

How Green Product and Green Promotion Factors to Consider in Purchasing Decision?

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Abstract

Preserving the environment and maintaining health are shared responsibilities. A robust immune system and overall good health are essential for everyone. Health is fundamental to carrying out daily life effectively. While a strong immune system is crucial, maintaining other bodily functions is equally important for optimal well-being. These efforts are crucial not only for enhancing quality of life but also for preventing global warming. Therefore, this study examines the influence of green products and green promotions on consumer purchase decisions. Employing a quantitative approach with an explanatory method, the research involved 224 Tropicana Slim consumers in Yogya Junction, Cirebon City, who had purchased the product at least once. Data were analyzed using the structural equation modeling (SEM) approach with the partial least squares (PLS) method. The findings indicate that green products and green promotions significantly impact consumer purchase decisions. As evidenced by the test results (t -value for Green Product > 6.722 , p -value < 0.000 ; t -value for Green Promotion > 4.923 , p -value < 0.000), both hypotheses are supported. This confirms that green products and green promotions positively influence purchasing decisions. We expect future research with a broader sample and more robust methodologies to strengthen these findings.

Keywords: Green Product, Green Promotion, Purchase Decision.

INTRODUCTION

Every human being experiences a state of self-awareness stemming from a sense of lack. The needs of every individual must be met, starting with the basic necessities of food, clothing, and shelter. (Kotler & Armstrong, 2006:7) Every individual has a fundamental need to maintain their health and nourishment for survival. Nowadays, maintaining health and stable immune system is an important thing for every human being to do. Health is the main factor for humans to support all the activities and activities they undertake. Maintaining health means not only maintaining the body's immune system, but there are also other important parts that must be maintained and controlled for the stability of the human body's health. In this case, another element that is no less important in matters of human health is controlling the levels of salt, sugar, and fat intake that enter the human body. The importance of maintaining your intake of sugar, salt, and fat, or what can be abbreviated as SSF.

Daily SSF consumption is regulated by (Kementerian Kesehatan Republik Indonesia, 2013) These regulations regulate the inclusion of information on sugar, salt, and fat content, as well as health messages on ready-to-eat and processed foods. According to (Kementerian Kesehatan Republik Indonesia, 2013) the recommended sugar consumption per person per day is 10% of total energy 200 kcal. This amount of sugar is equal to four tablespoons or fifty grams of sugar per person per day. In the meanwhile, 2000 mg of sodium per person per day is the recommended intake of salt. One teaspoon of salt or five grams of salt per person per day is the equivalent of salt consumption. Different recommendations apply to the amount of fat that each individual should consume each day; these recommendations range from 20 to 25 percent of total energy (702 kcal) per person. This fat can be consumed in the same way as five tablespoons of fat per person each day, or sixty-seven grams. It's critical to understand the suggested daily intake of SSF to prevent overindulgence or underconsumption.

Based on information obtained from the Badan Pusat Statistik (2023), it was recorded that as many as 26.27% of the Indonesian population experienced health complaints during the last month in 2023. According to information from the Kementerian Kesehatan RI micro catalog, 2.8% of this group's medical professionals in the West Java region have diagnosed them with diabetes mellitus (DM). The condition of diabetes sufferers has the potential to be passed on to future generations, so this is a factor that contributes to the increase in the number of diabetes sufferers in Indonesia. The rising prevalence of diabetes is also a result of people's lifestyle choices, which emphasize consuming large amounts of sugary foods and beverages.

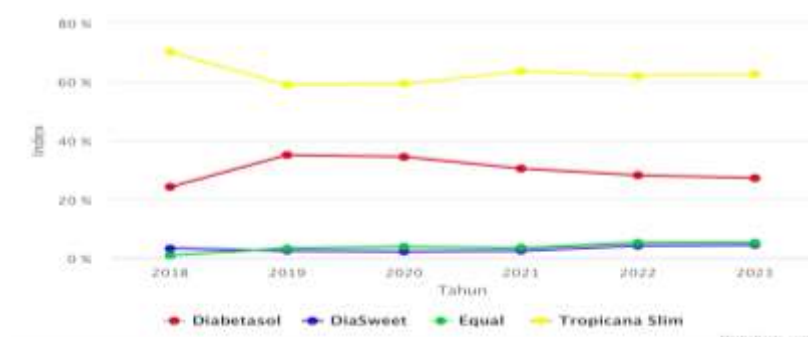
According to Kemenkes RI (2018), diabetes sufferers in Indonesia could reach 30 million people by 2030. Currently, there are around 10 million people suffering from diabetes (the third deadliest disease in Indonesia after stroke and heart disease). In the next 10 years, the number could increase two to three times. Globally, diabetes is a major health threat, claiming over a million lives annually. Anyone can develop this condition, which occurs when the body struggles to manage blood sugar. This can lead to serious complications like heart attacks, high blood pressure, blindness, kidney failure, and even amputation. The World Health Organization (WHO) reports a staggering rise in diabetes cases, with the number of people affected quadrupling to 422 million in the past 30 years. Alarmingly, half of those with diabetes remain undiagnosed.

According to the World Health Organization (WHO), Early detection is key to managing diabetes effectively. The longer the disease goes undiagnosed and untreated, the greater the potential for health complications. To address this, primary healthcare facilities should offer readily available basic diagnostic tools like blood sugar tests. Additionally, for patients requiring specialized evaluation or ongoing treatment to manage complications, referrals to specialists should be streamlined.

Apart from being a threat of quite deadly diseases, companies and several stakeholders are taking part in overcoming health problems, especially in terms of preventing the further spread of several cardiovascular diseases mentioned above. They created several products that are believed to be able to overcome these problems. The company also seizes the opportunity that the level of sugar, salt & fat intake is the main thing and one of the things most needed by the body. By looking at this, they created a product that is safe for health but can still meet the levels of intake required by the human body.

In Indonesia itself, many companies have created artificial sweetener products that are safe for the human body, some of which include Tropicana Slim, Diabetasol, Diasweet, and many other similar products. Below is comparative data on brands or low-calorie sweetener products that are favorites for Indonesian people, especially diabetes sufferers:

Figure Comparative data for brands or low-calorie sweetener products



Source: Top Brand Award

There are 4 large producers of low/free calorie sweetener products in Indonesia, including Tropicana Slim, Diabetasol, Diabetasweet, and Equal. Of the 4 brands, Tropicana Slim in 2023

was included in the Top Brand Awards (2023). Low/Calorie Free Sweetener with a presentation of 62.60% and has an increase of 50% from 2022. Tropicana Slim is a healthy product that has the tagline "For a Better Life" as a product that is considered for a better life in health, in TBA it was also named a sweetener low/free calories for diabetes sufferers, which previously had the tagline "For a Better Life" became "Sweet Moments, Last Longer" which was implemented as a sweetener intake product for diabetes sufferers. Tropicana Slim as the focus of research is very relevant to today's life regarding health which already pays attention to green products and promotions in its purchases. Research shows that environmental and health awareness is increasing among modern consumers which influences their preferences for certain products and brands (Sheth, 2020). Consumers who care about the environment and health tend to choose products that are environmentally friendly and beneficial to their health.

In preparing this research, the researcher obtained some information from research journals as material for comparison and further research, both regarding advantages and disadvantages. Apart from that, exploring the search for information through theory through books and journals related to the same title in preparing a theoretical basis.

Firdaus & Widodo (2021), in object research with the same brand discussing green products and consumer purchasing intentions in the city of Bandung. In the results of the descriptive analysis, 74.18% of the people of Bandung City have good knowledge about green products in the Tropicana Slim brand. The lowest score is 69.4% regarding the statement "I know information about Tropicana Slim" indicating that not all people The city of Bandung is aware of the information it has, looking at the large area compared to the city of Cirebon, it is still relatively low.

Maulany & Rahayu (2016), in this research, consumer awareness regarding Green Product 4.1% for cosmetics is already high, researchers draw this research further on human needs for food and a sense of physical health within themselves. There is a recommendation suggested by the author "Increase sales by conducting promotional outreach to the public via social media or directly" in this recommendation a further gap can be taken that Green Products in their sales activities require promotions to attract consumers.

Green products prioritize sustainability throughout their lifecycle. They are designed to minimize harm to both people and the environment. This includes using resources efficiently, reducing waste generation, and avoiding practices that exploit animals (Galih & Pamungkas, 2015). According to (Rath, 2013), Green products are industrial goods manufactured with processes that minimize environmental impact. These products are designed to avoid harming the environment throughout their lifecycle.

Several authors have tried to define environmentally friendly products (Dangelico & Pontrandolfo, 2010), defines a product as 'green' "when its environmental and social performance, in creation, consumption and disposal, does not comply with established standards and improves significantly compared to conventional or competitive product offerings". This definition highlights the different life cycle phases in which a product can demonstrate its superior zone-friendly features.

Observing the meaningfulness of a company implementing marketing strategies, including environmentally friendly product innovation, is crucial to maintaining its competitiveness. Green products are one of the factors considered by consumers when deciding to purchase and also influence the value perceived by customers. Green products are experienced by consumers as providing more quality and being able to meet consumer needs and desires (Maulany & Rahayu, 2016).

According to Tseng & Hung (2013), mentions 3 dimensions of Green Products, namely, (1) Tangibles, related to clear evidence of environmentally friendly products including appearance, ecolabel, labeling of product ingredients, and ease of use, (2) Assurance, related to

the safety of environmentally friendly products starting with the materials used. impact on the environment, recycling ratio, energy conservation level and recycled packaging materials, (3) Reliability, refers to the reliability of green products, including functional performance, suitability and durability.

Green Promotion is an important factor to reach consumers. Companies can leverage various communication channels to educate customers about their green initiatives, while traditional methods like sales promotions and direct marketing play a role, public relations and advertising offer the broadest reach for showcasing a company's commitment to sustainability. (Eneizan BM & Wahab KA, 2016). Companies that implement green marketing often avoid using printed materials and choose to use electronic media such as social media, websites and blogs for public dialogue about green products. (Papadas et al., 2017). Green promotion or environmentally friendly promotion is a way to provide honest information about the environment to consumers involved in the company's activities. (Mahmoud, 2019; Solaiman et al., 2015). For a successful green marketing strategy, integrating environmental sustainability throughout the product lifecycle is crucial. A key focus for companies should be selecting or designing eco-friendly packaging made from sustainable materials. This not only minimizes environmental impact but also serves as a valuable promotional tool. (Dangelico & Vocalelli, 2017).

According to Hidayatullah & Roedjinandari (2023), Green promotion involves raising public awareness about eco-friendly products and practices. It utilizes various environmentally conscious actions and measures to achieve this goal. Indicators of Green Promotion are, 1) Advertisements and/or promotions that care about the environment, 2) Advertisements and promotions of procedures related to the environment and 3) Advertisements for environmental actions. Kotler & Armstrong (2006), suggests that consumer purchasing decisions are to buy the most preferred brand, two factors can be between purchase intention and purchase decision, these two factors are other people's attitudes and unexpected situational factors. According to (Buntoro et al., 2023) in (Curatman et al., 2023) that alternative choices must be available to someone when making a decision, where an individual must have a decision when other alternative choices are available. According to Kotler & Armstrong (2006:179-181), Indicators of purchasing decisions are (1) Recognition of needs, (2) Search for information, (3) Evaluation of alternatives, (4) Purchase decisions, (5) Behavior after purchase.

Based on these data, Tropicana Slim is the favorite brand and most consumed by Indonesian people as an artificial sweetener product that is low in calories and safe for health. So with this in mind, we decided to examine the Tropicana Slim brand as a research object under the title "How Green Products and Green Promotion Factors to Consider in Purchasing Decisions?".

RESEARCH METHODS

This study applies a quantitative approach with explanatory methods in research. This approach facilitates the identification and exposure of causal relationships between Green Product variables adapted from (Tseng & Hung, 2013), Green Promotion is measured from the indicators proposed by Hidayatullah & Roedjinandari (2023) and Purchase Decisions from (Kotler & Armstrong, 2006:179-181). According to Sugiyono (2013), quantitative research method is a research method that is based on the philosophy of positivism used to carry out research on specific populations or samples, data collection is carried out through research instruments, and data analysis is carried out using a quantitative/statistical approach with the aim of testing previously formulated hypotheses. This study utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis, employing SmartPLS 4.0 software.

The population in this study were all consumers who purchased Tropicana Slim products at Yogya Junction, Cirebon City with the criteria of having purchased Tropicana Slim at least once. Based on data from visitors and buyers from January-February 2024, there were 508 visitors. This data was obtained from interviews with staff who work at Boot Tropicana Slim, Yogya Junction, Cirebon City. Because the population is known, the sample calculation uses the Yamane formula. (Sugiyono, 2018:143). Based on the results of calculating a population of 508, a sample size of 224 samples was obtained.

Data collection techniques used by researchers on research objects include Field Studies in which researchers conduct research directly in the field, with the research location being at Yogya Junction, Cirebon City, researchers conduct direct question and answer sessions with related parties in the research object related to the problem at hand. being investigated, then circulated a questionnaire using software such as *Google Form* to distribute it directly to respondents using the *Whatsapp* application because Tropicana Slim's visitor data contained telephone number data so researchers could easily reach respondents.

RESULT AND DISCUSSION

Respondent Description

In this study, data was collected using a questionnaire, which was given to 224 respondents with various characteristics such as age, gender, domicile, occupation and visits to Yogya Junction. The results of the respondent description test are presented in the following table:

Respondent Identity	Classification	Frequency	Percentage
Gender	Male	87	38,8%
	Female	137	61,2%
Age	10-20 yr	19	8,5%
	21-30 yr	164	73,2%
	31-40 yr	33	14,7%
	41-50 yr	8	3,6%
Domicile	Cirebon	100	44,6%
	Indramayu	33	14,7%
	Majalengka	51	22,8%
	Kuningan	36	16,1%
	Etc.	4	1,8%
Jobs	Students	118	52,7%
	PNS/BUMN	16	7,1%
	Private employees	50	22,3%
	Entrepreneur	19	8,5%
	Housewife	16	7,1%
	Etc.	5	2,2%
Visit Yogya Junction	1-2x	60	26,8%
	3-5x	89	39,7%
	6-10x	29	12,9%
	>10x	46	20,5%

Source: Results of distributing questionnaires (Data processed in 2024).

Validity and Reliability Test

Determining the most impactful indicators within a SEM analysis requires a two-step approach. First, a thorough assessment of their validity and reliability is crucial. Subsequently, analysis of both the outer and inner models within the SEM framework provides further insights into their influence. The validity of a construct is measured using factor loading. The factor loading values play a role in assessing convergent validity by examining the interdependence of items (validity indicators). The higher the loading factor value, the stronger the relationship between the question items (indicators) and the construct being measured. The minimum loading factor value that is considered valid is 0.7 (Savitri et al., 2021:34). Loading Factor findings resulting from data processing with Smart PLS 4.0 are summarized in the following table:

Table Loading Faktor Value

No	Variables	Indicator	Outer Loading	Result
1.	Green product	G.PROD1	0.815	Valid
		G.PROD2	0.785	Valid
		G.PROD3	0.802	Valid
2.	Green promotion	G.PROM1	0.807	Valid
		G.PROM2	0.819	Valid
		G.PROM3	0.787	Valid
3.	Purchase Decision	PD1	0.742	Valid
		PD2	0.781	Valid
		PD3	0.735	Valid
		PD4	0.715	Valid
		PD5	0.769	Valid

Source: Result Output SmartPLS 4.0, 2024.

Discriminant validity can be measured by the Avarage Variance Extracted (AVE) parameter which must be > 0.50 to be said to be good (Savitri et al., 2021:34). The results of the Discriminant Validity investigation are shown in the following table:

Table Avarage Variance Extracted (AVE)

No	Variables	Avarage Variance Extracted (AVE)
1.	Green product	0.641
2.	Green promotion	0.647
3.	Purchase Decision	0.561

Source: Result Output SmartPLS 4.0, 2024.

The AVE value for each construct is greater than 0.50 as seen in the table above, meaning that the construct in this research model has good discriminant validity. This means that these indicators are valid for forming a model.

Following the assessment of construct validity, the reliability of the constructs was evaluated using Composite Reliability and Cronbach's Alpha. Composite reliability measures the actual value of the reality of a construct and is better at estimating the internal consistency of a construct (Abdillah & Hartono, 2015). Cronbach's alpha measures the lower limit of the reality value of a construct. Rule of thumb alpha or composite reality value must be greater than 0.7 (Savitri et al., 2021).

Table Cronbach's alpha and Composite reliability

No	Variables	Cronbach's alpha	Composite reliability	Result
1.	Green product	0.721	0.843	Reliable
2.	Green promotion	0.727	0.846	Reliabel
3.	Purchase Decision	0.804	0.864	Reliable

Source: Result Output SmartPLS 4.0, 2024.

The composite reliability and Cronbach's alpha values in the table all exceed 0.7, indicating strong reliability for the constructs measured.

Inner Model

Following the evaluation of the outer model, researchers proceed to assess the inner model. This stage focuses on the predictive power and relationships within the structural model. One key metric is the R-squared value for the dependent construct, which indicates the model's ability to explain variance in the outcome variable. A higher R-squared signifies a stronger explanatory power. Additionally, the t-statistic associated with each path coefficient is examined to assess the significance of the hypothesized relationships between constructs. The magnitude of the influence of the independent variable on the dependent variable can be seen from the R-square value presented in the following table:

Tabel R-Square

	R-Square	R-Square adjusted
Purchase Decision	0.525	0.520

Source: Result Output SmartPLS 4.0, 2024.

The R-square value for the Purchase Decision (PD) variable reached 0.525. This shows that the Green Product (G.Prod) and Green Promotion (G.Prom) variables are able to explain 52.5% of the variation in the Purchasing Decision (PD) variable. The remaining 47.5% can be attributed to other variables not investigated in this current research. Thus, this model can be classified as a moderate model (Savitri et al., 2021:35).

According to (Savitri et al., 2021:35), A good f-square value has a value greater than 0.35. The f-square value is also divided into 3 categories, namely, 0.02 (weak prediction level), 0.15 (moderate prediction level) and 0.35 (strong prediction level). The following is an analysis of the f-square value:

Table F-Square

	F-Square
Green Product	0.230
Green Promotion	0.144

Source: Result Output SmartPLS 4.0, 2024.

So based on the tests that have been carried out, it can be concluded that the influence of Green product (G.Prod) on Purchasing Decisions (PD) of 0.230 is considered moderate. Meanwhile, Green Promotion on Purchasing Decisions (PD) of 0.144 is considered weak.

The inner model (structural model) assessment in this study relies on multiple factors to evaluate the proposed hypotheses. These factors include R-squared values, path coefficients (parameter coefficients), and their corresponding t-statistics and p-values. The significance of relationships between constructs, as determined by these statistical tests, plays a crucial role in accepting or rejecting the hypothesized relationships. The validity of the assumptions in this research was verified through the use of the Smart PLS (Partial Least Square) program and the

bootstrapping results provide a complete picture. For practical criteria, a T-statistic value that exceeds 1.96 with a significance level of p-value of 0.05 (5%), as well as a positive beta coefficient, is used as a reference in the analysis (Savitri et al., 2021:35). The figure below illustrates the findings of the research model and the table highlights its importance in analyzing the basis of this research:

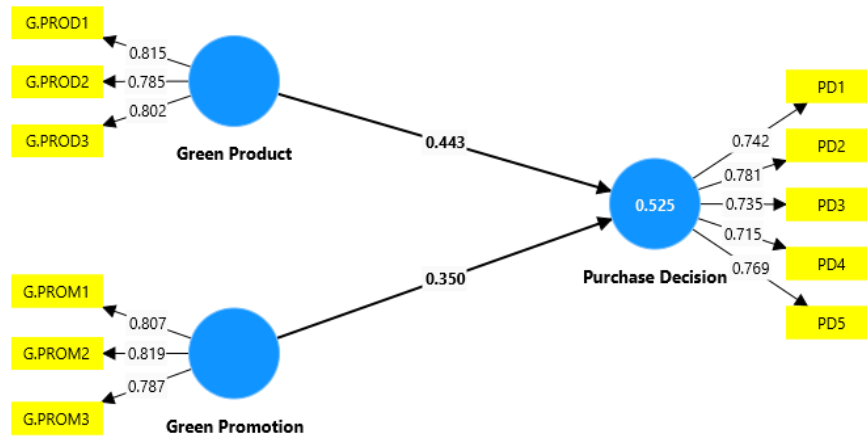


Figure The Result of Research Model

Tabel Path Coefficient Results					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
G.PROD - > PD	0.443	0.441	0.066	6.722	0.000
G.PROM - > PD	0.350	0.350	0.071	4.923	0.000

Source: Result Output SmartPLS 4.0, 2024.

The analysis yielded statistically significant results (t-value for Green Product > 6.722, p-value < 0.000; t-value for Green Promotion > 4.923, p-value < 0.000) in support of both hypotheses. This confirms that Green Products (H1) and Green Promotions (H2) positively influence purchasing decisions. These findings align with previous research conducted by (Afriadin et al., 2023; Anjani & Perdhana, 2021; Khonifah & Harsoyo, 2023; Randika et al., 2023).

CONCLUSION

This study investigated the impact of green products and green promotion on consumer purchasing decisions for eco-friendly products. The analysis revealed a positive and significant relationship between these factors and consumer choices. In simpler terms, as the availability and promotion of green products increase, so does the likelihood of consumers opting for environmentally friendly options. These findings hold valuable implications for various stakeholders. Consumers can benefit from heightened awareness about the significance of eco-friendly purchases, incorporating green product features and promotional messages into their decision-making process. Companies, on the other hand, are encouraged to prioritize the development and marketing of environmentally friendly products, emphasizing both the green aspects of the products themselves and effective green promotion strategies. It is important to acknowledge limitations like the relatively small sample size and potential shortcomings in the

research methods employed by this study. Future research with a broader sample and more robust methodologies could strengthen these findings and contribute further to our understanding of how green products and green promotion influence consumer behavior towards eco-friendly choices.

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