

CHAPTER I

INTRODUCTION

A. Research Background

Everyone can consume environmentally friendly products because of the importance of global environmental protection. This perception is based on an attitude of respecting ecological conservation. Raising awareness about environmental protection in Indonesia is still unknown to the public.¹

The movement of food and beverage trends growing to be healthy and safe for the environment has become a new trend for today's businesses. Consumers tend to choose products that are safe for their health and contribute to the health of the environment. Developing environmentally friendly (green products) is a growing trend almost worldwide.²

Environmental problems are an issue for the world community because the environment determines the future of human life. Threats to human society's lives due to environmental pollution and environmental damage are caused by the community's behaviour. This is because people are not aware of the importance of health, such as they lack awareness by littering waste, both plastic waste and bottle waste, causing various diseases and damaging the environment.³

The information in one of the verses of the Qur'an (An-Nahl (16):114) understands that God has created this realm for the good and benefit of His creatures, especially for humans as creatures who inhabit this earth. This earth is preserved wisely and used for the good and prosperity of humans on this earth. The sustenance that He has bestowed on humans is grateful with

¹ Danendra Dharma Parawitha, N.M. *Pengaruh Strategi Green Marketing Corporate Social Marketing dan Enviromental Behaviour Tec* E-Jurnal Manajemen Unud Vol 5 No 10, 2016: 6457-6486, p 12

² Salmina , Abdul Rahman Lubis Burhanis Sulthan DM, *Pengaruh Environmental Attitude Terhadap Green Purchasing Behavior Yang Dimediasi Oleh Green Marketing Perceptions Dan Green Purchasing Willingness*, JURNAL MANAJEMEN, INOVASI BISNIS DAN STRATEGI Vol. 1 No. 1, Juni (2023), p 19

³ Miskahuddin, *Manusia dan Lingkungan Hidup Dalam Al-Qur'an*, Jurnal Fakultas Ushuluddin dan Filsafat Uin Ar Raniy Banda Aceh Al-Mu'ashirah Vol 16, No. 2, 2019, p 11

pleasure. As a sign of human gratitude to Allah S.W.T., namely doing good deeds and worshipping Him based on efforts to find halal sustenance, either fulfilling the nutrition and desire for health or fitness of the believing human body to be able to worship Allah S.W.T. or to do service and worship Him.⁴

The approach to marketing environmentally friendly products is believed to facilitate incorporating environmental issues into all aspects of the company's activities, from strategy preparation, planning and preparation to production and then distribution to consumers. A green marketing strategy is a marketing strategy approach that benefits and supports the environment. This is based on what consumers expect.⁵ Green marketing considers four elements based on the marketing mix (product, price, place, and promotion) to sell products and services based on environmental conservation benefits from waste reduction. Increased energy efficiency and reduction of toxic emissions.⁶

A green product is a product that does not cause damage to the environment and natural resources, and does not cause pollution. The creation of a green product should consider environmental aspects in life so that it can minimize adverse impacts on natural conditions. Green products are developing because of problems in global warming, pollution, and waste. Therefore, consumers translate environmental issues into a strong commitment to buying eco-friendly products.⁷

Green price is the price offered by the company for the green products offered. Green price refers to the price determined by the company based on environmental considerations imposed by the company's regulations.⁸

⁴ Miskahuddin, Manusia dan Lingkungan Hidup Dalam Al-Qur'an, Jurnal Fakultas Ushuluddin dan Filsafat Uin Ar Raniy Banda Aceh Al-Mu'ashirah Vol 16, No. 2, 2019, p 11

⁵ Mozghan Irandust1, Naser Bamdad, *The Role of Customer's Believability and Attitude in Green Purchase Intention* Kuwait Chapter of Arabian Journal of Business and Management Review Vol. 3, No. 7; March. 2014, p 17

⁶ RUDI HARYADI, *Pengaruh Strategi Green Marketing Terhadap Pilihan Konsumen Melalui Pendekatan Marketing Mix (Studi Kasus pada The Body Shop Jakarta)* Thesis Universitas Diponegoro 2018, p 15

⁷ Nia Resti Dianti, Green Product dan Keputusan Pembelian Konsumen Muda, Jurnal Samudra Ekonomi dan Bisnis Volume 12, No 1, Universitas Kristen Satya Wacana Salatiga 2021, p 14

⁸ Hadika Sofwan, *Pengaruh Green Product dan Green Price Terhadap Keputusan*

Green promotion is a process of introducing environmentally friendly products to the community with various environmentally friendly batteries or actions. A company that uses a green promotion strategy to its consumers and the environment will implement sustainable communication alternatively in increasing public knowledge about the environmentally friendly products it sells.⁹

Green places are also important in perfecting green marketing strategies. Companies that want to achieve corporate goals to the maximum must position their products in the minds of consumers. Where the location must be adjusted to the adopted concept. By applying an environmentally friendly concept, of course, the location used must look clean and not polluted by production waste from the company's factory. Where a green place is a physical product that has a direct impact on the environment. The green space that is of concern is not only the place but also starts from the place of the production process and production tools, to the distribution of products carried out.¹⁰

In a green marketing strategy, there are environmental values, transparency in the production process, and marketing promotion to make it easier for a company to introduce a product to the public. Environmental values are beliefs about the environment and are closely related to the formation of attitudes to protect the environment. If the values are embraced by the understanding of the environment, then a person will always try to protect and preserve the environment. On the other hand, if the values that are embraced are existing values that are not in line with the environment, a person will exploit nature and be oriented towards personal gain without considering its impact on nature.¹¹ Transparency in the production process is

Pembelian Produk Pijakbumi Di Kota Bandung, E-proceeding of Management Vol. 8, No. 5 2021, p 10

⁹ Siti Choirin Nisa, Pengaruh Green Marketing Terhadap Keputusan Pembelian Produk Air Mineral Ades, Skripsi STEI PGRI Dewantara Jombang 2022, p 21

¹⁰ Paulus Pandiangan, Pengaruh Green Marketing Mix Terhadap Keputusan Pembelian Produk Wikstea Pada Mahasiswa Fakultas Kehutanan Universitas Sumatera Utara, Thesis Universitas Medan Area 2024, p 15

¹¹ Iftinan Rose Putri Safana, The Environmental Value In Snyder's Mother Earth: Whales, Journal of Language and Literary Studies Vol. 6 No. 1, 2023, p 77

a principle of openness that allows the public to know and get access to the widest possible information about the production process.¹² And marketing promotion is a marketing activity that aims to introduce products to potential consumers by using persuasive language to persuade potential consumers to be interested in buying products.¹³

However, this environmentally friendly green marketing strategy carries a good image because it shows social concern, a good image for companies that implement it. After all, it shows concern for the community and a good image for the company and for product brands that apply the concept of green marketing.¹⁴

The green marketing strategy for mineral products includes various initiatives designed to promote these mineral water products as an environmentally friendly option. Le Minerale uses recyclable packaging materials as its green marketing strategy, namely with packaging made of 100% recyclable Polyethylene Terephthalate (PET) plastic, because the bottles and caps can be reprocessed into new products and reduce the amount of unprocessed plastic waste.¹⁵

Based on the statement above, the main goal of green marketing is to create a good brand image. Brand image is a perception from customers that positively affects the products produced by the manufacturer so that it can result in product purchase decisions by consumers. This is because a positive company image tends to trigger buyers or consumers to buy the product.

Several factors, including quality, innovation, and environmental responsibility, shape the brand image of Le Minerale products. Le Minerale is known as high-quality mineral water with a natural mineral content that

¹² Wardhani, Jovita Vicka Bayu Niwadolo, *Strategi Pemasaran Hijau Terhadap Keputusan Pembelian Konsumen Waroeng Tani Dau Malang*, 2023, p 9

¹³ Wardhani, Jovita Vicka Bayu Niwadolo, *Strategi Pemasaran Hijau.....*, p 9

¹⁴ Salmina, Abdul Rahman Lubis Burhanis Sulthan DM, *Pengaruh Environmental Attitude Terhadap Green Purchasing Behavior Yang Dimediasi Oleh Green Marketing Perceptions Dan Green Purchasing Willingness*, JURNAL MANAJEMEN, INOVASI BISNIS DAN STRATEGI Vol. 1 No. 1, Juni (2023), p 10

¹⁵ Dwi Nusraningrum, *T.M Analisis Pengaruh Pemasaran Hijau Terhadap Citra Merek dan Keputusan Pembelian Aqua dan Le Minerale* (Jakarta : Universitas Mecu Buana 2021), p 13

benefits health, supported by the slogan "there is sweetness and sweetness." The Le Minerale brand also excels through its unique and practical packaging design innovations and the use of 100% recyclable PET plastic, which strengthens its eco-friendly image.¹⁶

Brand names, logos, and slogans are part of the brand identity that underpins the brand image. A good name can greatly add to the success of the product. A brand name search begins with a careful review of the product and its benefits, target market, and proposed marketing strategy. After that, brand planting becomes part of science and art, as well as the measure of instinct.¹⁷ A logo is a visual representation of a brand's identity in the form of an ideogram, symbol, emblem, icon or sign. The main physical component of a brand is its logo. A good logo should be able to convey all the qualities and intangibles that make up the essence of the company.¹⁸ A slogan is a general term in the marketing world that refers to a short description, consisting of only a few words, or can describe a product as a whole. With a slogan in an advertisement, it will be very helpful for people to remember the brand of the product offered.¹⁹

Brand Image is a perception and belief held by consumers, which is associated with and embedded in consumers' memories, which are always remembered the first time they hear a slogan and are embedded in the minds of consumers.²⁰ If developed properly, a green marketing strategy can be an effective marketing technique to build a good image that shapes consumers' perception of a product's brand image.²¹ In running its business, the company

¹⁶ Dwi Nusraningrum, T.M *Analisis Pengaruh Pemasaran Hijau....*, p 10

¹⁷ Khoiriah, Junia Alifatul, *Pengaruh Citra Merek dan Kesadaran Label Halal Terhadap Minat Beli Konsumen Pada Produk Kecantikan Skincare Al-Zena (Studi Kasus Skincare Al-Zena Di Kecamatan Kayen)* Thesis IAIN Kudus, p 14

¹⁸ Nurul Ainun, *Pentingnya Peran Logo Dalam Membangun Branding Pada UMKM*, Jurnal Ekonomi dan Ekonomi Syariah Vol. 6 No. 1, 2023, p 675

¹⁹ Rhelna Yuldanti Agustina, *Pengaruh Peran Tagline, Gratis Ongkir dan Flash Sale Shopee Terhadap Keputusan Pembelian (Studi Kasus Pengguna Shopee di Kelurahan Pulo Gadung)* Skripsi thesis, STEI, p 12

²⁰ Keller, P.K *Manajemen Pemasaran* (Jakarta: Erlangga 2013), p 30

²¹ Silvia F, *Pengaruh Pemasaran Hijau Terhadap Citra Merek Serta Dampaknya pada Keputusan Pembelian (Survei pada Konsultan Independen di Oriflame Cabang Surabaya)* Jurnal Administrasi Bisnis 2 (3) 2019, p 23

needs to build a positive image in the eyes of the public so that people will still be interested in buying its products, which will affect the company's survival in the future. In addition, because a product's brand image has been embedded in the minds of consumers, consumers can more often prioritize the products to be purchased based on their knowledge and trust in the product to increase the consumer's decision to buy.²²

Environmental behavior reflects a person's level of emotional involvement in ecological issues. As a concern for the environment, environmental behavior is an essential factor for marketers because they can easily choose consumers who care about the environment. It is also closely related to a person's perception of value when a person engages in behavior that supports the environment.²³

In an environmental behavior there is an understanding of environmental issues, and recycling, because a person who has environmental behavior has a high sensitivity regarding environmental sustainability, it is very important to understand what is in environmental behavior.²⁴

Purchase Decision refers to the consumption of products that are good or useful for the environment, the consumption of products can be recycled or can be saved, and individuals are sensitive and responsive to ecological problems. Because there is still a lack of consumer awareness, therefore, producers who carry the concept of green marketing need to understand consumer behaviors and actions that contribute and have a positive influence on the preservation of the environment, earth systems and natural resources, or commonly known as Environmental Behavior.²⁵

²² Dwi Nusraningrum, T.M *Analisis Pengaruh Pemasaran Hijau Terhadap Citra Merek dan Keputusan Pembelian Aqua dan Le Minerale*, Thesis Universitas Mecu Buana 2021, p 20

²³ Andrew dan Frenky Slamet *Pengaruh Environmental Behavior Terhadap Green Purchasing Behavior pada Anak Muda Generasi C di Jakarta* Proceeding Seminar Nasional dan Call For Papers Sancall 2018, p 16

²⁴ Andrew dan Frenky Slamet *Pengaruh Environmental Behavior.....*, p 17

²⁵ Andrew dan Slamet, Franky *Pengaruh Environmental Behavior terhadap purchasing Behavior pada Anak Muda Generasi C di Jakarta* Seminar Nasional dan Call for Papers Sancall 9, 2013 Surakarta, p 17

Before a person makes a purchase decision, there are several factors that influence, namely needs and attitudes and perceptions. From these factors, there will be a decision in the purchase, of course, these factors are based on the benefits of a product to be purchased.²⁶

The green marketing or go green campaign program is now becoming a new movement for producers or companies committed to developing marketing strategies that positively impact the environment (green marketing). In the modern era, many activities are carried out that hurt the environment, which causes global warming. Therefore, each individual must be aware of the importance of preserving the environment.²⁷

The demand for mineral water in packaging and practical changes in consumer lifestyles are increasing. Lifestyle changes encourage consumers to make special considerations before buying mineral water, such as purity, production process, price of the company or industry that produces it, and guaranteed quality. If the quality of mineral water is guaranteed, consumers will feel safe consuming mineral water in packaged form and can maintain the balance of fluids in the body. In Indonesia, various brands of mineral water are in packaging, including Adeg, Cleo, Crystalline, Vit, Nestle, Le Minerale, and Aqua.²⁸

²⁶ Yusuf Sunanta, *Analisis Pengaruh Pelayanan, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk di Alfamart Gaperta Ujung Medan* Skripsi Program Studi Manajemen Universitas Pembangunan Panca Budi Medan 2020, p 15

²⁷ Danendra Dharma Parawitha, N.M. *Pengaruh Strategi Green Marketing Corporate Social Marketing dan Environmental Behaviour Tec*, E-Jurnal Manajemen Unud Vol 5 No 10, 2016 6457-6486, p 12

²⁸ Kholifah, Umi *Pengaruh Green Marketing, Brand Image, dan Kualitas Produk Terhadap Mint Beli Air Mineral Aqua Di Eks Karisidenan Pati*, Skripsi Fakultas Ekonomi Universitas Muria Kudus 2023, p 21

TOP BRANDS OF BOTTLE DRINKING WATER

Brand	TBI	
AQUA	55.10%	TOP
Le Minerale	14.50%	TOP
Ades	5.30%	
Cleo	4.20%	
Club	3.50%	

Source: Top Brand Award (www.topbrand-award.com)²⁹

Figure 1. Presentation of Top Brands of Bottle Drinking Water 2024

Based on the image above, it is explained that in 2024, Aqua occupies the highest position with a presentation of 55,10%, then for the second position, Le Minerale occupies it with a presentation of 14,50%, which explains that Le Minerale products are the top 5 brand of bottle drinking water.

Based on the background of the above problem, the researcher is interested in conducting a study titled **"The Influence of Strategy Green Marketing, Brand Image, and Environmental Behaviour on Purchasing Decisions in Le Minerale products."**

B. Research Questions

Based on the above background, the following problem formulation can be formulated:

1. Does the Green Marketing Strategy influence on the Purchasing Decision on Le Minerale products?
2. Does Brand Image influence on the Purchasing Decision on Le Minerale products?
3. Does Environmental Behavior influence on the Purchasing Decision on Le Minerale products?

²⁹<https://www.topbrand-award.com/top-brand>

4. Whether Green Marketing Strategy, Brand Image, and Environmental Behavior influence on the Purchasing Decision on Le Minerale products?

C. Research Objective

In general, this study aims as follows:

1. To find out the influence of Green Marketing Strategy on Purchasing Decisions on Le Minerale products.
2. To find out the influence of Brand Image on Purchasing Decisions on Le Minerale products.
3. To find out the influence of Environmental Behavior on Purchasing Decisions on Le Minerale products.
4. To find out the influence of Green Marketing Strategy, Brand Image, and Environmental Behavior on Purchasing Decisions.

D. Research Benefits

The results of this research are expected to provide benefits for various parties:

1. Benefits for Academics

- a. This research is expected to add academic insight and a deeper understanding of the influence of Green Marketing Strategy, Brand Image and Environmental Behavior on Purchase Decisions on Le Minerale products.
- b. This research is expected to be used as a reference for future research.

2. Benefits for Practitioners

This research is expected to contribute to science and provide a reference that can be used by parties who want to conduct further research