

## THE GREEN MARKETING ANALYSIS AND THE IMPLICATION ON INDONESIAN CITIZENS' BEHAVIORS

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**ABSTRAK:** Penelitian ini bertujuan untuk menganalisis green marketing dan implikasinya pada perilaku masyarakat Indonesia. Dalam konteks kepedulian lingkungan yang semakin meningkat, green marketing menjadi strategi penting bagi perusahaan untuk mempromosikan produk dan layanan yang ramah lingkungan. Namun, adopsi green marketing di Indonesia masih menghadapi berbagai tantangan, termasuk variasi dalam penerimaan konsumen, efektivitas pesan-pesan pemasaran, dan faktor-faktor yang memengaruhi keputusan pembelian. Melalui kombinasi pendekatan kualitatif seperti wawancara mendalam, analisis konten, dan observasi partisipan, penelitian ini mengungkapkan dinamika kompleks antara green marketing dan perilaku konsumen di Indonesia. Temuan penelitian ini memberikan wawasan yang berharga bagi perusahaan dan pembuat kebijakan dalam merancang strategi pemasaran yang lebih efektif dan berkelanjutan.

**Kata Kunci:** Green marketing, consumer behavior, Indonesia, marketing strategy.

**ABSTRACT:** This research aims to analyze green marketing and its implications for the behavior of Indonesian society. In the context of increasing environmental concern, green marketing has become an important strategy for companies to promote environmentally friendly products and services. However, the adoption of green marketing in Indonesia still faces various challenges, including variations in consumer acceptance, the effectiveness of marketing messages, and factors that influence purchasing decisions. Through a combination of qualitative approaches such as in-depth interviews, content analysis, and participant observation, this research reveals the complex dynamics between green marketing and consumer behavior in Indonesia. The findings of this research provide valuable insights for companies and policymakers in designing more effective and sustainable marketing strategies.

**Keywords:** Green marketing, consumer behavior, Indonesia, marketing strategy

## PENDAHULUAN

In this globalization era, environmental protection awareness becomes the primary issue to consider by various parties, including corporations and society. Climate change, air quality decline, and natural resource depletion bring challenges and require immediate action to create a sustainable environment. In this context, the green marketing concept appears as the strategy to focus on product development and marketing and the green service. Indonesia, a resourceful and diverse country in terms of natural resources, also encounters environmental challenges. Thus, the effort to adopt green marketing is relevant. In this context, the understanding, implementation, and influence of green marketing on Indonesian citizens are important. The implication of green marketing is not limited to the environment but also the social and economic aspects because green marketing could establish consumers' mindsets and behaviors. This matter also influences corporate business strategy.

This research comprehensively analyzed green marketing and its implications for Indonesian citizens. The implementation of this approach could reveal the applied green marketing by Indonesian corporations, explain how the Indonesian citizens interpret the concept and influence purchasing and consuming behaviors (Harrabin, 2022).

This study not only provides better insights into sustainable marketing practices in Indonesia but also valuable perspectives about how green marketing could be an effective means of realizing sustainable development. A comprehensive and excellent understanding of the dynamics could further formulate an accurate business policy and strategy to support the transitions of the society and economy to be green in Indonesia. This methodological approach research used surveys, interviews, and statistical data analysis to gain a comprehensive understanding of the investigated topics. The researchers expected the research to provide significant contributions to green marketing literature and valuable perceptions for practitioners, academicians, and policymakers to create a sustainable environment and society.

## METHOD

This qualitative research attempts to comprehensively understand green marketing and its implications on the behaviors of Indonesian citizens (Arikunto, S. 2019). This research design combines various techniques such as comprehensive interviews, content analysis, and participant observation. The researchers selected the respondents with a purposive sampling technique and considered various factors such as age, sex type, education, background, and socio-economy. The selection criteria include individuals with experience in green-marketing products and services and

individuals with environmental issue insights.

The researchers used the comprehensive interview to obtain comprehensive perceptions, attitudes, and behaviors of the respondents related to green marketing. The researchers interviewed the respondents face-to-face to obtain comprehensive and intimate interaction while eliciting more information. The content analysis is useful for analyzing the materials about promotion, advertisement, and marketing related to green marketing. This matter facilitates the understanding of the delivered messages from the corporation to the consumers and the efforts of understanding the messages by society. Then, the researchers observed the respondents with participant observation to find out the consumer behaviors directly in the real contexts such as while shopping at shops and using certain products or services in a friendly manner. The observation provides additional insights into the influence of green marketing on purchasing decisions and consumer behaviors practically.

The researchers obtained the data from interviews, content analysis, and participant observation thematically. The thematic analysis includes pattern, theme, and correlation identifications among the collected data to provide a comprehensive understanding of the green marketing implications of Indonesian citizens' behaviors.

The data validation and reliability applied data triangulation, peer debriefing, and independent coding. These techniques could ensure the trustworthiness of the research and represent an accurate perception of the investigated phenomena.

This qualitative research method could reveal a comprehensive understanding of how green marketing influences the behaviors of Indonesian citizens and the implications of sustainable establishment.

## RESULTS AND DISCUSSION

### **The acceptance of green marketing in Indonesian citizens.**

The research results showed increased acceptance of green marketing in Indonesian citizens. Some respondents showed high interest in green products and services while others seemed to be sceptical and consider various factors such as price and quality before making the purchasing decision.

The various acceptances of green marketing reflect the behavioral complexity of consumer behaviors and the influential factors. Although some segments of the societies were aware of the environmental issues and ready to adopt green products, they also found challenges in altering their sceptical and consumptive behaviors because they tended to focus on practical factors such as prices and qualities (Hartini, 2021).

### **The Influence of Green Marketing Messages toward the Consumptive Behaviors**

The content analysis found that the messages of green marketing tended to focus on the environmental advantages of the products or services, such as the implementation of environmentally friendly materials or sustainable production practices. However, the effectiveness of the messages was dependent on the excellent communication of the values and the product benefits persuasively for the consumers.

This finding points out the importance of effective communication for green marketing. The messages with an environmental aspect emphasis may seem ineffective in reaching a broader audience. Therefore, corporations should consider strategies to arrange attractive messages for environmentally aware consumers and consumers with a focus on practices.

### **The Influential Factors of Purchasing Decision**

The comprehensive interview identified various influential factors of consumer purchasing decisions related to green-marketed products and services. The influential factors include relative price, product-quality perception, environmental awareness, the influence of social groups, and another individual references.

These factors reflect the complexity of the consumers' purchasing decisions and show the consideration of

green marketing as a part of broader marketing strategies. Although the environmental aspect is important, other influential factors such as price and quality also significantly influence the consumers' preference formations. This analysis focuses on the importance of a comprehensive understanding of the dynamics between green marketing and consumer behaviors in Indonesia. Although green marketing adoption increases, many challenges occur to alter consumer behaviors and communicate persuasive values about the environmental benefits of products or services. Therefore, corporations must adopt holistic approaches and consider various influential factors of consumers' purchasing decisions for their marketing strategies (Ardiansyah, Salim, M. A., & Khalikussabir, 2022).

### **CONCLUSION**

The current research results provide a comprehensive understanding within the economic and environmental development contexts of Indonesia about green marketing and its implications on society's behaviors. Based on the analyses, the researchers draw these conclusions.

#### **The Acceptance Variant:**

The acceptance of green marketing in Indonesian citizens is varied. Some segments are truly interested in green products and services but others still consider some influential factors such as price and quality before making the decisions.

## **The Importance of Effective Communication**

Green marketing values tend to focus on environmental benefits but the effectiveness may vary depending on their excellent performance in communicating the values and benefits of the products persuasively to the consumers. A holistic communication may cover the benefits of the environment and practices. These are effective in attracting the consumers' attention.

## **The Factors of Making Decisions**

Many factors influence the process of making purchase decisions of the consumers associated with the marketed products or services by considering the environment. The factors include price, product quality, environmental awareness, and social-group effect. Corporations must consider these factors to design effective marketing strategies.

## **Challenges and Opportunities**

The green marketing adoption in Indonesia significantly brings both challenges and opportunities. Although environmental awareness increases, certain tasks are important to do in altering the consumers' behaviors and improving the marketing communication effectiveness.

The conclusion points out the green marketing and consumer behavior of Indonesian citizens and emphasizes the importance of holistic

and sustainable approaches to designing green-marketing strategy.

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