


The influence of green marketing on consumer purchase interest

Sentot Basuki Prayitno

Department of Management Study Program, Faculty of Business, Sampoerna University, Indonesia

Article Info	ABSTRACT
<p>Keywords: Consumer Buying Interest, Green Marketing</p>	<p>The introduction of Green Marketing has encouraged companies to adopt environmental issues as part of their marketing strategy. Increasingly environmentally conscious market demands have driven attention to these issues. The purpose of writing this paper is to determine the effect of green marketing on consumer purchasing interest. This research is a literature study that focuses on the topic of the influence of Green Marketing on consumer buying interests, with inclusion criteria: publications in journals, 2013-2023 year range. The data was taken through Google Scholar, MDPI, Taylor & Francis, and analyzed using the comparative method. The result of this work is that green marketing has an important role in encouraging companies to adopt environmental issues in marketing strategies to increase consumer buying interest. The effect varies depending on contextual factors such as location, industry, and market conditions. In an era where consumers' environmental awareness is getting higher, a green marketing strategy must be comprehensive, including aspects of product quality, price, distribution, promotion, and corporate social responsibility. Increased consumer knowledge about the benefits of green marketing can influence purchase intention and purchasing decisions, and companies need to educate consumers about environmentally friendly products and meet their expectations regarding price and product quality.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Sentot Basuki Prayitno Department of Management Study Program, Faculty of Business, Sampoerna University, Indonesia sentot.prayitno@sampoernauniversity.ac.id</p>

INTRODUCTION

In recent decades, global awareness of the need to protect the environment has grown significantly (Correia et al., 2023). This increase was triggered by serious concerns about the potential for a threatening environmental disaster, impacting not only on health but also survival of humans and their descendants (Kiyak & Grigoliene, 2023). Scientific evidence such as the thinning of the ozone layer which increases the risk of skin cancer and disrupts the global climate, as well as the issue of global warming, further strengthens this concern. The waste challenge is also deepening due to the increasing amount and difficulty in recycling much of it. In response to this awareness, consumer purchasing behavior is changing (Patak et al., 2021).

Consumers are becoming more sensitive to the products they buy, more likely to choose environmentally friendly product options (Jalees et al., 2021). This is what gave birth to the concept of Green consumerism, as a continuation of the global consumerism

movement. This movement begins with the understanding that consumers have the right to obtain products that are not only appropriate and safe, but also environmentally friendly (Harjadi & Gunardi, 2022).

The introduction of Green Marketing has encouraged companies to adopt environmental issues as part of their marketing strategy. Increasingly environmentally conscious market demands have driven attention to these issues. This is reflected in the popularity of ISO-14000, an environmental management system used by many businesses. ISO 14000 is proof for producers and consumers that products, waste, used products, and the services produced follow environmental management guidelines. Developed countries have taken the lead in discussing and developing environmental issues since the 1990s (Stojanova et al., 2023).

These theories and views reflect the evolution and dynamics of Green Marketing as a marketing approach related to the environment. In this context, the views of Grant, Charter and Polonsky, and Arianto have a significant impact on the understanding and practice of Green Marketing. John Grant in his book "The Green Marketing Manifest" (2009) describes how the Green Marketing concept has grown and become important in the business world. He believes that increasing consumer awareness of environmental issues has encouraged companies to consider environmental aspects in their marketing strategies. This book also underlines the importance of creating an environmentally friendly company image, which can help increase sales and appeal to consumers who care about the environment. (Nassani et al., 2023) present the view that Green Marketing not only impacts the company's image, but also provides added value to the business by responding to consumer demand for environmentally friendly products and services. They state that consumers are increasingly inclined to choose green options and are willing to pay higher prices for more sustainable products. This view encourages companies to adapt marketing strategies that integrate environmental advantages in their product, pricing, promotion and distribution components.

Changing consumer culture to be more concerned about the environment is one of the main goals of Green Marketing. The American Marketing Association (AMA) in (Majeed et al., 2022) defines green marketing as an effort to market products with an environmentally friendly approach, including product modifications, changes in production processes, packaging changes, and changes in promotional strategies. Meanwhile, the core goal of green marketing is not only about company profits, but also showing concern for the environment. The company seeks to encourage positive consumer habits in caring for the environment, such as efficient use of paper, paper recycling and energy efficiency. In this case, the ultimate goal is to inspire changes in consumer culture so that they consciously and without being influenced by the product, become more concerned about the environment (Grimmer & Woolley, 2014).

Several previous works, namely (H. Wang et al., 2019), stated that the green marketing mix concept is similar to the conventional marketing mix, but emphasizes environmental maintenance and added value, and involves the addition of related components with environmental awareness and implementation of green strategies. (Chandra & Tunjungsari, 2019) that Green marketing has a significant influence on decisions purchasing through the mediation of competitive advantage. (Sukma P et al.,

2021) stated that price, product, distribution, promotion and knowledge factors influence consumer purchasing decisions for Body Shop products, especially environmentally friendly products. The aim of this research is to determine the influence of green marketing on consumer buying interest.

METHOD

Literature search employing publications published between 2013 and 2023 with English and Indonesian language restrictions, free full text, and data from the previous ten years. The database uses Taylor & Francis and MDPI, and the search engine uses Google Scholar. There must be keywords in the title and abstract. The selection of papers based on the researcher's criteria and research questions comes next. As soon as no articles with similar titles are discovered, they are sorted. Afterward, they were sorted based on the previously decided inclusion and exclusion criteria. The articles that will be examined are the outcome.

Articles defining inclusion requirements:

1. Both English and Indonesian articles are published.
2. Articles released between 2013 and 2023.
3. Articles that discuss the theme of the Influence of Green Marketing on Consumer Purchase Interest.

Criteria for Article Exclusion: articles, reports, and comments with an opinion. Then the extracted articles are obtained. Articles are extracted based on the author, country, year, the number of samples utilized, the search results, and the database items.

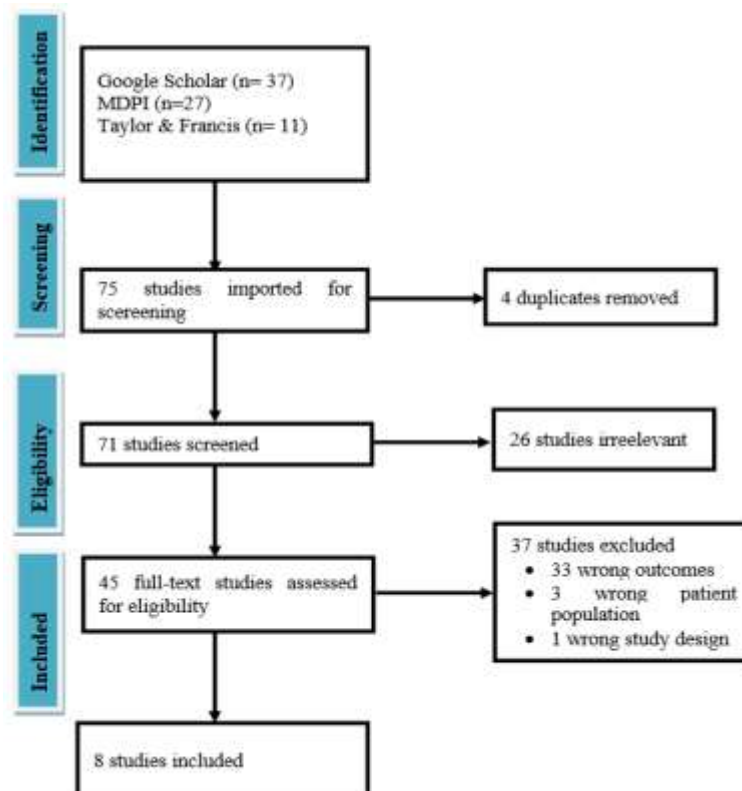


Figure 1. PRISMA Flow Diagram

RESULT AND DISCUSSION

Up to 75 search data results were found using the identification results from the Google Scholar, MDPI, and Taylor & Francis search methods. Selections in Finder have the same search title and results as the original query. The study of the analysis the Influence of Green Marketing on Consumer Purchase Interest is included in the complete text of the 2013–2023 article after the screening phase by comparing the study data with the inclusion criteria established by the researcher. The study findings are gathered and chosen to contain records that satisfy the research requirements. The finest evidence on the role was identified in 8 studies that fulfilled the research criteria, and they continue to offer significant reflections.

The information from the research included in this literature review is in the form of analysis and summaries of documented articles regarding the influence of Green Marketing on consumer purchasing interest, which is presented in the table below.

Tabel 1. Extraction Article

No	Author/Year	Sample	Results
1	(Gani et al., 2022)	The sample in this study based on the Slovin formula was 100 people	The results of this research show that green marketing has a positive and significant effect on the interest in buying Avoskin products among followers of the @avoskinbeauty Twitter account, green marketing contributes 28.3% in influencing the buying interest of followers of the @avoskinbeauty Twitter account towards Avoskin products.
2	(Gandajaya, 2022)	The minimum number of samples to be used is 200 respondents	The research results show that there is a fairly strong relationship with a correlation coefficient of 0.6003. The green marketing mix variable influences interest in purchasing Love Beauty and Planet products by 36.04%.
3	(Pratama & Sarudin, 2023)	The number of samples was 100 people	The results of this research can be seen that (1) green marketing has a significant effect on buying interest in Starbucks BSD. This can be proven from the results of the T test $> T$ table of $18,975 > 1,290$ (2). From the simple linear regression value, the significance value is 0.00, which is smaller than 0.05 (3). The R Square has a value of .786, indicating a variable influence of 78.6% and 21.4% was influenced by other variables not studied.
4	(Mubarok & Sholahuddin, 2023)	The sample in this study was determined by researchers as many as 100 respondents	The research results show a positive and significant influence of Green marketing on purchasing interest in Ms Glow For Men in Surakarta with Ewom as a mediating variable. This article has the potential to make an important contribution to the development of the Skincare subsector in Indonesia by

No	Author/Year	Sample	Results
			presenting new and relevant information.
5	(Chandra & Tunjung Sari, 2019)	The number of respondents was 107 people	The results of hypothesis testing show that the green marketing mix influence on purchasing interest in The Body Shop products in West Jakarta.
6	(Dimilna et al., 2023)	The sample was 100 people determined by technique purposive sampling.	The research results found that: green marketing has a significantly positive effect on buying interest with a value above 0.492, meaning that 49.2% of green marketing can explain its influence on buying interest in ecobags, while the other 50.8% is explained by other factors.
7	(Askaria & Arief, 2022)	The selected sample was familiar with Love Beauty and Planet products and aged 17 – 25 years	The results showed that there was a positive influence of green marketing on trust of environmentally friendly products, there was a positive influence of green marketing on purchase intention, there was a positive influence of trust in environmentally friendly product on purchase intention, and there was an indirect effect of green marketing on purchase intention through trust environmentally friendly product. In this study, brand trust for environmentally friendly products fully mediates the effect of green marketing on purchase intention.
8	(Tan et al., 2022)	A random sample of 300 respondents	According to the findings of this study, consumers are impacted by green marketing elements, which help them become more environmentally conscious and increase their desire to buy green products. The impact of green trust on consumers' purchase intentions has been demonstrated, indicating that green trust has a beneficial impact on consumers' purchase intentions. Furthermore, green marketing attributes had a significant and favorable effect on green trust, implying that green marketing attributes (green brand knowledge, attitude, and environmental knowledge) are the actual medium of communication for green products..

There Is no Significant Influence Between Green Marketing and Consumer Purchase Interest

In research conducted by (Juliana et al., 2017), it was found that the influence of green marketing and corporate social responsibility on consumer buying interest was not significant due to price factors and awareness of healthy lifestyles and environmental awareness were still low. In the results of the analysis and discussion, this research concludes that green marketing has an insignificant influence on interest in buying organic products, but green marketing variables such as product quality, price, distribution place and promotion have a significant influence on the value of customer buying interest. Apart from that, corporate social responsibility has a significant influence on interest in purchasing organic products, and green marketing also has a significant influence on consumer satisfaction, where consumers of organic products feel satisfied with the products offered.

In research conducted by (Septifani et al., 2014) at Brawijaya University, it was found that there was no significant difference between the influence of environmental awareness, environmentally friendly product features, environmentally friendly products, and promotional prices for environmentally friendly products on purchasing decisions between consumers in Indonesia and Malaysia who are customers of The Body Shop.

There is a Significant Influence Between Green Marketing and Consumer Purchasing Interest

The results of research conducted by (Chandra & Tunjungsari, 2019) had a positive and significant impact on consumer perceptions. Meanwhile, environmentally friendly products and consumer perceptions also have a positive and significant influence on purchasing interest. However, although environmentally friendly packaging and advertising have a positive influence on perception, they do not have sufficient evidence in influencing purchase intention. These findings show the important role of green products in influencing consumer purchasing interest, because consumers consider these products to be of higher quality and care more about the environment. This research also details the need for further research to analyze other factors that influence consumer buying interest regarding green marketing, such as knowledge, product availability and price, as well as potential green marketing development strategies that can educate consumers and increase their buying interest (Yang & Chai, 2022).

In research by (Maziriri, 2020), it was found that green marketing had a direct and significant influence on consumer purchasing interest of 79.4%, and had a direct and significant influence on purchasing decisions of 34%. In addition, consumer buying interest also has a direct and significant influence on purchasing decisions by 39.3%. This research concludes that the green marketing strategy for Tupperware products has succeeded in attracting the interest of potential consumers and influencing purchasing decisions, and reveals that purchasing interest acts as an intermediate variable that connects green marketing and purchasing decisions.

Research by (Chen et al., 2020) showed that green marketing, knowledge, and purchase intention had a positive and significant influence on the decision to purchase tea drinks in RGB packaging. The aim of this research is to analyze the impact of green marketing on purchasing decisions and identify variables that have a dominant influence on purchasing decisions at the Green Smoothie Factory Pekanbaru. This research uses

quantitative methods with a survey approach. The population in this study were consumers of the Green Smoothie Factory Pekanbaru, with a sampling technique using random sampling and a sample size of 100 people. The data used comes from primary and secondary data sources. Data analysis used multiple linear regression tests, F tests, t tests, and coefficient of determination (R²). The research results show that green products have an insignificant influence on purchasing decisions at the Green Smoothie Factory Pekanbaru. However, green price, place, and promotion have a positive and significant influence on purchasing decisions at that place. Simultaneous testing of product, price, place and promotion variables also has a positive and significant influence on purchasing decisions at that place. The coefficient of determination (R²) shows that 80% of the variation in purchasing decisions can be explained by these variables, while the remainder is influenced by other factors which are not discussed further in this research.

In research conducted by (Bhardwaj et al., 2023), it was found that green marketing and knowledge had a significant influence on purchasing interest and purchasing decisions, and purchasing interest had a significant influence on purchasing decisions for Sariayu Martha Tilaar products in Jember City. Data analysis shows that increasing consumer perceptions of green marketing and knowledge will increase consumer buying interest and purchasing decisions, and buying interest has a greater and positive mediating role in the influence of green marketing and knowledge on purchasing decisions.

In research conducted by (Teixeira et al., 2023) with the title "The Influence of Green Marketing on Consumer Purchase Interest in Ecobag Products in Indomaret (Study at Indomaret Nusa Indah, Jambi City)," it was found that green marketing had a significant positive influence on purchase interest ecobags amounted to 49.2%, while the remaining 50.8% was influenced by other factors. The results of the analysis and discussion show that the green marketing variable has a significant effect on consumer buying interest. This research indicates that the better consumer knowledge and confidence about green marketing, green marketing products and their benefits, the greater consumer buying interest in ecobag products at Indomaret.

In research conducted by (C. Wang et al., 2020), it was found that partially, Green Products have a significant influence on purchasing decisions. The conclusion of this research is that Green Product and Green Marketing Strategy together have a significant influence on purchasing decisions for The Body Shop products in Manado Town Square, with the meaning of these two variables has a positive effect on consumer purchasing decisions. However, partially, only Green Product has a significant influence on purchasing decisions, while Green Marketing Strategy in consumer perception does not have a significant influence as main factor in purchasing.

In research conducted by Fellycia Chandra and Hetty Karunia Tunjungsari in 2019, it was found that the green marketing mix had an influence on consumer buying interest in The Body Shop products in the West Jakarta area. Based on the data and analysis carried out, the conclusion drawn is that green marketing has a positive and significant influence on buying interest and brand image at the Benang Ratu batik shop, Majapahit Branch, Semarang City. Apart from that, brand image also has a positive and significant influence on buying interest at the batik shop.

In research conducted by (Septifani et al., 2014), it was found that there was a positive influence of green marketing on Starbucks' green brand image and the purchase intention of Starbucks Coffee customers in Malang. The conclusion of this research is that the green marketing strategy has a significant influence on the green brand image of Starbucks Coffee, and proves that the green marketing strategy has a significant influence on purchasing interest in Starbucks Coffee Malang products. Apart from that, this research also proves that green brand image is able to explain the relationship between green marketing strategy and interest in purchasing products at Starbucks Coffee Malang.

CONCLUSION

Green Marketing has encouraged companies to adopt environmental issues as part of their marketing strategy to increase consumer buying interest. The influence of green marketing on consumer purchasing interest is influenced by different contextual factors, such as location, industry and different market conditions. Green marketing is very important because it creates awareness and promotion of products and services that focus on sustainability and environmental protection. In today's business and marketing context, many consumers are increasingly concerned about the environmental and social impact of the products they purchase. Green marketing strategies need to be well directed, especially in aspects such as product quality, price, distribution places, promotions and corporate social responsibility. In addition, increasing consumer knowledge and perceptions about the benefits of green marketing can increase purchasing interest and purchasing decisions. In this context, companies can direct their efforts to better educate consumers about environmentally friendly products and their benefits, as well as ensure that product prices and quality meet consumer expectations.

REFERENCES

- Askaria, A. O., & Arief, M. (2022). Peran Green Marketing Terhadap Minat Beli Melalui Kepercayaan Merek (Studi Pada Produk Love Beauty and Planet). *Jurnal Kajian Ilmu Manajemen (JKIM)*, 1(4). <https://doi.org/10.21107/jkim.v1i4.13508>
- Bhardwaj, S., Nair, K., Tariq, M. U., Ahmad, A., & Chitnis, A. (2023). The State of Research in Green Marketing: A Bibliometric Review from 2005 to 2022. *Sustainability*, 15(4), 2988. <https://doi.org/10.3390/su15042988>
- Chandra, F., & Tunjungsari, H. K. (2019). Pengaruh Green Marketing Mix Terhadap Minat Beli Konsumen Pada Produk The Body Shop Di Jakarta Barat. *Jurnal Manajerial Dan Kewirausahaan*, 1(3), 456. <https://doi.org/10.24912/jmk.v1i3.5356>
- Chen, Y.-S., Chang, T.-W., Li, H.-X., & Chen, Y.-R. (2020). The Influence of Green Brand Affect on Green Purchase Intentions: The Mediation Effects of Green Brand Associations and Green Brand Attitude. *International Journal of Environmental Research and Public Health*, 17(11), 4089. <https://doi.org/10.3390/ijerph17114089>
- Correia, E., Sousa, S., Viseu, C., & Larguinho, M. (2023). Analysing the Influence of Green Marketing Communication in Consumers' Green Purchase Behaviour. *International Journal of Environmental Research and Public Health*, 20(2), 1356. <https://doi.org/10.3390/ijerph20021356>

- Dimilna, R., Nengsih, T. A., & Ningsih, P. A. (2023). *Pengaruh Green Marketing Terhadap Minat Beli Konsumen Pada Produk Ecobag Di Indomaret (Studi Pada Indomaret Nusa Indah Kota Jambi)*.
- Gandajaya, L. (2022). *PENGARUH GREEN MARKETING MIX TERHADAP MINAT BELI PRODUK LOVE BEAUTY AND PLANET. 07(01)*.
- Gani, I. S., Pane, D., & Amansyah, F. (2022). PENGARUH GREEN MARKETING TERHADAP MINAT BELI PRODUK AVOSKIN (STUDI KASUS PADA FOLLOWERS AKUN TWITTER @AVOSKINBEAUTY). *Journal of Business Administration (JBA)*, 2(2), 71. <https://doi.org/10.31963/jba.v2i2.3776>
- Grimmer, M., & Woolley, M. (2014). Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits. *Journal of Marketing Communications*, 20(4), 231–250. <https://doi.org/10.1080/13527266.2012.684065>
- Harjadi, D., & Gunardi, A. (2022). Factors affecting eco-friendly purchase intention: Subjective norms and ecological consciousness as moderators. *Cogent Business & Management*, 9(1), 2148334. <https://doi.org/10.1080/23311975.2022.2148334>
- Jalees, T., Qabool, S., Zaman, S. I., & Alam Kazmi, S. H. (2021). Effect of spirituality and ethics on green advertising, and the multi- mediating roles of green buying and green satisfaction. *Cogent Business & Management*, 8(1), 1920559. <https://doi.org/10.1080/23311975.2021.1920559>
- Juliana, A. T., Tresnati, D. R., & Mahani, S. A. E. (2017). *Pengaruh Green Marketing terhadap Keputusan Pembelian. 3*.
- Kiyak, D., & Grigoliene, R. (2023). Analysis of the Conceptual Frameworks of Green Marketing. *Sustainability*, 15(21), 15630. <https://doi.org/10.3390/su152115630>
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability*, 14(18), 11703. <https://doi.org/10.3390/su141811703>
- Maziriri, E. T. (2020). Green packaging and green advertising as precursors of competitive advantage and business performance among manufacturing small and medium enterprises in South Africa. *Cogent Business & Management*, 7(1), 1719586. <https://doi.org/10.1080/23311975.2020.1719586>
- Mubarok, F. H. R., & Sholahuddin. (2023). Pengaruh Green Marketing Terhadap Minat Pembelian Ms Glow For Men di Surakarta Dengan Ewom Sebagai Variabel Mediasi. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(2), 461–472. <https://doi.org/10.35870/jemsi.v9i2.1063>
- Nassani, A. A., Yousaf, Z., Grigorescu, A., & Popa, A. (2023). Green and Environmental Marketing Strategies and Ethical Consumption: Evidence from the Tourism Sector. *Sustainability*, 15(16), 12199. <https://doi.org/10.3390/su151612199>
- Patak, M., Branska, L., & Pecinova, Z. (2021). Consumer Intention to Purchase Green Consumer Chemicals. *Sustainability*, 13(14), 7992. <https://doi.org/10.3390/su13147992>
- Pratama, F., & Sarudin, R. (2023). *PENGARUH GREEN MARKETING TERHADAP MINAT BELI PRODUK FOOD AND BEVERAGE DI STARBUCKS BSD*.

- Septifani, R., Achmadi, F., & Santoso, I. (2014). Pengaruh Green Marketing, Pengetahuan dan Minat Membeli terhadap Keputusan Pembelian. *Jurnal Manajemen Teknologi, 13*(2), 201–218. <https://doi.org/10.12695/jmt.2014.13.2.6>
- Stojanova, S., Zečević, M., & Culiberg, B. (2023). From Words to Deeds: How Do Knowledge, Effectiveness, and Personal Relevance Link Environmental Concern and Buying Behavior? *Journal of Nonprofit & Public Sector Marketing, 35*(4), 329–353. <https://doi.org/10.1080/10495142.2021.1953671>
- Sukma P, F. R., Susanto, S., & Hutami, L. T. H. (2021). Pengaruh Green Marketing, Inovasi Produk, dan Brand Image Terhadap Minat Beli: Studi pada Mahasiswa Mahasiswi FE UST Konsumen KFC. *Jurnal Ilmiah Manajemen Kesatuan, 9*(1), 33–42. <https://doi.org/10.37641/jimkes.v9i1.433>
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust. *Sustainability, 14*(10), 5939. <https://doi.org/10.3390/su14105939>
- Teixeira, S., Oliveira, Z., Teixeira, S., & Teixeira, S. (2023). Understanding the Impact of Online Communication Strategies on Consumer Purchase Intention for Green Cosmetics. *Sustainability, 15*(20), 14784. <https://doi.org/10.3390/su152014784>
- Wang, C., Zhu, T., Yao, H., & Sun, Q. (2020). The Impact of Green Information on the Participation Intention of Consumers in Online Recycling: An Experimental Study. *Sustainability, 12*(6), 2498. <https://doi.org/10.3390/su12062498>
- Wang, H., Ma, B., & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability, 11*(4), 1193. <https://doi.org/10.3390/su11041193>
- Yang, S., & Chai, J. (2022). The Influence of Enterprises' Green Marketing Behavior on Consumers' Green Consumption Intention—Mediating Role and Moderating Role. *Sustainability, 14*(22), 15478. <https://doi.org/10.3390/su142215478>