

## THE INFLUENCE OF GREEN MARKETING ON GREEN PURCHASE INTENTION MEDIATED BY ENVIRONMENTAL AWARENESS

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### Abstract

*This study aims to explain how Green Marketing influences Green Purchase Intention mediated by Environmental Awareness among Starbucks consumers in Jambi City. The sampling method used is Purposive Sampling with a total of 100 respondents. Primary data were obtained through a questionnaire using a Likert scale. The data analysis method employed Partial Least Square (PLS) with Smart PLS 4.0 software. The results showed that Green Marketing has a positive and significant effect on Environmental Awareness, and Environmental Awareness has a positive and significant effect on Green Purchase Intention. Green Marketing also has a positive and significant impact on Green Purchase Intention mediated by Environmental Awareness. Based on these findings, it is suggested that marketers implement Green Marketing strategies strengthened by enhancing consumer Environmental Awareness, as consumer attitudes and concerns about the environment can increase the intention to purchase environmentally friendly products.*

**Keyword:** Green Marketing, Environmental Awareness, Green Purchase Intention

### Introduction

In the era of globalization, marketing management continues to try to identify new opportunities and threats in the marketing environment and adapt to these changes. One of the main challenges is meeting the needs of the majority of the world's population while maintaining sustainable development. Green Marketing emerged as a response to increasing attention to environmental issues, where companies use this strategy to market products that not only focus on profit, but also on responsibility towards nature (Mukuan, 2020). In an era when attention to environmental issues is increasing, environmentally friendly business practices have become very important. One of the business practices adopted by companies to show their commitment and concern for the environment is through the implementation of green marketing strategies or what is often known as green marketing. Green marketing not only offers environmentally friendly products, but also includes how to produce, package, and product modification activities. The goal of green marketing is not only to seek profits, but companies want to grow their awareness of the environment.

One of the business practices adopted by companies to show their commitment and concern for the environment is through the implementation of green marketing strategies or what is often known as green marketing. Green marketing is a concept that combines not only business aspects but also thinking about environmental aspects, the business that will be run will not only be centered on profit but also on the company's responsibility to nature. Mukuan, 2020. Current environmental issues make consumers more sensitive. In terms of needs and efforts to stop the negative effects of human behavior on nature. Consumers are increasingly aware that excessive behavior in using resources can have a negative impact on environmental safety, so consumers are now paying more attention to environmental impacts by purchasing goods or services that are more environmentally friendly.

. According to a survey conducted by The Earthkeeper Indonesia among coffee lovers in Jakarta, 6 out of 10 people admitted that they often visit their favorite coffee shop at least once a week to enjoy it (Risna, 2021). Apart from that, the amount of coffee consumption in Indonesia has increased with a growth rate of 13.9% per year (Iconomics, 2022). The increasing number of coffee shops in Indonesia is a concern because their activities can cause an increase in the amount of plastic waste. Current environmental issues make consumers more sensitive. In terms of needs and efforts to stop the negative effects of human behavior on nature. Consumers are increasingly aware that excessive behavior in using resources can have a negative impact on environmental safety, so consumers are now paying more attention to environmental impacts by purchasing goods or services that are more environmentally friendly. This encourages companies to increase their knowledge and concern for the environment by developing programs that provide solutions to environmental problems (Rini et al., 2017).

From data that has been processed by [6] it is known that Starbucks has 37,222 outlets spread throughout the world from its founding in March 1971 to 2023. From the data above it can also be seen that Indonesia itself is included in the 10 countries with the most Starbucks outlets in the world, namely 567 outlets. The 567 outlets are spread across more than 50 cities in Indonesia, including Jambi City. In March 2017, the first Jambi City Starbucks Store located at MALL WTC Batanghari was officially opened, this is the 280th branch and the 21st City in Indonesia, followed by the opening of the 2nd Store in 2022 which is located on Jl Sumantri Bojonegoro. At the beginning of 2024, Starbucks will again open its 3rd store in the Jambi City area which is located on Jl Jendral Sudirman Jelutung.

Indonesia menghasilkan 351 juta ton sampah pada tahun 2022, dengan 17.9% berupa sampah plastik (Kementerian Lingkungan Hidup dan Kehutanan, 2022). Industri Coffee Shop, termasuk Starbucks, berkontribusi signifikan terhadap jumlah sampah plastik ini. Konsumen kini semakin sadar akan dampak negatif dari penggunaan sumber daya yang berlebihan, sehingga lebih memilih produk ramah lingkungan. Starbucks sebagai salah satu pelopor dalam penerapan strategi Green Marketing menunjukkan komitmennya terhadap lingkungan, yang mempengaruhi peningkatan pangsa pasar setiap tahunnya (Trinanda, 2021).

## **Literature review**

### **Green Marketing Strategy**

According to Priansa, (2017), "green marketing is a concept related to four elements of the marketing mix, namely product, price, promotion and distribution. This concept aims to market the products and services offered by prioritizing excellence in environmental preservation. These advantages can be achieved through reducing waste, increasing energy efficiency, and reducing the release of harmful emissions. According to (Rahayu & Aliyah, 2022) green marketing is an evolutionary movement and improvement in the quality of products and services to meet customer needs and desires, with efficiency and quality without affecting environmental problems. Green marketing does not only offer environmentally friendly products, but also includes how to produce, package, and product modification activities. The aim of green marketing is not only to seek profits, but companies want to grow their concern for the environment (Fika Riskiana Sukma P., Susanto, 2021).

### **Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) which appeared in 1967. According to (Ajzen, 1991), TPB is a theory based on the assumption that humans tend to behave wisely. Humans generally behave in a reasonable manner, considering the consequences of their actions before deciding to do them. This theory provides a framework for studying a person's attitudes toward their behavior. According to this theory, the main determining factor of a person's behavior is the intention to behave. An individual's intention to perform a behavior is a combination of attitudes towards the behavior and subjective norms.

### **Environmental Awareness**

According to Mkik, Khoulid, et al., (2017), environmental awareness is one way to understand the fragility of the environment around us and the importance of protecting it. This understanding begins with the environmental movement which is often called environmentalism. ). Environmental awareness is a perception held by an individual regarding aspects of safety and the future of the environment, which can encourage the individual to act actively or passively (Fabiana Meijon Fadul, 2019). Environmental awareness can be defined as an individual's ability to understand the relationship between human activities, the current status of environmental quality and his or her willingness to take part in environmental activities (Y. Du et al., 2018).

### **Green Promotion**

According to Yusiana, (2016) that "Promotion or communication about green products issued by a company must be in accordance with what is produced". This shows that green promotion is not only important for the message conveyed but also the suitability of the product with green aspects. According to (Thoria et al., 2017), "green promotion means transferring actual environmental information to those consumers who are involved in a company's activities". which means that it is important for companies to carry out green promotion by paying attention to the ethics and authenticity of the information conveyed to consumers regarding the environmentally friendly aspects of the products or services offered.

## **Methods**

Based on the problem to be researched, the type of research used is quantitative research. According to Nikolaus, (2019) Quantitative research is an activity that involves collecting, processing, analyzing and presenting data based on quantity or amount, which is carried out to solve a problem or test a hypothesis in

order to develop general principles. Quantitative research is carried out by taking measurements, so quantitative researchers use research instruments in collecting data (Sugiyono, 2019).

Primary data refers to data obtained directly from the original source without going through intermediaries, and this data is collected specifically to answer research questions in accordance with the researcher's wishes (Firdaus, 2021). One source of primary data that is often used by researchers is a questionnaire. This data is needed to determine respondents' responses to the influence of Green Marketing on Green Purchase Intention mediated by Environmental Awareness (Case study of Starbucks consumers in Jambi City).

Secondary data is data used to support primary data in research. Secondary data is obtained indirectly by researchers through various sources such as journals, websites, books or other sources relevant to the research being conducted (Firdaus, 2021)

Purposive sampling is a sample determination method that is carried out with special considerations in selecting respondents who are considered most appropriate to the research objectives (Sugiyono, 2019). The use of Purposive Sampling in this research was caused by one of the variables studied, namely the Green Purchase Intention of Starbucks Consumers, which identified the existence of special criteria that limited sample selection. Some of the criteria used include:

1. Starbucks consumers aged 20 – 39 years.
2. Those who have been to Starbucks at least twice

Based on the criteria that have been determined, respondents who have these criteria can be used as samples in this research. After calculating using the Slovin formula, the number of respondents required was 100 people.

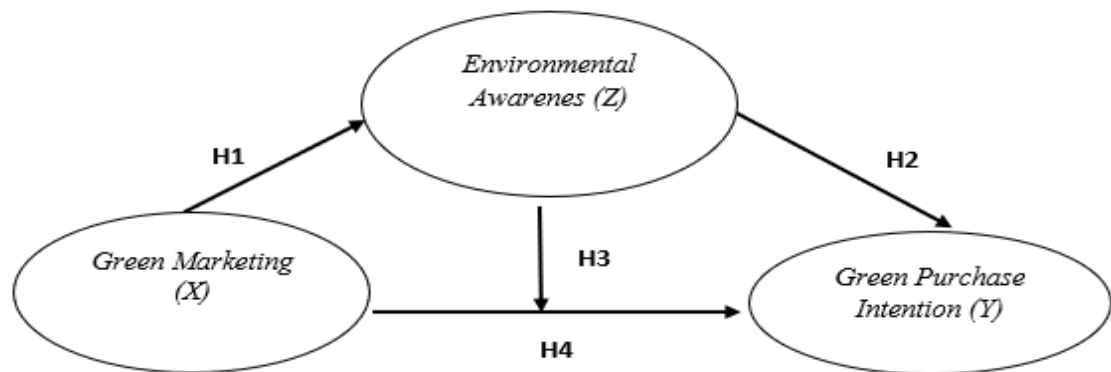


Figure 1 . Proposed Conceptual Framework

## Results and Discussions

The structural model or Inner model in PLS can be assessed based on R-Square. R-Square is used to measure the extent to which variations in changes in the independent variable can explain variations in the independent variable. The higher the R-Square value, the better the prediction model of the proposed research model. To test the inner model, a bootstrapping test is carried out (Abdillah & Jogiyanto, 2015). The results of testing the inner model through the bootstrapping test can be seen as follows:

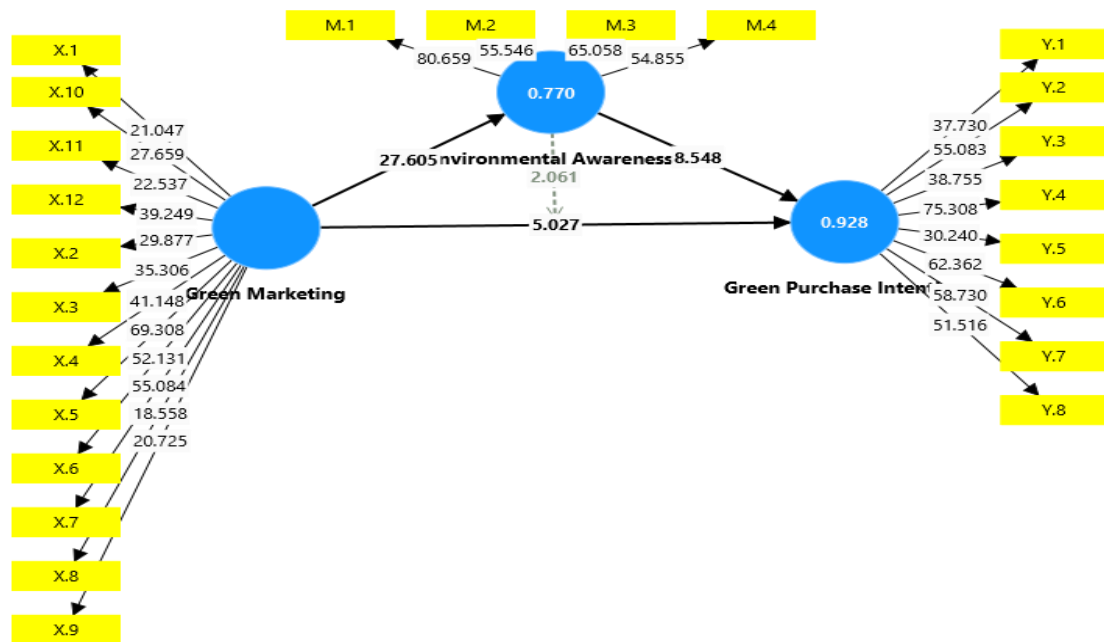


Figure 2 : Outer Model (Convergent Validity Test Result)

The level of significance in hypothesis testing is shown by the Path Coefficient or Inner Model value. In the picture it can be explained that the path coefficient value of Green Marketing on Environmental Awareness is 27,605, the influence of Environmental Awareness on Green Purchase Intention is 8,548, the influence of Green Marketing on Green Purchase Intention is 5,027. In assessing the inner model using PLS, it can be done by assessing the R Square for the dependent construct. In table 5.10 are the results of R Square estimation using SmartPLS 4.

**Table 1.** R Square

Variable	R Square
Green Purchase Intention	0.928
Environmental Awareness	0.770

The table shows that the R-square value of 0.928 indicates that 92.8% of the variability of Green Purchase Intention can be explained by the variability of the Green Marketing, Green Purchase Intention and Environmental Awareness constructs while the remaining 7.2% is explained by other variables outside those studied. Apart from that, the R-square value of 0.770 shows that 77% of the Environmental Awareness variable can be explained by Green Marketing and Green Purchase Intention while the rest is explained by other variables that were not studied.

The basis used to indicate the level of significance in hypothesis testing is by looking at the value of the path coefficient or inner model. Below is presented table 5.12 which provides the output results of structural model testing.

**Table 2 .** Path Coefficients

Hypothesis	Original Sample	Sample Mean	Standars Deviasi	T Statistik	P Values	Info.
Green Marketing → Environmental Awareness	0,877	0,876	0,032	27.605	0,000	Accepted
Environmental Awareness → Green Purchase Intention	0,576	0,575	0,067	8.548	0,000	Accepted
Green Marketing → Green Purchase Intention	0,330	0,330	0,066	5.027	0,000	Accepted
Green Marketing → Green Purchase Intention → Environmental Awareness	-0,060	-0,062	0,029	2.061	0,039	Accepted

Hypothesis testing using the bootstrapping method using PLS and the hypothesis test results obtained are:

1. The Effect of Green Marketing on Environmental Awareness. The results of hypothesis testing using SmartPLS 4.0 show that Green Marketing has a positive and significant influence on Environmental Awareness with a t-statistic value of 27.605 (greater than the t-table of 1.960) and a

significance of 0.000 (smaller than 0.05 ). This proves that the hypothesis which states that Green Marketing has a significant effect on Environmental Awareness is acceptable. The more effective the Green Marketing strategy is implemented, the higher the level of environmental awareness felt by Starbucks consumers in Jambi City. These results are consistent with the research of Iftikhar et al. (2022) who found a positive relationship between Green Marketing and Environmental Awareness. Green promotional activities that provide information about environmental benefits also increase consumers' environmental awareness.

2. The results of the hypothesis test show a positive path coefficient of 8.548 and a P-Value of 0.000, indicating a positive and significant influence between Environmental Awareness and Green Purchase Intention. Thus, the hypothesis that Environmental Awareness has a significant effect on Green Purchase Intention can be accepted. This shows that the higher consumers' environmental awareness, the greater their intention to purchase environmentally friendly products. Consumption of green products can be influenced by consumer knowledge of them. The higher consumers' knowledge regarding green products, the stronger their belief in the positive impacts resulting from the use of green products (Wang et al., 2019). Apart from that, environmental awareness can also be an important factor influencing consumers' concern for the environment, which will ultimately strengthen their intention to buy green products (Tarandhika & Adinda Kalitta Tafiana, 2022).
3. Hypothesis test results show that Green Marketing has a positive and significant effect on Green Purchase Intention, moderated by Environmental Awareness, with a path coefficient of 2.061 and a P-Value of 0.039. This shows that Environmental Awareness acts as a mediator that strengthens the influence of Green Marketing on the intention to purchase environmentally friendly products. Green Purchase Intentions refers to the willingness of consumers to purchase Green Products (Tarandhika, 2022). Green Purchase Intentions is defined as the possibility and willingness of customers to choose environmentally friendly and sustainable products (Wang et al., 2019). So it can be concluded that there is a relationship Indirectly between the Green Marketing variable and Green Purchase Intention among Starbucks consumers in Jambi City. Where there are other variables that also influence the existence of Green Purchase Intention on Starbucks products, namely the Environmental Awareness variable. Apart from Green Marketing, the higher the Environmental Awareness of Starbucks consumers, the higher the Green Purchase Intention can be.
4. Hypothesis test results show that Green Marketing has a positive and significant influence on Green Purchase Intention with a path coefficient of 5.027 and a P-Value of 0.000. This indicates that the Green Marketing strategy directly increases the intention to purchase environmentally friendly products. The concept in Green Marketing does not only include environmentally friendly products, but also in terms of production processes, packaging design, promotion and distribution by trying to minimize environmental damage so that products are safe for the long term (Yahya, 2022). So it can be concluded that Green Marketing has a direct influence on Green Purchase Intention among Starbucks consumers in Jambi City. Where the higher and more attractive the Green Marketing carried out by Starbucks will also increase the Green Purchase Intention towards Starbucks products..

## Conclusion

This research shows that Green Marketing has a positive and significant influence on Environmental Awareness and Green Purchase Intention among Starbucks consumers in Jambi City. Environmental Awareness also acts as a mediator that strengthens the influence of Green Marketing on Green Purchase Intention. Thus, an effective Green Marketing strategy, supported by increased consumer environmental awareness, can encourage purchasing intentions for environmentally friendly products.

Practical Implications: Companies must increase Green Marketing campaigns and educate consumers about the importance of environmental awareness to strengthen their intention to purchase green products. An integrated marketing strategy with sustainability aspects will help build a positive image and consumer loyalty towards environmentally friendly products.

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