Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products in Indonesia

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ABSTRACT

Green marketing activities have become one of the business strategies that can be done to maintain environmental sustainability. The quality of a product will be more qualified when certified environmentally friendly. Consuming such environmentally friendly products adds value to the consumer because in addition to getting the functions offered, the product is also safe for the environment. Re-Kånken is a product that performs green marketing strategy in marketing technique. The research method used is quantitative method with descriptive analysis verifikatif with data collection techniques in the form of distributing questionnaires on Re-Kånken consumers as much as 97 respondents and interviews with Brand Executive Fjallraven Indonesia and Buyer Manager one of the official retailers Fjallraven. The results of this study indicate that there is a very small effect of green marketing on green purchasing behavior simultaneously. Re-Kånken's green marketing activities are superior to the Eco-Brand dimension. This study recommends Re-Kånken to use fashion influencers who have enthusiasm for environmental conservation and work with retailers selling environmentally friendly products to improve environmental advertisement. Re-Kånken can create a campaign about the importance of environmental conservation to grow green purchasing behavior in the community.

Keywods: green marketing, green purchasing behavior, Re-Kanken

1. BACKGROUND

The fashion industry is one of the most polluting industries in the world. Based on recent research, the fashion industry generates more destructive gas emissions than the combined shipping and aviation industries. The increasing waste generated from fashion activities such as clean water along with the changing fashion trends. In the lifestyle era, Indonesian people are encouraged to engage in lifestyle-based business. The lifestyle shifting affects some community groups to notice the impact

of their behavior on the environment, such as: not littering, using public transportation to reduce the pollution, using recycling bags and so on.

In addition, the consumer behavior orientation towards the daily products also changes which switched to eco-friendly products. It is called green purchasing behavior, not only getting the benefits of the products, but also safe for the environment.

Green marketing is one of the business strategies to maintain environmental sustainability. The quality of a product is verified by environmentally friendly certification. That certification shows the growth of an industry, so that all products (goods and services) must be quality. In general, green marketing involves all business activities; the production, distribution, marketing activities.
The companies carry out the green marketing also get competitive advantage. This is shown by the companies' participation in caring for the environment and providing the consumers' needs at the same time. Certainly, the companies also make profit from their business activities.

Fjällräven began to be known in Indonesia after launching the Kånken bag products which combining two values: style and function. Kånken's first design was released in 1978, even now Fjällräven is not only popular with lovers of outdoor activities, but also young and old.

The latest version of Kånken, Re-Kånken which has only one difference: Re-Kånken uses 100% recycled material. Re-Kånken also uses an innovative staining technique called SpinDye to produce an attractive color palette with 75 percent less water, 67 percent fewer chemicals, and 39 percent less energy. The difference between Kånken, Re-Kånken designs and the other backpacks generally is zero-waste or no waste because of the different cutting model. Today, Fjällräven marketing prefers to collaborate with social media influencers (fashion bloggers) because of their style and taste in fashion, because the impact is more significant on increasing awareness of the Fjällräven brand.
On Instagram, The Goods Dept is one of the official retailers of Fjällräven Indonesia and introduces Re-Kånken by promoting eco-friendly elements that are Re-Kånken's superiority and differentiation towards Kånken. However, followers' response from The Goods Dept no one showed interest in the eco-friendly element. They only pay attention to the colors and models of Re-Kånken which has a different characteristic from the original Kånken. The Re-Kånken logo is the same color as the Re-Kånken bag, while the Kånken logo has a white base with red writing and images.

According to the buyer manager of The Goods Dept, Wisnu Aryo, fashion lovers in Indonesia are not so interested in the eco-friendly elements of the Re-Kånken. They bought Re-Kånken because Re-Kånken is a new version of Kånken. The quite expensive prices do not effect their interest to buy Re-Kånken. Wisnu Aryo assumes that consumers of Re-Kånken buy because they want to look stylish.

2. LITERATURE REVIEW
2.1.GREEN MARKETING

Green marketing is a growing phenomenon that began to emerge in the 1980s. Green marketing is seen as an important strategy to facilitate sustainable development. Many define green marketing as a marketing activity that combines a variety of activities with regard to environmental sustainability as a reference.

Green marketing is used synonymously with words such as Environmental Marketing, Ecological Marketing and Sustainable Marketing. Presently, green marketing includes a broad range of activities, such as; product modification, changes to the production process, sustainable packaging, modifying advertising among other things. (Wahab, 2018 : 72).

In this modern trading era, green marketing is considered a major trend. Public awareness about environmental issues is increasingly becoming one of the causes. "Yet defining green marketing is not a simple task where several meanings intersect and contradict each other." (Das, Dash, and Padhy, 2012: 82). Some definitions produced from previous research are not always pro between one another. Many definitions that contradict each other and cross. From differences in consumer behavior, environmental anxiety, and changing times make the definition of green marketing has a diversity.

As the definition by Arseculeratne, Dinuk, and Yazdanifard (2014: 131) "Green marketing refers to all marketing activities which are responsive towards protecting the environment". Green marketing refers to all responsive marketing activities in protecting the environment. Meanwhile, according to Sarkar (2012: 39-58) "green marketing encompasses a broad range of activities, including product modification, changes to the production process, packaging changes, remodeling, and cutting as well as modifying advertising". Sarkar stressed that green marketing is not only limited to marketing activities, but includes various business activities such as product modification, changes to the production process, packaging changes, re-modeling, and refinement and ad modification. Unlike Sarkar, Grant (2007: 10) defines green marketing not only as a marketing activity, but as "a creative opportunity to innovate in a way that can make a difference and achieve business success at the same time." Unlike Arseculeratne, Dinuk, and Yazdanifard is also Sarkar, according to Grant (2007: 10) Green marketing is "a creative opportunity to innovate in a way that

can make a difference and achieve business success at the same time." According to Ahmadi, Javadi, and Pakravan (2015: 3), "green marketing is a social process so individuals and groups through the exchange of goods and value meet their needs through the moral method that makes minimum negative effects on the environment." Green marketing is a social process undertaken by individuals and groups through the exchange of goods and their value to meet their needs through moral methods that negatively impact the least on the environment.

The purpose of green marketing is to reduce the impact on the environment during the production process of a product or service. As stated by Chamorro and Banegil (2006: 11-24), that "the objective of the green marketing is to lessen the impact on the natural environment during the process of planning and implementation of products or services, price, place and promotion . "
From some expert insights that have been mentioned, it can be concluded clearly that all definitions of green marketing focus on strong environmental commitment or a strong commitment to safeguard the environment, so that with the concept of green marketing, the products offered will be environmentally friendly and can influence consumer behavior influence behavior consumers who are in line with this green marketing trend, and still do not eliminate the profit objectives of the company.

2.2. GREEN PURCHASING BEHAVIOR

Consumer Behavior is a process of interaction involving individuals or groups in which they conduct information searching, buying, and using up to evaluate goods and services they use with influence given by internal factors and external factors that surround the individual or the group. Consumer's Purchase Decision will be influenced by the consumer's knowledge of the product he/she will buy. Most consumers need a lot of information when they want to buy a product/products such as, electronics, and insurance, and also for buying green products. (Ridwan, Maulina, Chan, 2017 : 178).

The consumers are aware of the enormous environmental impacts of their purchases. The number of environmental problems that occur makes consumers try to help solve the problem with their individual behavior. According to Wahid Rahbar and Shyan (2011: 38) green purchasing behavior is consumer awareness of the big effects due to their purchasing behavior on the environment. Mostafa (2007: 221) defines green purchasing behavior as "consumption of products that are benevolent / benefical to the environment, recyclable or conservable, sensitive / responsive to ecological concerns", which means the use of products that are useful and beneficial for the environment, can be recycled repeated or preserved, sensitive or responsive to ecology. Green purchasing behavior is a behavior that aims to minimize adverse impacts on environmental and social factors from purchasing and using products that are beneficial to the environment. In the research of Andrew and Franky Slamet entitled "The Effect of Environmental Behavior on Green Purchasing Behavior on Generation C Youth in Jakarta", there are four indicators of Green Purchasing Behavior, namely:

1. Always look at the raw material label to see if a product contains harmful elements to the environment.
2. Prefer eco-friendly products than ordinary products.
3. Prefer eco-friendly products than ordinary products even though ordinary products are better quality.
4. Keep buying products that are environmentally friendly even though the price is more expensive than ordinary products.

According to Mostafa (2007: 222), green purchasing behavior refers to:

1. Consuming products that are good or beneficial for the environment.
2. Consumption of products that can be recycled or saved.
3. Individuals are sensitive and responsive to ecological problems.

Green purchasing behavior is a consumption behavior of products that are beneficial to the environment, which can be recycled or can be conserved, and responsive to ecological problems (Miranti, 2012: 36).

2.3. The Influence Green Marketing on Green Purchasing Behavior

At a global level, there is an increased awareness of global warming and extreme climate change that generates an interest in environmental protection and sustainable development. The issue makes a shift in the green purchasing behavior that companies need to respond positively if they want to stay in a competitive market. The concept of green marketing can shift consumer behavior toward a brand as stated by Peattie and Charter (2003) in Yazdanifard (2014: 33) "Green marketing is also described as a promotional activity which highlights the environmental ethics as business fundamentals and it can perceive advantage of switching consumer behavior towards a brand. "

The result of Boztepe's research in 2012 on Green marketing and its impact on Consumer Buying Behavior is that environmental awareness, green product features, green promotional activities, and green prices influence the consumer's green purchasing behaviors positively. The relationship between green marketing and green purchasing behavior can also be seen from Babita Saini's statement (2013: 64) that "Green marketing encourages consumers to use eco-friendly products and manufactured to develop more." Green marketing encourages consumers to use environmentally friendly and manufactured products to develop more products.

"The green marketing approach is believed to enhance the integration of environmental issues across all aspects of the company's activities, from strategy formulation, planning, drafting, to production and distribution with customers, thereby influencing purchasing decisions" (Dahlstorm, 2011: 6).

3. METHODOLOGY

The type of research method used by researchers is a quantitative method using descriptive and verification approaches. This study uses descriptive approach with the aim to describe the object of research or research results. Descriptive approach analysis in this study aims to describe and provide a systematic description of the

facts, properties, and relationships between phenomena investigated regarding the influence of Green Marketing on Green Purchasing Behavior.The population in this study were all consumers who had purchased Re-Kåkenken Fjällräven Indonesia bags. The minimum sample size of respondents in this study was adjusted to as many as 97 (ninety-seven) consumers of Re-Kåkenken Fjällräven Indonesia bags. In addition, interviews were also conducted with informants regarding the practice of green marketing to Re-Kånken. The responses that have been collected from the questionnaire processed. To find out the response to each question submitted in the questionnaire, the researchers distribute it based on the frequency of each answer given by the respondent. To determine the effect of green marketing (X) on green purchasing behavior (Y), the authors used statistical analysis methods which explained as follows.

1. **Simple Linear Regression**

    Simple linear regression is used to determine changes in the green purchasing behavior variable if the green marketing variable changes. Simple linear regression equation is as follows:

$$\boxed{Y' = a + bx + e}$$

Information:
Y'   : The estimated value of Y for the price of X is known
a   : Value of constant price Y if X=0
b   : Direction value as a predictor of prediction that shows an increase value (+) or a decrease (-) of variable Y
x   : Independent variables that have a certain value to predict
e   : Other factors

2. **Pearson Correlation**
Pearson correlation coefficient is used to find out how closely the relationship between variables green marketing (X) with green purchasing behavior (Y). The following is a formula for Pearson correlation:

Information:

$$r = \frac{n\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{\{n\Sigma x^2 - (\Sigma x)^2\}\{n\Sigma y^2 - (\Sigma y)^2\}}}$$

r   : Pearson correlation coefficient
n   : Sample size under study
x   : Green marketing variables
y   : Green purchasing behavior variable

3. **Significance Test**
The Significance Test provides an overview of how the results of a study have an opportunity to be true. The smaller the number of significance, the sample size will be smaller and vice versa. To obtain a good number of significance required a large sample size and vice versa, if the sample size is smaller then the probability of a greater error.

For testing in SPSS used the following criteria:
1. If the significance of research results <0.05, then the relationship between the two variables is significant.
2. If the significance of the research result> 0.05, then the relationship between the two variables is not significant.

4. **Coefficient of Determination**
   The determination coefficient is calculated to find out the size of the contribution of green marketing variables to green purchasing behavior. The r^2 value has an interval between 0 - 1 ($0 \leq r^2 \leq 1$) by the formula according to Sugiyono (2012: 257) as follows:

   $$KD = r^2 \times 100\%$$

   Information:
   KD   : Coefficient of determination
   r^2 : Pearson Correlation Coefficient

5. **Hypothesis Testing**
   Hypothesis testing is to test whether there is influence or not between green marketing variable to green purchasing behavior variable. This testing is using the t test. The purpose of the t test of two independent variables is to compare (distinguish) whether the two variables are the same or different. Its purpose is to test the generalization capability (significant research results in the form of comparison of two average samples).

   In testing the hypothesis is using the t test with the following calculations:

   $$t_n = \frac{b}{S_{by}}$$

   $$S_{by} = \sqrt{\frac{Se^2}{\sum Xi^2}}$$

   $$KD = r^2 \times 100\%$$

   Information:

   b   : Regression coefficient

   Sby   : Standard deviation of variable y

   n   : Sample size

   The decision making criteria for hypothesis testing is comparing t-test with t-table where (α) = 0.05 and (df) = n - 2. The results are obtained by testing as follows:
   1. If t-test > t-table then H_0 is rejected
   2. If t-test $\leq$ t-table then H_0 is accepted

Statistically in the decision making acceptance or rejection of the hypothesis can be written as follows:

$H_0 : \beta_1 = 0$ → There is no effect of green marketing on green purchasing behavior on Fjällräven Re-Kånken bag.

$H_0 : \beta_1 \neq 0$ → There is a green marketing effect on green purchasing behavior on the Fjällräven Re-Kånken bag.

4. RESULTS AND DISCUSSION
4.1. The Effect of Green Marketing on Green Purchasing Behavior
4.1.1. Normality Test

In this study is using normal probability plots to detect whether the data used is normally distributed or not. A regression model has normal distributed data when its data distribution is located around the diagonal line on the normal probality plot ie from the lower left to the top right. The following is the result of normality data test analysis.
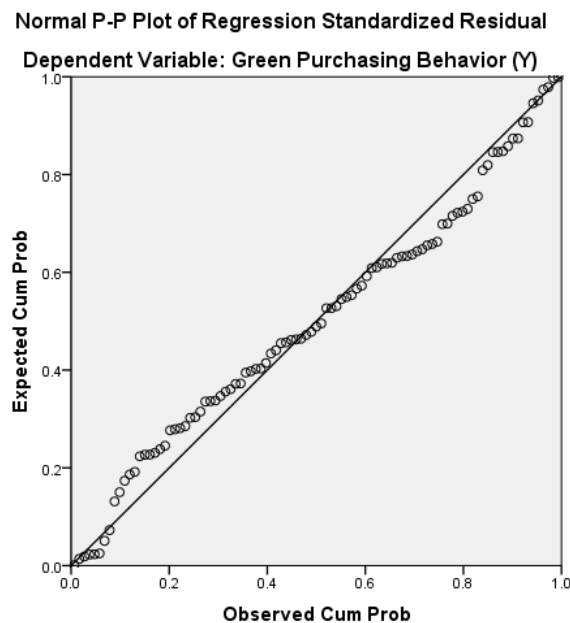

Figure 1 Data Normality Test Results

Based on the graph, visible points spread around the diagonal line, and the spread follows the direction of the diagonal line. Then the regression analysis model is appropriate for the prediction of Green Purchasing Behavior (Y) based on Green Marketing variable input (X). The data meets the requirements for regression analysis.

Based on Kolmogorov-Smirnov test by comparison Kolmogorov significance value with alpha significance at 0.05. Kolmogorov significance value of 0.423 more than 0.05 then the data is normally distributed. So that the data normality test has been fulfilled for the linear regression test.

4.1.2. Simple Linear Regression Analysis

Results of data analysis by computer processing based on calculation SPSS version 20.0 for windows, then obtained the value of parameter constants and preconception parameter values to complete the regression model that has been formulated previously. The linear regression equation formed is as follows:

$$\hat{Y} = 24409.294 + 0.479X + e$$

In the above equation, the intercept coefficient of 24409,294 shows the amount of green purchasing behavior without the influence of green marketing. The regression coefficient for x of 0.479 indicates that each increase of 1 unit of green marketing will increase the green purchasing behavior by 0.479. It also shows that if the green marketing variables increase, then the green purchasing behavior will also increase.

The equation of the research result is as follows:

$$\hat{Y} = 0.479 + 0.432X + e$$

4.1.3. Pearson Correlation

Based on the calculation of Pearson correlation coefficient using SPSS version 20.0 for windows, it is known that the magnitude of correlation coefficient between Green Marketing with Green Purchasing Behavior is 0.432 based on correlation coefficient interpretation table by Sugiyono (2010: 250), the result 0.432 indicates a moderate relationship. This relationship has a positive direction which means that if Green Marketing increases, the Green Purchasing Behavior also increases or vice versa.

4.1.4. Coefficient of Determination

Based on the calculation of coefficient of determination using SPSS version 20.0 for windows, it is known that the magnitude of the coefficient of determination or R square is equal to 0.187 which equal to 18.7%. 18.7% indicated that green marketing accounted for 18.7% effect on green purchasing behavior, in other words 18.7% increase in green purchasing behavior was determined by green marketing and 81.3% was influenced by other factors not examined. The 18.7% figure shows a very low effect based on the interpretation guidance of the determinant coefficient by Riduwan (2007: 89). This shows that in Indonesia, consumers have not paid great attention to green marketing activities, so other factors such as attractive design, trend, as needed, and other factors become the main reason consumers to buy Re-Kånken.

4.1.5. Hypothesis Testing

The decisions taken are as follows:

H_0 : There is no effect of green marketing on green purchasing behavior on Re-Kånken bags

H_1 : There is a green marketing effect on green purchasing behavior on Re-Kånken bags

The basis of decision making is:
a. If t-test $\geq$ t-table then H_0 is rejected
b. If t-test $<$ t-table then H_0 is accepted
 Or
a. If *p value* $\leq$ 0,05 then H_0 is rejected
b. If *p value* $>$ 0,05 H_0 is accepted

Based on the results of significance tests, the t-test is 4.674. Whereas the critical price value of t-table with the degree of freedom n - 2 = 97 - 2 = 95 at α (0.05) is 1.985. Thus, t-test (4,674)> t-table (1,985) or p-value (0,000) <0,05 so that obviously H_0 is rejected and H_1 is accepted. This means there is a green marketing effect on green purchasing behavior on the Re-Kånken bag.

These results indicate that green marketing has an influence on green purchasing behavior despite the very low effect, green marketing activities undertaken by Fjallraven to promote Re-Kånken turned out to contribute to the green purchasing behavior of consumers Re-Kånken. This low influence is due to the fact that in Indonesia, the environmentally friendly element in a product has not become a big hobby like consumers in Sweden, the country of origin of Fjallraven. Consumers in Indonesia see Re-Kånken as a stylish handbag so by using it, they feel more stylish and up to date.
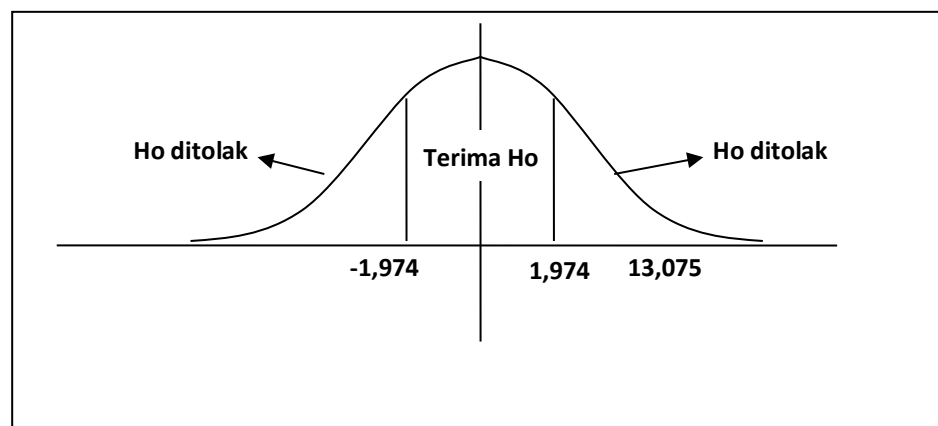

Figure 2 Acceptance and rejection area curves in t test (two-sided test)

5. CONCLUSION AND RECCOMENDATION
5.1.Conclusion

Based on the results of research and discussion on the influence of green marketing on green purchasing behavior on the bag Re-Kånken, the researchers draw the following conclusions:

1. The application of green marketing to Re-Kånken is good, it can be obtained from the percentage obtained from three dimensions of green marketing which reach 79.38%. The eco-brand dimension of Fjallraven Re-Kånken has the highest score (81.96%) compared to the eco-label and environmental advertisement dimensions. These results illustrate how branding perceptions desired by Re-Kånken by doing green marketing Re-Kånken up well to consumers.

2. Consumers Re-Kanken has a good green purchasing behavior with a percentage of 80.05%. Indicators that have the highest score are individuals who are sensitive and responsive to ecological problems. These results indicate that consumers of the Re-Kånken bag are individuals who are sensitive to ecological issues, they are aware of their role to environmental sustainability and have a responsibility to participate in it.

3. Green marketing has a low effect on consumers' green purchasing behavior Re-Kånken. This can be seen from the magnitude of the coefficient of determination which shows the figure of 18.7%. These results have meaning that although the views of green marketing activities that Fjallraven has applied to Re-Kånken's products are good, green marketing alone contributes only 18.7% to the green purchasing behavior of Re-Kånken consumers, which means green purchasing behavior 18.7% is determined by green marketing and 81.3% is influenced by other factors not examined. The results were also confirmed by a preliminary survey that was the main reason for purchasing Re-Kånken products because of their design and popularity. In addition, the respondent's statement that their awareness of the importance of environmentally friendly products has not made them familiar to environmentally friendly products which affect the purchases.

5.2. Recommendation

Based on the above conclusions, the researchers give some reccomendations to Re Re-Kånken about the effect of green marketing on green purchasing behavior as follows:

1. Re-Kånken's environmental advertisement in promoting through its social media can be enhanced by cooperation with fashion influencers who are also known for their enthusiasm for environmental conservation. For example Eva Celia, who is a fashion enthusiast and a public figure who care about the environment is perfect for representing Re-Kånken which is a fashion product with eco-friendly value as its superiority.

2. Re-Kånken can create a campaign that brings the issue of the importance of environmental conservation in cooperation with environmentalist organizations that will create an event in the form of workshops or informal seminars to raise awareness of the environment in Indonesian society. The goal is to educate and cultivate green purchasing behavior in the community in an effort to influence people's preferences for Re-Kånken bags which are environmentally friendly products into their chosen bag products compared to other backpack products.

3. Re-Kånken can cooporation with retailers who sell environmentally friendly products whose purpose is to maximize environmental advertisement activities. The retailers are such as lemonilo.com and naturesmarket.id which in addition to selling organic and healthy food ingredients also sell beauty products and fashion that is environmentally friendly.

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