric cars are considered a more environmentally friendly solution, as they produce no exhaust emissions and reduce dependence on fossil fuels. There may be increased consumer interest in switching directly to electric cars rather than choosing hybrid cars, which still use a combustion engine combined with an electric motor. This is consistent with research conducted by [1], which found that the green product variable has a significant influence on purchasing decisions for mineral-based products.

Green Promotion: Strong and effective promotion of environmental sustainability and its long-term benefits can influence consumer preferences. If electric car promotions are more successful in conveying environmental sustainability messages than hybrid car promotions, consumers may be more interested in purchasing electric cars than hybrid cars. Less effective promotions or promotions that underemphasize the environmental benefits of hybrid cars can influence consumer interest in the product. This is consistent with research conducted by [2], which indicates that the concept of green promotion influences purchasing decisions for Wikstea products.

In the automotive industry, the influence of green products and green promotions is felt very strongly in the sales of hybrid cars. As vehicles designed to be more environmentally friendly, hybrid cars offer fuel-efficient features by using a combination of gasoline engines and electric motors so as to optimize fuel use, low emissions in question are by using the electric mode of hybrid cars do not produce exhaust emissions at all and when using gasoline engines the emissions produced are lower than conventional cars with more advanced innovative technology, making it a special attraction for consumers who are aware of environmental issues.

The green promotion strategy implemented by manufacturers emphasizes their commitment to environmental sustainability by promoting hybrid cars, focusing on environmental benefits such as contributing to a reduced carbon footprint. Green technology demonstrations showcase the car's eco-friendly features, such as energy regeneration systems, electric modes, and the use of recycled materials. This can convince consumers that purchasing a hybrid car not only provides personal benefits but also contributes to environmental conservation efforts.

The combination of environmentally friendly products and promotional strategies aligned with green issues has driven increased sales of hybrid cars in various markets, where consumers are now increasingly prioritizing sustainability aspects in deciding vehicle purchases. These findings are consistent with previous research showing that green marketing, including green products, green promotion, green place, and green

price, positively influences purchasing decisions for Sukin products. The study also demonstrated a positive influence of green products on consumers' purchasing decisions [3].

2 Method

The method used in this study was quantitative research with a survey approach through questionnaires to respondents. The objects studied in this study were green products, green promotions, and purchasing decisions. The subjects studied were hybrid car users in Bandung. Furthermore, this study also aimed to understand the relationship between these three variables.

2.1 Model Development

Green Product

According to [4], a green product refers to a product that is environmentally friendly or environmentally conscious. This product is designed with the aim of reducing the consumption of necessary natural resources and minimizing negative impacts on the environment throughout the product's life cycle. Meanwhile, according to [5], a green product is a product that does not cause damage to the environment and natural resources, and does not create pollution. Meanwhile, according to Mamahit (2020) in [6], a green product is a product made using recyclable raw materials, for example, recyclable packaging, the product does not use materials that damage the environment, and does not produce useless waste due to packaging that cannot be recycled in a short period of time.

Green products are designed with environmentally friendly raw materials, save energy in the production process and are easy to recycle or process after use. The benefit of having a green product is that the product is produced and manufactured using environmentally friendly raw materials [7]. Ottman (2010: 5) in [8] defines green products as products that are usually durable, not harmful to health, packaging made from recycled materials. According to Mauliza (2020) in [9] green products are products / goods obtained from producers that are related to safety and have an effect on one's health, then there is no potential to produce environmental damage. Green products offer alternative products that use organic materials, save energy use, eliminate toxic products and reduce pollution and waste [10].

According to [11] green products are products that are environmentally friendly, do not use excess resources and do not cause accumulation of waste in the future. According to Figueiredo and Guillen in [12], a green product is a good or service that is made to reduce the environmental impact caused by the product life cycle.

Green Promotion

Green promotion is the process of introducing environmentally friendly products to the public through various environmentally friendly actions. According to [13], promotion is a company's activity to introduce products and attract consumers to purchase

them. Green promotion is the public's perception of environmentally friendly products. Companies are beginning to recognize the need for environmental commitment by promoting the use of eco-friendly bags instead of plastic bags. According to Tiwari in [2] green promotion is a strategy to advertise the link between green concepts and a healthy lifestyle by presenting the company's responsibility towards environmental conditions through its products and services.

According to Muhammad (2021) in [14] green promotion is a form of activity that promotes products or services to consumers by involving advertising, public relations, sales promotion, direct marketing, and on-site marketing which brings or alludes to environmental aspects in it. Fatimah et al. [12] green promotion is an effort to campaign for a healthy life by applying the green concept as a service / goods center and influencing the company's good name by commitment to the environment [15]. Meanwhile, Kirgiz [16] states that green promotion is all promotional activities such as advertising, personal selling, sales promotion, direct marketing, and public relations on the basis of environmental awareness [17].

Purchase Decision

A purchasing decision is a step in which consumers select and purchase a particular product or service after going through the evaluation and consideration stages. According to [5] in a study cited by [18], it explains that purchasing decisions involve consumers who have goals or needs they want to satisfy. Next, consumers make decisions about how to solve these problems through ongoing interactions between environmental factors, cognitive and affective processes, and behavioral actions. According to Tjiptono in [19], it is a process in which buyers recognize their problem, seek information about a particular product or brand, and evaluate several of each of these alternatives to be used in solving the problem, which then leads to a purchasing decision.

Consumer purchasing decisions can be defined as a process that arises from customer experiences in learning, choosing, using, and even discontinuing the use of a product. When consumers decide to buy a product or service, there is a process that influences this decision. There are three main factors, namely marketing strategies, individual differences, and environmental factors [20]. The decision must be able to provide answers to questions about what is being discussed in relation to planning [21]. According to Indrasari (2019: 70) in [22] individuals who actively participate in choosing goods to be obtained from sellers are referred to as purchasing decisions [22]. The purchase decision is something that comes from the characteristics of the buyer and the decision-making process which ultimately leads to a purchase decision for a particular brand [23]. Consumer decisions are motives or impulses that arise towards something where buyers make purchases due to needs and desires (Senggetang et al., 2019) in [24].

Green Product on Purchasing Decisions

When making a purchasing decision, the product itself is a crucial factor to consider [25,26,27]. [28] Green products are environmentally friendly products that influence consumers to adopt a healthier lifestyle and encourage them to have a positive view of

green products. This will also lead consumers to respond positively to purchasing decisions for green products.

Green Promotion on Purchasing Decisions

The relationship between green promotion and purchasing decision variables can be explained by [29] who defines green promotion as a promotion that provides clear information about the benefits of environmentally friendly products to customers. This aims to encourage consumers to purchase products that are environmentally friendly and direct consumer attention to the positive consequences of consumer purchasing behavior.

Green Product and Green Promotion on Purchasing Decisions

Between the variables of green product and green promotion on purchasing decision variables can be explained according to [28]. In the green marketing mix consists of four elements: green product, green promotion, green price and green place which aim to promote environmentally friendly products or services by using a sustainable marketing approach and encourage consumer awareness of the importance of environmental sustainability so that it gives rise to consumer purchasing decisions for green products. The following is a research paradigm model with 3 hypotheses

Table 1. Operationalization of Variables

Variables	Indicator	Scale
Green Product	Environmental benefits Green product performance meets consumer expectations Non-hazardous raw materials	1-5
Green Promotion	Products have clear communication Use of eco-labels Information related to the product	1-5
Purchase Decision	Product Purchase Brand Purchase Channel Selection Purchase Timing Purchase Amount	1-5

Source: Data Processing, 2024

2.2 Data Collection

This research was conducted by distributing an online questionnaire through social media. The scale used in this study was the Likert scale. The population in this study was the people of Bandung City who use hybrid cars. The population in this study was 4,852

hybrid car users in Bandung City. Then referring to the sampling technique using simple random sampling because the selection of sample members from the population was done randomly without regard to strata within the population, with a total of 370 respondents.

2.3 Analysis Method

In this study, the data were analyzed descriptively and quantitatively. The quantitative analysis was conducted using validity tests, reliability tests, hypothesis tests, partial T-tests, simultaneous F-tests, multiple regression analysis, and multiple correlation analysis. SPSS 23 software was used for the analysis

3 Results and Discussion

The research results are illustrated by the analysis, where the characteristics of the respondents were divided into two groups: male and female. Using a sample of 370 respondents, the majority of respondents were male compared to female. This is because the product studied was automotive, where men tend to be more interested and enthusiastic about automotive products than women. In terms of age, the majority of respondents were over 35 years old.

The research data was obtained from 370 hybrid car users in Bandung City with characteristics summarized in Table 2.

Table 2. Respondent Data

Variables	%
Gender	
– Female	18.1%
– Male	81.9%
Age	
– < 20 years old	2.7%
– 20–25 years old	9.7%
– 25–30 years old	35.7%
– > 35 years old	51.9%

Source: Processed questionnaire data, 2024

Table 2 shows data from a sample of 370 hybrid car consumers. Most of the respondents were male and over 35 years old.

The results of the outer test used for validity and reliability testing are presented in Table 3.

Table 3. Outer Model

Variables	*Outer Loading*	Cronbah Alpha	Composite Reliability	Conclusion
Green Product		0,862	0,60	Reliable
- Benefits for the environment	0,742			Valid
- Green product performance is in accordance	0,612			Valid
- Non-hazardous raw materials	0,711			Valid
	0,775			Valid
Green Promotion		0,823	0,60	Reliable
- The product has clear communication	0,605			Valid
- Use of eco-labels	0,734			Valid
- Information related to the product	0,447			Valid
	0,815			Valid
	0,510			Valid
Purchase Decision		0,930	0,60	Reliable
- product purchases	0,783			Valid
	0,758			Valid
- Brand purchases	0,474			Valid
	0,727			Valid
- Channel selection	0,590			Valid
	0,592			Valid
- Purchase timing determinants	0,836			Valid
	0,843			Valid
	0,835			Valid
- Purchase amount	0,684			Valid
	0,707			Valid

Source: Author's processed results

Almost all indicators in each variable are valid because they are greater than 0.3. This indicator is maintained because its outer loading value of 0.612 is not less than 0.3 and has approached. All variables are also reliable because they have met the cut-off used in this study (Cronbach's alpha green product 0.862 green promotion 0.823 and purchase decision 0.930 greater than 0.60 while the composite reliability of green product and green promotion 0.60 purchase decision 0.60.

The model is acceptable because all green product and green promotion variables have an R-square value of 0.576 on the purchasing decision variable. These variables are in the moderate category.

The Relationship between Green Product, Green Promotion, and Purchasing Decisions.

The results indicate that green product and green promotion are positively associated with purchasing decisions. The Pearson correlation analysis produced a correlation coefficient (R) of 0.759, indicating a strong positive relationship between green

product and green promotion and purchasing decisions. This finding suggests that consumers' perceptions of environmentally friendly products and the effectiveness of green promotional activities are closely related to their decisions to purchase hybrid cars.

The results further indicate that green products have a positive influence on purchasing decisions. Hybrid cars are perceived as environmentally friendly products because of their consideration of environmental aspects, particularly through the use of environmentally conscious technologies and their ability to reduce exhaust emissions compared with conventional vehicles. The environmental attributes of hybrid cars, together with relevant certifications and product information, may increase consumers' confidence in making purchasing decisions. Consumers may perceive the purchase and use of environmentally friendly vehicles as a means of contributing to environmental preservation.

Green promotion also has a positive influence on purchasing decisions. This finding suggests that consumers respond positively to promotional activities that communicate the environmental benefits of hybrid cars. Clear product information, the use of eco-labels as a means of differentiation from conventional vehicles, and communication regarding the environmental advantages of hybrid technology can strengthen consumers' perceptions of the product's environmental value. Consequently, an effective green promotion strategy can encourage consumers to consider hybrid cars when making purchasing decisions.

Within the Green Marketing Mix framework, green products refer to products that are designed and produced by considering environmental aspects throughout their life cycle, including the selection of raw materials, production processes, product use, and disposal. Meanwhile, green promotion refers to marketing communication activities designed to convey the environmental benefits and attributes of products to consumers. The implementation of these strategies enables companies to attract environmentally conscious consumers while strengthening their environmental positioning. The findings of this study support the view that green product and green promotion strategies are important factors in influencing consumer purchasing decisions and can contribute to increased consumer preference for environmentally friendly products.

The Influence of Green Product on Purchasing Decisions

The study found that green product has a positive influence on purchasing decisions, with a regression coefficient of 0.364. This result indicates that an increase of one unit in consumers' perceptions of green product is associated with an increase of 0.364 units in purchasing decisions, assuming that the other independent variables remain constant. The positive coefficient indicates that the relationship between green product and purchasing decisions is unidirectional, meaning that stronger perceptions of the environmental attributes of the product tend to be accompanied by higher purchasing decisions.

This finding is consistent with the research conducted by [1], which found that green product significantly influences consumers' purchasing decisions for mineral products. The consistency of these findings suggests that environmental attributes em-

bedded in products can strengthen consumers' environmental awareness and subsequently contribute to their purchasing decisions. In the context of hybrid cars, the environmental benefits and characteristics of the product may therefore become important considerations for consumers when selecting environmentally friendly transportation alternatives.

The Influence of Green Promotion on Purchasing Decisions

The study found that green promotion has a positive influence on purchasing decisions, with a regression coefficient of 0.407. This result indicates that an increase of one unit in consumers' perceptions of green promotion is associated with an increase of 0.407 units in purchasing decisions, assuming that the other independent variables remain constant. The positive coefficient indicates a unidirectional relationship, suggesting that more effective green promotional activities tend to be associated with stronger purchasing decisions.

This finding is consistent with the study conducted by [2], which found that green promotion influences purchasing decisions for Wikstea products. The present finding extends this evidence to the context of hybrid cars, suggesting that green promotional activities can serve as an effective communication mechanism for conveying the environmental benefits of hybrid vehicle technology. By providing relevant and credible information regarding environmental performance, companies can strengthen consumers' awareness of environmental sustainability and encourage purchasing decisions toward environmentally friendly vehicles.

The Influence of Green Product and Green Promotion on Purchasing Decisions

The results show that green product and green promotion jointly have a positive influence on purchasing decisions. The regression model has a constant of 0.602, indicating the expected value of purchasing decisions when the values of the independent variables in the model are zero. The positive regression relationships indicate that both green product and green promotion contribute to variations in consumers' purchasing decisions.

These findings indicate that purchasing decisions for hybrid cars are not determined solely by the environmental characteristics of the product but are also influenced by how effectively these environmental attributes are communicated to consumers. Green product provides the substantive environmental value of the product, while green promotion communicates and reinforces this value through marketing activities. The combination of both strategies can therefore strengthen consumers' perceptions of hybrid cars as environmentally friendly alternatives to conventional vehicles.

This finding is consistent with the research conducted by Faradilla Amaylia Rosyada and Renny Dwijayanti entitled *The Influence of Green Marketing and Green Products on Sukin Product Purchasing Decisions*. Their research emphasizes that green products incorporate environmental considerations in product design, production, use, and disposal, while green promotion functions as a marketing communication strategy for communicating environmentally friendly product attributes.

These strategies can attract environmentally conscious consumers and influence their purchasing decisions.

Overall, the findings reinforce the importance of integrating green product and green promotion strategies within the Green Marketing Mix. Companies can strengthen their competitive position by developing products with genuine environmental benefits and communicating these benefits clearly and credibly to consumers. In the context of hybrid cars, the integration of environmentally oriented product attributes and effective green communication can contribute to consumers' willingness to choose environmentally friendly transportation alternatives.

4 Conclusion

Based on the results of the discussion in the study entitled The Influence of Green Products and Green Promotion on Consumer Purchasing Decisions for Hybrid Car Products in Bandung City, the following conclusions can be drawn:

1. The influence of green products on purchasing decisions for hybrid cars in Bandung is evident in the interaction between the two variables. Furthermore, data analysis reveals that green products significantly influence purchasing decisions. This study examines the influence of green products on purchasing decisions, as well as other influencing factors. Future researchers are expected to further explore these factors.

2. The influence of green promotions on purchasing decisions for hybrid cars in Bandung is evident in the interaction between the two variables. Furthermore, data analysis reveals that green promotions significantly influence purchasing decisions. This study examines the influence of green promotions on purchasing decisions, as well as other influencing factors. Future researchers are expected to further explore these factors.

3. The influence of green products and green promotions on purchasing decisions for hybrid cars in Bandung is evident in the interaction between the three variables. Furthermore, data analysis reveals that green products and green promotions significantly influence purchasing decisions. This study examines the influence of green products and green promotions on purchasing decisions, as well as other influencing factors. Future researchers are expected to further explore these factors.

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