International Journal of Economy, Education and Entrepreneuship
Vol. 1, No. 3, December 2021
https://doi.org/10.53067/ije3.v1i3

THE INFLUENCE OF GREEN MARKETING MIX ON GREEN PURCHASE INTENTION IN USING ECO-FRIENDLY PRODUCTS

Yuary Farradia[1], Mora[2*], Indra Kusumawati[3], Wahyu Widodo[4]
[1]Universiti Malaysia Terengganu, Malaysia
[2*]Indonesian Muslim University, Indonesia
[3]45 Mataram University, Indonesia
[4]Bina Bangsa University, Indonesia
Corresponden Author: moraindonesia@gmail.com

Abstract
The purpose of this study was to determine and assess the impact of the green marketing mix on green purchase intentions when using environmentally friendly products (A Case Study on Stainless Steel Straws). The quantitative research approach used in this study was questionnaires on a Likert scale of 1-5. Purposive sampling is a non-probability sampling strategy used in the data collection technique. The participants in this study are students and/or members of the general public who live in Surakarta City and are looking to purchase stainless steel straws. A total of 112 people took part in this study. The research instrument testing, traditional assumption testing, model accuracy test, multiple regression analysis tests, and t-test were utilized to analyze the data in this study The validity and reliability of the instrument are being tested in this study. The software IBM SPSS Statistics 22 version was utilized as the data collection strategy. This study discovered that the location of a green space has no bearing on the likelihood of making a green purchase. The green product has a large impact on green buy intent, as does the green price, and the green advertising has a significant impact on green purchase intention.
Keywords: *Green Product, Green Price, Green Place, Green Promotion, and Green Purchase Intention.*

INTRODUCTION

Global warming has been an issue in the last decade, caused by industrial processes, technological developments, and transportation pollution. The impact is felt in various places globally, such as melting ice in the Arctic that can cause natural disasters for humans when sea levels rise, flora, and fauna on earth are threatened with extinction and climate change. Science and technology produce higher concepts useful for protecting the environment from the adverse effects of global warming (August, 2020). The existence of global warming makes some people concerned about the environment. Community concern for the environment continues to be encouraged to create a better environment.

In line with the contents of the Qur'an, Surah Al-Araf verse 56 forbids harming the earth, and the act is one form of boundary-pumping. Allah SWT created nature in a peaceful, harmonious state that serves the needs of all creatures. This taboo on injuring others extends to every aspect of human life.Allah Almighty created the planet in all of its glory, with as much attention as possible paid to humanity's well-being. (Nkrumah et al., 2021)

These conditions make the community form a friendly environment to preserve nature. Thus, making the consumption of environmentally friendly products or eco-friendly products began to appear in the community's social life, accompanied by an increase in the level of public awareness of the environment every day. Some business people or companies address these environmental issues by making them an opportunity to meet the community's needs. Therefore, companies that have applied a business approach and marketing strategy that leads to business activities based on environmental sustainability are known as green marketing. (Siyavooshi et al., 2019)

The American Marketing Association defines green marketing as a marketing process by developing products produced using or disposal that is not too harmful to the environment and has a positive impact on the environment. Green marketing offers environmentally friendly products and includes production processes, packaging changes, and product production activities. (Szabo & Webster, 2021). This definition is reinforced by the opinion of Polonsky (1995) in (Sharma et al., 2020), Green marketing, according to this definition, entails a reorientation and environmental responsibility of an organization's entire region, activity, and department, not only the marketing of environmentally friendly items. As a result, green marketing can be defined as a strategy that aims to meet the demands of customers while minimizing environmental damage.

According to research (Rezaei Sajad, 2015), Because of the growing public awareness about environmental damage, many businesses are scrambling to seize the chance for the sake of their business and begin paying more attention to green marketing or green marketing. However, not every company has the resources to implement green marketing techniques.

Companies who wish to be successful at green marketing must include the notion of green marketing into all elements of their marketing activity on a regular basis. The green marketing mix modifies four parts of the marketing mix (products, prices, distribution, and promotions) to sell products and services offered from the advantages of environmental maintenance advantages formed from reducing waste, improved energy efficiency, and reducing the release of toxic emissions. (Trivedi et al., 2018). According to Kumar and Ghodeswar (Jaiswal & Kant, 2018), the green marketing mix allows it to be expanded to include services and not just the material things of the product. Every company has a profitable marketing mix and adopts one that best suits the organization's needs.

One component of the green marketing mix is a green product, which is made from durable raw materials or biodegradable so as not to damage the environment. In addition, the essential ingredients also do not contain harmful chemicals and are safe to use in any period (Putri et al., 2020). Reusable straws allow wearing less raw materials and produce less waste due to reuse. The reuse of straws will reduce the direct impact of plastic in the oceans, so it will indirectly affect marine species (Chin et al., 2018). One straw that can be reused or repeated is a stainless steel straw.

Stainless steel straws are made of environmentally friendly, durable, and reusable materials. So that it can reduce the waste produced by disposable plastic straws and save landfills. In addition, stainless steel straws are free of BPA (Bisphenol A), a chemical compound added during the production process of various types of plastics. According to Dr. Dina Nilasari SpPD-KGH quoted from the https://Fajar.co.id, stainless steel straws do not soften BPA into drinks drunk are not easily rusted and can be used for an extended period.

METHOD

Vol. 1, No. 3, December 2021, pp. 277-285
https://doi.org/10.53067/ije3.v1i3.42

This is a quantitative study that tries to test or verify a theory by using it as a deductive rationale for discovering and addressing research challenges. The theory is a framework that underpins the formulation of problems or questions, the development of hypotheses, data testing, and conclusions in quantitative research. In quantitative research, the position and strategic function of theory are reflected in the findings in the form of endorsement or rejection of theory. (Indriantoro & Supomo, 2012).

RESULTS AND DISCUSSION

Based on the results of the questionnaire dissemination, obtained data on the gender of respondents as follows:

Table 1
Gender of Respondents

Gender	Sum	Percentage
Man	42	37,5%
Woman	70	62,5%
Sum	112	100%

Source: Processed Primary Data

According to the table above, male respondents accounted for 42 percent of the overall number of respondents (37.5 percent), while female respondents accounted for 70 percent of the total number of respondents (62.5 percent). As a result, female respondents dominated those who took part in this study, accounting for 70 or 62.5 percent of the total. Based on the results of the questionnaire dissemination, obtained data on the age of respondents as follows:

Table 2
Age of respondents

Age	Sum	Percentage
17-25 years	77	68,6%
26-35 years	17	15,2%
36-45 years	12	10,7%
Over 45 years	6	5,4%
Sum	112	100%

Source: Processed Primary Data

According to the table above, respondents between the ages of 17 and 45 years comprised 77 respondents (68.6%), respondents between the ages of 26 and 35 years comprised 17 respondents (15.2%), respondents between the ages of 36 and 45 years comprised 12 respondents (10.7%), and respondents over the age of 45 years comprised six respondents (5.4%).

As a result, it can be stated that the majority of respondents in this survey were between the ages of 17 and 25.

Based on the results of the questionnaire dissemination obtained data on the education of respondents as follows:

Table 3
Education of Respondents

Education	Sum	Percentage
JUNIOR	6	5,4%
SMA	28	25%
Diploma	20	17,9%
S1, S2	58	51,8%
Sum	112	100%

Source: Processed Primary Data

According to the table above, respondents with junior high education accounted for 6 respondents with a percentage of 5.4 percent, high school education accounted for 28 respondents with a percentage of 25%, diploma education accounted for 20 respondents with a percentage of 17.9%, and S1.S2 education accounted for 58 respondents with a percentage of 51.8 percent, indicating that respondents' education is dominant.

Based on the results of the questionnaire dissemination, obtained data about the work of respondents as follows:

Table 4
Respondent's Job

Work	Sum	Percentage
Student/Student	48	42,9%
Private Employees	12	10,7%
Entrepreneurial	14	12,5%
Others	38	33,9%
Sum	112	100%

Source: Processed Primary Data

According to the table above, respondents who are students / students account for 48 respondents (42.9%), work as private employees account for 12 respondents (10.7%), work as entrepreneurs account for 14 respondents (12.5%), and respondents who worked otherwise (not mentioned in the category) account for 38 respondents (33.9%).

As a result, it can be determined that the respondent's work is dominated by students / students, with 48 respondents accounting for 42.9 percent of the total.

Vol. 1, No. 3, December 2021, pp. 277-285
https://doi.org/10.53067/ije3.v1i3.42

The coefficient of determination (R2) test is used to measure how far the model can explain the variation of *dependent* variables (Ghozali, 2018).

Table 5
Determination Coefficient Test Results
Model Summary[b]

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902[a]	.814	.807	1.338

a. Predictors: (Constant), Total_GPromotion, Total_GPlace, Total_GProduct, Total_Gprice

b. Dependent Variable: Total_GpurchaseIntention

Source: Processed Primary Data

The magnitude of the corrected R square is 0.807, according to the table above. This suggests that independent variables (green product, green price, green location, and green promotion) account for 80.7 percent of the variation in green purchase intention variables.

Other factors not included in the study model account for 19.3 percent (100 percent - 80.7 percent = 19.7 percent). This The F test is used to detect the significant degree of influence of independent factors on dependent variables concurrently, according to Ghozali (2018). (together). The results of the simultaneous test are listed below (test F).

Table 6
Test Results F
ANOVA[a]

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	835.979	4	208.995	116.806	.000[b]
Residual	191.450	107	1.789		
Total	1027.429	111			

a. Dependent Variable: Total_GpurchaseIntention

b. Predictors: (Constant), Total_GPromotion, Total_GPlace, Total_GProduct, Total_Gprice

Source: Processed Primary Data

The value of Fhitung is 116,806, with a significance value of 0.000, as shown by the results of the data calculation above. First, specify the variables df1 and df2 with a significance value of 0.05 to calculate Ftabel. Where df1 equals (number of variables-1) and df2 equals (sum variable).

Because Fhitung > Ftabel is 116,806 > 2.46 (based on Ftabel statistics), it may be argued that Fhitung > Ftabel is 116,806 > 2.46. This signifies that H0 is rejected or H1 is accepted, indicating that green product, green pricing, green location, and green promotion all influence green buy intention at

the same time or in combination. The goal of linear regression analysis is to identify whether or not independent factors have an impact on dependent variables. (Ghozali, 2018).

Table 7
Multiple Linear Regression Analysis Test Results
Coefficients

Type	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.768	.907		-1.948	.054
Total_GProduct	.278	.085	.236	3.278	.001
Total_GPrice	.148	.074	.162	2.005	.047
Total_GPlace	.123	.065	.101	1.885	.062
Total_GPromotion	.516	.091	.492	5.680	.000

a. Dependent Variable: Total_GpurchaseIntention

Source: Processed Primary Data

Based on *the coefficients* table above obtained the regression model as follows:

Y = a + b1X1 + b2X2 + b3X3+ b4X4

GPI = -1,768 + 0, 278 GProduct + 0.148 GPrice + 0.123 GPlace + 0.516 GPromo

From the results of the multiple linear regression equations above, it can be analyzed as follows:

1. Constant of -1,768 means if *green product* (X1), *green price* (X2), *geen place* (X3) and green *promotion* (X4) equal to 0, then green purchase intention (Y) equals -1,768 or X1, X2, X3 and X4 = 0 then Y = -1,768.
2. The *green product* regression coefficient (X1) of 0.278 states that if the green *product* variable increases, the green purchase intention rate will increase by 0.278.
3. The *green price* regression coefficient (X2) of 0.148 states that if the green *price* variable increases, the green purchase intention rate will increase by 0.148.
4. The *green place* regression coefficient (X3) of 0.123 states that if the green *place* variable increases, the green purchase intention rate will increase by 0.123.
5. The *green promotion* regression coefficient (X4) of 0.516 states that if the green *promotion* variable increases, the green purchase intention rate will increase by 0.516.

The T statistical test shows how far the influence of an independent (free variable) individually in describing a dependent variable (bound variable) (Ghozali, 2018a).

Vol. 1, No. 3, December 2021, pp. 277-285
https://doi.org/10.53067/ije3.v1i3.42

Table 8
Test Results T
Coefficients[a]

Type	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.768	.907		-1.948	.054
Total_Gproduct	.278	.085	.236	3.278	.001
Total_Gprice	.148	.074	.162	2.005	.047
Total_Gplace	.123	.065	.101	1.885	.062
Total_Gpromot ions	.516	.091	.492	5.680	.000

a. Dependent Variable: Total_GpurchaseIntention

Source: Processed Primary Data

Based on the table above, you can see the results of the t-test and can be interpreted as follows: The importance of the green product variable (X1) has a probability value of 0.001.

This means that the significance value of 0.001 0.050 is significant. As a result, green product characteristics have a considerable impact on green purchasing intention variables. The importance of the green price variable (X2) was calculated with a probability value of 0.047. This means that the significance value of 0.047 0.050 is significant. As a result, green pricing variables have a large impact on green purchase intention variables. The significance of the green place variable (X3) was calculated with a probability value of 0.062. This means that the significance value of 0.062 is greater than 0.050. As a result, it can be stated that the green place variable has no bearing on green purchasing intention.

This shows that green products are good for the environment, meet customer expectations, and do not contain dangerous substances, leading to people wanting to buy environmentally friendly stainless steel straws. The green price of environmentally friendly products encourages people to buy them. Consumers will be influenced to acquire environmentally friendly products—stainless steel straws—by a creative design, appealing straw color, and better stainless steel straw function.

The green environment does not entice customers to purchase stainless steel straws.. The effect of green place on green purchase intention is in line with research conducted by (Papadas et al., 2019) It found that the presence of a green environment had no influence on the intention to buy green products. This suggests that the consumer's lifestyle influences their desire to buy green products. Consumers' intentions to buy environmentally friendly items on stainless steel straws will be influenced

by the relationship between stainless steel products that might eliminate plastic straws and the emergence of a sense of consumer duty to the environment. (Groening et al., 2018)

CONCLUSION

Based on the results of research on the influence of green marketing mix on green purchase intentions in using eco-friendly products on stainless steel straws in the city of Surakarta, the following conclusions can be drawn:

1. The green product variable significance value (X1) of 0.001 < 0.050. Based on the study results, H1 was accepted, and H0 was rejected, which means that green products have a significant effect on green purchase intentions in using eco-friendly products in the world. Stainless steel straws.
2. The green price variable significance value (X2) of 0.047 < 0.050. Based on the study results, H1 was accepted, and H0 was rejected, which means that green price has a significant effect on green purchase intentions in using eco-friendly products in the world. Stainless steel straws.
3. The green place variable significance value (X3) of 0.062 > 0.050. Based on the study results, H1 was rejected, and H0 was accepted, which means that green place has no significant effect on green purchase intention in using eco-friendly products on straws. Stainless steel.
4. The result of a green promotion variable significance value (X4) of 0.000 < 0.050. Based on the study results, H1 was accepted and H0 rejected, which means that green promotion has a significant effect on the variable green purchase intention in using an eco-friendly product on stainless steel straws.
5. The results of the F test showed that the variables green product, green price, green place, and green promotion affect green purchase intention simultaneously or together.

REFERENCES

August, I. (2020). Green Product Perception in Kurdistan Region of Iraq. *Black Sea Journal of Management and Marketing*, *1*(1), 1–15. https://doi.org/10.47299/bsjmm.v1i1.29

Chin, C. H., Chin, C. L., & Wong, W. P. M. (2018). The Implementation of Green Marketing Tools in Rural Tourism: The Readiness of Tourists? *Journal of Hospitality Marketing and Management*, *27*(3), 261–280. https://doi.org/10.1080/19368623.2017.1359723

Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, *172*, 1848–1866. https://doi.org/10.1016/j.jclepro.2017.12.002

Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, *41*, 60–69. https://doi.org/10.1016/j.jretconser.2017.11.008

Nkrumah, S. K., Asamoah, D., Annan, J., & Agyei-Owusu, B. (2021). Examining green capabilities as

drivers of green supply chain management adoption. *Management Research Review*, *44*(1), 94–111. https://doi.org/10.1108/MRR-01-2020-0015

Papadas, K. K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, *104*(July), 632–643. https://doi.org/10.1016/j.jbusres.2018.07.009

Rezaei Sajad. (2015). 기사 (Article) 와 안내문 (Information) [. *The Eletronic Library*, *34*(1), 1–5.

Sharma, N., Saha, R., Sreedharan, V. R., & Paul, J. (2020). Relating the role of green self-concepts and identity on green purchasing behaviour: An empirical analysis. *Business Strategy and the Environment*, *29*(8), 3203–3219. https://doi.org/10.1002/bse.2567

Siyavooshi, M., Foroozanfar, A., & Sharifi, Y. (2019). Effect of Islamic values on green purchasing behavior. *Journal of Islamic Marketing*, *10*(1), 125–137. https://doi.org/10.1108/JIMA-05-2017-0063

Szabo, S., & Webster, J. (2021). Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions. *Journal of Business Ethics*, *171*(4), 719–739. https://doi.org/10.1007/s10551-020-04461-0

Trivedi, R. H., Patel, J. D., & Acharya, N. (2018). Causality analysis of media influence on environmental attitude, intention and behaviors leading to green purchasing. *Journal of Cleaner Production*, *196*, 11–22. https://doi.org/10.1016/j.jclepro.2018.06.024