

## GREEN MARKETING TOWARDS ENVIRONMENTAL AWARENESS AND CONSUMER PREFERENCES

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### Abstract

*Scientific articles on the influence of Green Marketing on: environmental awareness and consumer preferences is a scientific work that aims to build a research hypothesis on the influence of variables that will be used in future research. This scientific article is included in the marketing management section. This method of writing scientific papers uses qualitative descriptive methods and literature research sourced from Crossref and Google Scholar applications and other academic media. The results of this scientific work are: 1) Green Marketing affects consumer awareness, 2) Green Marketing affects consumer preferences. In addition to 2 endogenous variables that are influenced by exogenous variables Green marketing, there are still several other factors, including variables of competitive advantage, environmental sustainability, brand image, Eco Labelling and Eco Brand..*

**Keywords:** Green Marketing, Environmental Awareness, Consumer Preference

### Introduction

The world's large population will have an impact on high waste production. The high amount of waste generated is not also determined by the number of people in a country but is also influenced by the lifestyle of its people. The World Bank (2021) suggests that waste production also has a relationship with state revenue. High levels of waste production will be found in richer countries and therefore produce more waste.

Indonesia as one of the major countries in the world from Katadata data (2023) Indonesia produced around 65.2 million tons of waste in 2020 and this places Indonesia as the world's 5th largest waste producing country in 2020. This waste generation further also has an impact on marine ecosystems, it was recorded that Indonesia ranked 3rd as a country contributing plastic waste to the sea which reached 56 thousand tons in 2021.

In general, waste is divided into several categories, namely organic waste, inorganic waste, hazardous and toxic waste (B3). Paper waste and residual waste. Inorganic waste is defined as waste produced from non-biological materials in the form of synthetic products or the results of technological processing of mining materials. Sources of inorganic waste include Styrofoam, plastic, cans, and glass-based waste. Because it is not easily decomposed or unbiodegradable, inorganic waste cannot be released freely into the environment because it can disrupt the balance of the environment. Improper management of inorganic waste can cause a decrease in health quality, a decrease in environmental quality and an impact on the socio-economic aspects of the community (Azmiyati & Jannah, 2021).

One of the actions that companies must take to have a positive impact on environmental awareness and consumer preferences is to implement Green Marketing. This change in the use of environmentally friendly product packaging is a strategy in efforts to realize green marketing. Organizations today are paying more attention to this strategy, as the number of consumers, who evaluate and consider the impact of the characteristics of a product or service on the environment before buying it is increasing (Škatarčić et al., 2021). When a company innovates to use biodegradable packaging, it can increase consumer awareness of environmental issues (Dianti & Paramita, 2021). Consumers are also more likely to choose products that have environmentally friendly packaging, because they want to contribute to the preservation of nature. So that green marketing, namely the use of environmentally friendly packaging, can have a positive impact on environmental awareness and consumer decisions towards purchases. Green marketing has been positioned as a set of strategies that can generate a positive impact on the environment.

This environmental awareness is realized by consumers' willingness to spend more money when buying environmentally friendly products. This change is an opportunity for companies to compete fiercely in meeting consumer needs and desires. (Iqbal et al., 2023) This environmental awareness is realized by consumers' willingness to spend more money when buying environmentally friendly products. This change is an opportunity for companies to compete fiercely in meeting consumer needs and desires.

The influence of green product awareness on consumer preferences for green products is strongly influenced by price, high value, and external quality. However, the availability of green products is not a critical influencing factor to the purchase intention of green products. The perception of green quality has the most significant positive influence on the purchase intention of green products. (Ansu-Mensah, 2021).

From research conducted by (Ansu-Mensah, 2021) Young people have a tendency to have a higher concept of environmental awareness through green marketing. This is also in line with being researched by

(Dewi & Syaiki, 2023) which suggests that green environmental awareness or environmental awareness is dominated by residents aged 21-25 years. This indicates that the opportunity for the role of the younger generation is very large to actively apply the concept of green marketing more broadly.

Based on the background of the problem above, the researcher determines the formulation of the problem as follows:

1. Does Green Marketing Affect Environmental Awareness?
2. Does Green Marketing Affect Consumer Preferences?

## Literature Review

### Green Marketing

Green marketing is the application of marketing tools as a change facility that provides organizational satisfaction and individual goals in maintaining, protecting, and conserving the physical environment (F. R. Sukma P et al., 2021). Green marketing is an effort to create, promote, price, and distribute environmentally friendly products or services (Reddy et al., 2023).

### Environmental Awareness

Environmental awareness is a person's awareness of the importance of protecting the environment and understanding the fragility of the surrounding environment. Environmental awareness begins with an understanding of environmental problems and movements also called environmental understanding. Environmentalism is an ideology that can awaken the need and responsibility of human beings to respect, protect and preserve nature from suffering caused by humans (Puspitasari et al., 2021), (Krisdayanti & Widodo, 2022)). Correct awareness in maintaining and managing the environment will encourage humans to act so as not to harm fellow humans and nature (Puspasari, 2021).

### Consumer Preferences

Consumer preferences or tastes are the first stage in a practical way to describe a person's reasons for choosing a product over another. Preference can be interpreted as a like, choice or something that consumers prefer which is formed from consumer perceptions that lead to consumer understanding and memory of a product (Musa et al., 2019), (Ali et al., 2022). Consumers have preferences and are most likely to choose what to buy in a consistent and predictable way based on their preferences (Ramachandran & Rabiyyathul Basariya, 2020).

**Table 1.** Results of previous relevant research

	<b>Author (year)</b>	<b>Results of previous research</b>	<b>Similarities with this article.</b>	<b>Similarities with this article.</b>
1.	(Caselia Ajeng Puspitasari, Lilik Noor Yuliati dan Farit Afendi, 2021)	The Influence of Green Marketing, Environmental and Health Awareness on Purchasing Decisions of Organic Food Products Through Attitudes	Discussing Green Marketing and Environmental Awareness	There are differences in the variables of Health, Purchasing Decision and Attitude as mediators.
2.	(Meisie Willyana, Evelyn Wijaya, Achmad Tavip Junaedi dan David, 2021)	Impact of Green Marketing and Environmental Awareness on Purchase Decision of Aqua Mineral Water	Discussing Green Marketing and scope awareness	There is a focus on purchasing decisions
3.	(K Pradeep Reddy, Venkateswarlu Chandu, Sambhana Srilakshmi, Elia Thagaram, Ch. Sahyaja, dan Bernard Osei, 2023))	Consumers perception on green marketing towards eco-friendly fast moving consumer goods.	Membahasa tentang persepsi konsumen dan green marketing.	Terdapat perbedaan pada fokus objek penelitian
4	(Goran ŠKATARIĆ, Branislav VLAHOVIĆ, Dubravka UŽAR, Velibor SPALEVIC dan Rajko NOVIĆEVIĆ, 2021)	The Influence of Green Marketing on Consumer Environmental Awareness	Discussing green marketing and environmental awareness	There are differences in the focus of the research object

5.	(Dheenadhayalan, A, Maninder Singh Gill, Dr. Kismat Kaur, Dr. Kismat Kaur, A. Sulthan Mohideen, M. Raja Lakshmi, 2023)	Green Marketing: A Study of Consumer Perception and Preferences in India	Discusses green marketing, and consumer preferences	There are differences in consumer perception
6.	(Rahmi Yuliana dan Setyo Pantawis, 2023)	Analysis of Green Products, Green Marketing and Green Knowledge in the city of Semarang	Discussion on Green Marketing and green environmental knowledge	There is a research focus on products

**Methods**

Researchers used qualitative descriptive methods and literature research in this study. Researchers reviewed previous research relevant to this study. Researchers also blunted data sourced on Crossref and Google Scholar applications as references. Qualitative research intends to understand the phenomena of what is experienced by research subjects such as behavior, perception, motivation, action and others holistically and by means of description in the form of words and language, in a special natural context by utilizing various natural methods (Moleong, 2017). Qualitative research, which is a process of naturalistic inquiry that seeks a deep understanding of social phenomena naturally (Hendryadi et al., 2019).

**Result and Discusssion**

Based on a review of literature relevant to previous research, the discussion in this scientific paper is as follows:

**The Effect of Green Marketing on Environmental Awareness**

If the company implements Green Marketing well, it will affect increasing consumer environmental awareness. Green marketing provides information about environmentally friendly products, green marketing is also used to educate consumers about environmental issues, and green marketing can provide a motivation for behavior change, so that consumers will adopt more sustainable behaviors such as supporting environmentally friendly products.

Green marketing affects consumer environmental awareness, this is in line with research conducted by: (Puspitasari et al., 2021), (Damastuti et al., 2021), (Willyana et al., 2023), (Puspasari, 2021), (Krisdayanti & Widodo, 2022).

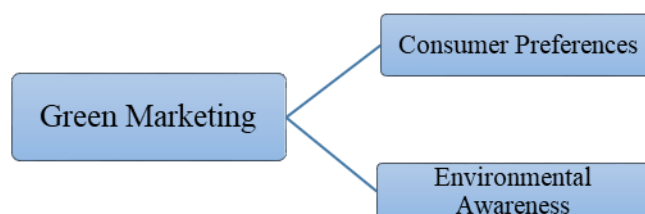
**The Influence of Green Marketing on Consumer Preferences**

If the company implements green marketing well, it can affect consumer preferences. Green marketing makes consumers tend to choose products that are considered environmentally friendly, aware of environmental issues that influence purchasing decisions, helps consumers to identify themselves with environmental values through product preferences, and green marketing also has tactics that emphasize environmental certification so as to encourage consumers to choose certain products.

Green marketing affects consumer preferences, this is in line with research conducted by: (Kurniawan & Iriani, 2023), (F. R. Sukma P et al., 2021), (Istiqomah et al., 2022), (Dheenadhayalan et al., 2023).

**Conceptual Framework**

Based on the literature review and discussion above, researchers determine the frame of mind, namely:



**Figure 1.** Conceptual framework

This article discusses the influence of green marketing on environmental awareness, and consumer preferences. However, Green Marketing can also produce other factors, namely:

1. Competitive Advantage: (Bahri, 2022), (Najib & Damayanti, 2020).
2. Environmental Sustainability: (Romadoni et al., 2022), (Jonathan, 2023), (Hognestad et al., 2022).

3. Brand Image: (F. R. Sukma P et al., 2021), (Genoveva & Berliana, 2021), (Prameswari & Hariasih, 2023), (Melisa, 2023), (Ariani & Rahmidani, 2020), (Karlina & Setyorini, 2018).
4. Eco Labelling: (Meis-Harris et al., 2021), (Isharyadi et al., 2022; Sharma & Kushwaha, 2019), (Isharyadi, 2022), (Paul et al., 2023), (Rizqiyana, 2020).
5. Eco Brand: (Rizqiyana, 2020), (Loučanová et al., 2021).

## Conclusion

Based on relevant theories, articles, and discussions, hypotheses can be formulated for further research:

1. Green marketing affects consumer environmental awareness.
2. Green marketing affects consumer preferences.

Based on the conclusions above, Green Marketing can affect consumer environmental awareness, and consumer preferences. Factors that can be used in future research are: competitive advantage, environmental sustainability, brand image, Eco Labelling and Eco Brand.

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