

The Effect of Green Marketing Mix on Purchase Intention of Body Shop Products in Palembang City

Yuni Adinda Putri

Program Studi Manajemen, Universitas Tridianti Palembang

Yuni_adinda@univ-tridianti.ac.id

Keywords

*Green Marketing Mix,
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Abstract

Public awareness of protecting the environment is critical. This is very important because it will have an impact on global warming. This condition has made global consumers aware of environmental sustainability. This creates new demand for environmentally friendly products. Therefore, a new marketing concept that is environmentally sound or commonly referred to as green marketing, has emerged. In this study, the independent variable used is the green marketing mix, and the dependent variable is purchase intention. This type of research is quantitative, with a sample of 96 respondents. The research technique used is non-probability sampling. The results showed that all green marketing mix variables, green product, green price, green place, and green promotion, affected product purchase intention.

INTRODUCTION

Public consciousness of defensive the surroundings could be essential. Environmental problems such as global warming and pollution have turned out to be global issues, such as non-biodegradable solid waste, dangerous consequences of pollution, etc. both marketers and clients are getting increasingly sensitive to the need to exchange for environmentally pleasant (Shirsavar & Fashkhamy, 2013).

This condition has made global consumers aware of environmental sustainability. This creates new demand for environmentally friendly products. Therefore, a new marketing concept that is environmentally sound or commonly referred to as green marketing has emerged.

According to (Dahlstrom, 2010), green marketing is the process of planning

and implementing the marketing mix to facilitate the consumption, production, distribution, promotion, packaging, and reclaimed products in a sensitive or responsive to ecological interests. In green marketing, there are several concepts, including: 1) Green customers are people who buy and consume products that are safe for the body and the environment to maintain the environment, 2) the Green production process is a way of producing with technology that limits pollution or benefits the environment, 3) Green financial affairs are accounting approaches that consider financial and monetary values for ecological investment and forest destruction, 4) Reasons for being green are reasons for a person or company to change their behavior to care about the environment.

Piatie on (Baker, 2004) explains that "traditional advertising is stated to be successful if it applies an advertising blend, then green advertising is considered a success if the enterprise can implement an environmentally friendly advertising mix, or what is referred to as an inexperienced advertising and marketing mix.

Green product buying behavior is defined as patron-associated actions and choices to preserve or promote the herbal environment via power conservation, resource management, and fending off waste and pollution (Danjelico & Pujari, 2010). Assist, in fashionable, the long-time period goal of securing and preserving our surroundings. Generally, environmentally friendly merchandise or herbal challenge merchandise is identified as merchandise designed to decrease the usage of uncooked substances required and decrease damaging environmental influences all throughout the whole lifestyles cycle of goods. The product is the focal point of the advertising mix and the most critical part of the overall green advertising method. However, what has to be understood is that the product's greenness is not restrained to the principal item, however consists of all things associated with the product, along with the raw substances used, manufacturing methods, product packaging, and others (Ansar, 2013).

Organizations that foster new and better items and administrations, considering ecological data sources, give themselves admittance to new business sectors, increment their productivity, and partake in an upper hand over organizations that could not care less about the climate (Bukhari, 2011).

Concerning buyers, harmless to the ecosystem items are a tangible way of

life. Buyers' familiarity with the requirement for harmless to the ecosystem items likewise impacts them in pursuing item buy choices. Makers who are considered to have high ecological mindfulness, their items are more alluring to purchase than organizations with low natural mindfulness. They are likewise ready to pay something else for eco-accommodating items.

As per As per (Kumar & Ghodeswar, 2015), Green items are created utilizing sound fixings and are harmless to ecosystem measures. Natural improvement objectives call for diminished energy use, lower intensity, and contamination emanations to augment the manageability of limited assets. Green items help safeguard and preserve the common habitat, save energy and assets, limit or keep away the utilization of poisonous materials underway, and decrease emanations and waste (Ottman, Hartman, & Stafford, 2006).

Green cost is the cost related to items that emphasize the climate. Because of its eco-accommodating quality, the item might have greater cost than common items. A few clients will pay extra if they feel that the item offers added benefit (Hossain & Khan, 2018). Green items are more costly while considering the item life cycle. (Larashati, Hudrasyah, & Chandra, 2012) Stated that the cost of green items will be higher due to the expense of consolidating natural not entirely settled by organization rules and rules or different projects. Green estimating is a significant part of the green advertising blend. Numerous purchasers might address a significant expense on the off chance that extra item trust is perceived., Green items are created utilizing sound fixings and are harmless to ecosystem measures. Natural improvement objectives call for diminished energy use, lower intensity, and contamination emanations to augment the manageability of limited assets. Green items help safeguard and preserve the common habitat, save energy and assets, limit or keep away the utilization of poisonous materials underway, and decrease emanations and waste (Ottman, Hartman, & Stafford, 2006)

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items will be higher due to the expense of consolidating natural not entirely settled by organization rules and rules or different projects. Green estimating is a significant part of the green advertising blend. Numerous purchasers might address a significant expense on the off chance that extra item trust is perceived.

Green Place is tied in with overseeing planned operations to decrease transportation emanations, so it expects to diminish the carbon impression Green Place is tied in with overseeing planned operations to decrease transportation emanations, so it expects to diminish the carbon impression (Shil, 2012) related to the utilization of dispersion entryways managing green items, which are proper for the client as far as working with their conveyance to get cycling strategies. Done under natural circumstances and necessities (Hashem & Al-Rifai, 2011).

Green advancement alludes to giving honest data about items that do not hurt buyers' materialistic and moral interests (Hashem & Al-Rifai, 2011). Green advancement includes designing special apparatuses, like notices, advertising materials, signage, white papers, sites, advertising, deals advancements, direct showcasing, on-location advancements, recordings, introductions, taking individuals, the planet, and benefits (Shil, 2012). A powerful special device is green publicizing as a limited-time message that can draw in the cravings of shoppers who care about the climate (Ankit & Mayur, 2013). The motivation behind the green promotion is to impact shoppers' purchasing conduct by empowering them to purchase items that do not hurt the climate and coordinating their advantage in the positive results of their purchasing conduct for them and the climate (Rahbar & Wahid, 2011). Related to the utilization of dispersion entryways managing green items, which are proper for the client as far as working with their conveyance to get cycling strategies. Done under natural circumstances and necessities (Hashem & Al-Rifai, 2011).

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Green purchasing conduct mirrors a combination of vigorous moral activities and is viewed as a socially dependable result (Joshi & Rahman, 2015). The factors of green buy goals for customers are seen as social consideration, natural information, ecological issues, and green convictions (Maichum, Parichatnon, & Peng, 2016). Thus, the buy goal influences the probability that a client might choose to buy an eco-accommodating item. An expanded likelihood of purchasing indicates a more grounded expectation to purchase. Scientists can utilize 'aim to purchase as the principal marker to foresee purchaser conduct. Whenever a client has a positive buy, serious areas of strength for aim inclusion, urge customers to start a genuine purchasing activity (Wu, Yeh, & Hsiao, 2011).

RESEARCH METHODS

This type of research is quantitative, which is qualitative by collecting data through a questionnaire which is then interpreted with a Likert scale. The population in this study are consumers who have purchased products at the Body Shop. The technique used in taking the sample is by using a non-probability sampling technique or not the entire population is taken using the purposive category.

Meanwhile, the research sample uses the Wibisono formula where the $Z_{\alpha/2}$ is 1,96, error limit is 5% and σ is 25%. So, the sample used was 96 respondents. The data collection technique used in this research is by distributing questionnaires, library research, and literature study. The analytical method used in this research is descriptive analysis and research instrument test (validity test and reliability test). The data quality test includes the classical assumption test (normality, linearity, multicollinearity, and heteroscedasticity). Data analysis techniques (multiple linear regression analysis and analysis of the coefficient of determination) and hypothesis testing (t-test, f test, and analysis of the coefficient

of determination)

RESULT AND DISCUSSION

Validity Test

Table 1 shows the results of testing the validity of all dependent and independent variables, the value of r_{count} is higher than the value of $r_{table} = 0.202$, where $n = 96$, real value = 0.05, and $df (n-2) = 94$. Thus, all Question items in the questionnaire from these variables are valid.

Table 1. Validity Test Results

	Item Number	R_{count}	R_{table}	Description
X1	X1.1	0,541	0,202	Valid
	X1.2	0,659	0,202	Valid
	X1.3	0,519	0,202	Valid
X2	X2.1	0,696	0,202	Valid
	X2.2	0,734	0,202	Valid
	X2.3	0,678	0,202	Valid
X3	X3.1	0,671	0,202	Valid
	X3.2	0,571	0,202	Valid
	X3.3	0,527	0,202	Valid
	X3.4	0,585	0,202	Valid
	X3.5	0,529	0,202	Valid
X4	X4.1	0,796	0,202	Valid
	X4.2	0,881	0,202	Valid
	X4.3	0,819	0,202	Valid
	X4.4	0,742	0,202	Valid
Y	Y1.1	0,740	0,202	Valid
	X1.2	0,740	0,202	Valid

Reliability Test Source : SPSS 25, 2022

From table 2, it is found that the value of all variables is more than 0.60. So it can be concluded that all variables have reliability.

Table 2. Reliability Test Results

Variable	Reliabilitas Coefficient	Cronbach Alpha	Alpha Value	Description
X1	3	0,742	0,60	Reliabel
X2	3	0,836	0,60	Reliabel
X3	5	0,795	0,60	Reliabel
X4	4	0,916	0,60	Reliabel
Y	2	0,847	0,60	Reliabel

Source : SPSS 25, 2022

Multiple Linear Regression

Table 3. Multiple Linear Regression Results

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
(Constant)	-1,851	1,113		-1,663	,100			
Green Product	,282	,079	,279	3,553	,001	,873	1,146	
Green Price	,157	,069	,186	2,261	,026	,793	1,260	
Green Place	,115	,047	,232	2,423	,017	,583	1,714	
Green Promotion	,160	,048	,302	3,359	,001	,666	1,502	

a. Dependent Variable: Purchase Intention

Source : SPSS 25, 2022

Which :

$Y = \text{Purchase Intention}$; $a = -1,851$; $b_1 = 0,282$; $X_1 = \text{Green Product}$; $b_2 = 0,157$; $X_2 = \text{Green Price}$; $b_3 = 0,115$; $X_3 = \text{Green Place}$; $b_4 = 0,160$; $X_4 = \text{Green Promotion}$; dan $e = \text{error}$

The interpretation of the equation is:

1. The constant obtained is -1.851 (negative), which means that if all the variables are constant (value = 0), the purchase intention is worth -1.851 units.
2. In the Green Product variable (X_1), the coefficient value (b_1) = 0.282. Thus, this variable has a coefficient (+) which is interpreted that if there is an increase of every 1 unit of the X_1 variable, it will give an increase in Purchase Intention of the b_1 value (28.2%) provided that the other variables are constant (value = 0).
3. In the Green Price variable (X_2), the coefficient value (b_2) = 0.157. Thus, this variable has a coefficient (+) which is interpreted that if there is an increase of every 1 unit of the X_2 variable, it will give an increase in Purchase Intention of the b_2 value (15.7%) provided that the other variables are constant (value = 0).
4. In the Green Place variable (X_3), the coefficient value (b_3) = 0.115. Thus, this variable has a coefficient (+) which is interpreted that if there is an increase of every 1 unit of the X_3 variable, it will give an increase in Purchase Intention of the b_3 value (11.5%) provided that the other variables are constant (value = 0).
5. In the Green Promotion variable (X_4), the coefficient value (b_4) = 0.160. Thus, this variable has a coefficient (+) which is interpreted that if there is an increase of every 1 unit of the X_4 variable, it will give an increase in Purchase Intention of the b_4 value (16%) provided that the other variables are constant (value = 0).

Hypothesis test

F Test

Table 4 shows the results of the F-test with an accurate value = 0.000, or lower than 0.05; so that the variables Green Product (X_1), Green Price (X_2), Green Place (X_3), Green Promotion (X_4) have a substantial impact on Purchase Intentions simultaneously.

Table 4. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126,789	4	31,697	23,805	,000 ^b
	Residual	121,169	91	1,332		
	Total	247,958	95			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Green Promotion, Green Price, Green Product, Green Place

Source : SPSS 25, 2022

T Test

Table 5. T Test Results

Model	Coefficients ^a							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	-1,851	1,113		-1,663	,100		
	Green Product	,282	,079	,279	3,553	,001	,873	1,146
	Green Price	,157	,069	,186	2,261	,026	,793	1,260
	Green Place	,115	,047	,232	2,423	,017	,583	1,714
	Green Promotion	,160	,048	,302	3,359	,001	,666	1,502

a. Dependent Variable: Purchase Intention
 Source : SPSS 25, 2022

Referring to the test results, then:

1. H1: Green product variable has a positive and substantial impact on purchase intention. The hypothesis testing has a real value = 0.001, or lower than 0.05; and regression coefficient = 0.282 (positive). Thus, the test of H1 is accepted as true.
2. H2: Green Price variable has a positive and substantial impact on purchase intention. Testing the hypothesis obtained a real value = 0.026, or lower than 0.05; and regression coefficient = 0.157 (positive). Thus, the test of H2 is partially accepted as true.
3. H3: Green Place variable has a positive and substantial impact on purchase intention. Testing the hypothesis obtained a real value = 0.017, or lower than 0.05; and regression coefficient = 0.115 (positive). Thus, the test of H3 is partially accepted as true.
4. H4: Green Promotion variable has a positive and substantial impact on purchase intention. Testing the hypothesis obtained a real value = 0.001, or lower than 0.05; and regression coefficient = 0.160 (positive). Thus, the test of H4 is partially accepted.

Correlation Coefficient Test

Table 6. Correlation coefficient Results

		Correlations				
		Purchase Intention	Green Product	Green Price	Green Place	Green Promotion
Pearson Correlation	Purchase Intention	1,000	,479	,430	,562	,554
	Green Product	,479	1,000	,264	,287	,279
	Green Price	,430	,264	1,000	,429	,234
	Green Place	,562	,287	,429	1,000	,564
	Green Promotion	,554	,279	,234	,564	1,000
Sig. (1-tailed)	Purchase Intention	.	,000	,000	,000	,000
	Green Product	,000	.	,005	,002	,003
	Green Price	,000	,005	.	,000	,011
	Green Place	,000	,002	,000	.	,000
	Green Promotion	,000	,003	,011	,000	.
N	Purchase Intention	96	96	96	96	96
	Green Product	96	96	96	96	96
	Green Price	96	96	96	96	96
	Green Place	96	96	96	96	96
	Green Promotion	96	96	96	96	96

Source : SPSS 25, 2022

Table 6 shows the results of testing the four variables X_1 , X_2 , X_3 , and X_4 , the real value = 0.000, or much lower than 0.05. Thus, H_0 is rejected, and H_1 , H_2 , H_3 , and H_4 are accepted, which means that the variables Green Product (X_1), Green Price (X_2), Green Place (X_3), Green Promotion (X_4) have a positive and substantial correlation On Purchase Intention (Y).

Coefficient of Determination Test

Table 7. Coefficient of Determination results

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,715 ^a	,511	,490	1,15392

a. Predictors: (Constant), Green Promotion, Green Price, Green Product.

Table 7 shows the value of $R = 0.715$, so it can be interpreted that these variables have a robust correlation. In addition, the value of $R^2 = 0.511$, which can be interpreted that the independent variables Green Product (X_1), Green Price (X_2), Green Place (X_3), and Green Promotion (X_4) can explain and have a correlation with the dependent variable Purchase Intention (Y). by 71.5%. The remaining 29.5% is influenced by other variables not discussed in this study.

CONCLUSION AND SUGGESTIONS

Based on the data obtained in this study which has gone through the correlation test and the significance test, it can be concluded that:

1. Green product influences the purchase intention of Body Shop products in Palembang City, with a significant value of 0.001.
2. Green price influences the purchase intention of Body Shop products in Palembang City, with a significant value of 0.026.
3. Green place influences the purchase intention of Body Shop products in Palembang City, with a significant value of 0.017.
4. Green promotion influences the purchase intention of Body Shop products in Palembang City, with a significant value of 0.001.

Suggestions in this study are expected. Further researchers can examine other green marketing variables such as attitudes and habits of consumer behavior in the use of environmentally friendly products.

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