

The Effect of Green Marketing Mix Strategy, Environmental Attitu

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ABSTRACT

The impact of environmental damage has made people increasingly aware of the importance of environmental sustainability. This awareness has led to the growth of Green Buying Intention — a disposition towards purchasing environmentally friendly products — within the community, further reinforced by the growing influence of the Green Marketing Mix strategy. The purpose of this study is to identify the effect of the Green Marketing Mix strategy and Previous Purchase Experience on Green Buying Intention of products from The Body Shop, moderated by Environmental Attitude. This research employs a quantitative causal research design using a purposive sampling method involving 235 customers of The Body Shop. Data were analysed using Structural Equation Modelling (SEM) with SmartPLS 3.2.9. The findings of this study indicate that the Green Marketing Mix (Green Product, Green Price, Green Place, and Green Promotion) and Previous Purchase Experience have a direct effect on Green Buying Intention. This is further supported by the moderating effect of Environmental Attitude, which also has a significant effect on Green Product, Green Price, Green Place, Green Promotion, and Green Buying Intention. The managerial implications of this study suggest that implementing the Green Marketing Mix can strengthen the community's Environmental Attitude towards purchasing environmentally friendly products, thereby increasing Green Buying Intention and ultimately enhancing the company's value.

INTRODUCTION

Green Marketing Mix strategies such as Green Product, Green Price, Green Place, and Green Promotion have been widely adopted by companies. This has a significant impact on business, as it allows the creation of brand commitment arising from consumer trust in the benefits generated by eco-friendly products, which can ultimately translate into word-of-mouth promotions and lead to Green Buying Intention (Amoako et al., 2022; Issock et al., 2020). Unlike ordinary products, green products produce less pollution and generate greater benefits for humans (Dahlquist, 2021; Yang & Roh, 2019).

Consumer awareness of natural, organic, and healthy goods has increased and grown considerably in recent years, owing to the efforts of companies to market green products (Kautish & Sharma, 2018). This is one of the factors driving the purchase intention of environmentally friendly products, or Green Buying Intention. Consequently, many companies have made the Green Marketing Mix their primary strategy to encourage consumers to purchase environmentally friendly products (Majeed et al., 2022). Another key factor in

consumer purchase intention is Previous Purchase Experience, which, according to Ling et al. (2010), significantly influences consumers' future purchase decisions.

Research related to the variables Green Product, Green Price, Green Place, Green Promotion, Environmental Attitude, Previous Purchase Experience, and Green Buying Intention has been conducted previously. Green Product, Green Price, Green Place, and Green Promotion have each been found to have a significant influence on Green Buying Intention (Aysel, 2012; Bathmathan & Rajadurai, 2019; Cuc et al., 2022; Dangelico & Pontrandolfo, 2010; Deshmukh & Bhalerao, 2015; Hossain & Rahman, 2018; Karunarathna et al., 2020; Kaur et al., 2022; Larashati et al., 2012; Lee & Lam, 2012; Mahmoud, 2018; Ottman, 2011; Papadas & Avlonitis, 2016; Rahahleh et al., 2019; Shil, 2012; Testa et al., 2011; Vilkaite-Vaitone et al., 2022; Widayanti et al., 2020). Environmental Attitude strengthens the relationship between the Green Marketing Mix — encompassing Green Product, Green Price, Green Place, and Green Promotion — and Green Buying Intention (Akehurst et al., 2012; Barber et al., 2012; Doorn & Verhoef, 2015; Kaur et al., 2022; Khan et al., 2020; Newton et al., 2015; Yadav & Pathak, 2016). Previous Purchase Experience has similarly been found to have a significant influence on Green Buying Intention (Cerri et al., 2018; Ghali-Zinoubi & Toukabri, 2019; Zhang et al., 2020).

Prior research related to Green Buying Intention has been conducted by Kaur et al. (2022); however, that study focused solely on Green Product, Green Price, Green Place, Green Promotion, Environmental Attitude, and Green Buying Intention. The present study extends this by incorporating the Previous Purchase Experience variable, which can be applied to examine how prior experience serves as a source of personal information that forms the basis of future purchase decisions, as proposed by Parkinson et al. (2018). In addition, this study positions Environmental Attitude as a moderating variable that strengthens the relationships between Green Product and Green Buying Intention, Green Price and Green Buying Intention, Green Place and Green Buying Intention, and Green Promotion and Green Buying Intention. This study aims to contribute to marketing management knowledge by providing a stronger theoretical understanding of the variables examined and by offering practical managerial implications for the implementation of the Green Marketing Mix.

Despite the extensive body of research on the Green Marketing Mix and Green Buying Intention, several gaps remain. First, most existing studies examine the direct effects of Green Product, Green Price, Green Place, and Green Promotion on Green Buying Intention separately, without integrating Previous Purchase Experience as an additional direct determinant. Second, while Environmental Attitude has been studied as a moderator, limited research has simultaneously tested its moderating role across all four Green Marketing Mix variables together with Previous Purchase Experience, particularly in the context of The Body Shop in Indonesia. Third, previous studies have shown inconsistent results regarding the strength of moderation effects, indicating a need for further empirical testing. The novelty of this study lies in its integration of Previous Purchase Experience as a direct predictor alongside the four Green Marketing Mix variables, with Environmental Attitude serving as a moderator that strengthens each of these relationships. This study also provides empirical evidence from The Body Shop customers in Indonesia, a market with unique cultural and environmental characteristics that has received limited attention in the green marketing literature. The objectives of this study are to analyse the direct effects of Green Product, Green Price, Green

Place, Green Promotion, and Previous Purchase Experience on Green Buying Intention, and to test whether Environmental Attitude moderates and strengthens the relationships between each of these independent variables and Green Buying Intention. The benefits of this research are twofold: theoretically, it contributes to the green marketing literature by extending the Green Marketing Mix framework to include Previous Purchase Experience and by clarifying the moderating role of Environmental Attitude; practically, it provides strategic recommendations for The Body Shop and similar green product companies to enhance consumer Green Buying Intention through optimised marketing mix strategies and Environmental Attitude-building initiatives.

METHOD

In this study, measurements related to the variables studied were adopted from previous studies. The Green Product variable is measured with 4 items adapted from Al-Dubai and Develi (2022), Cuc et al. (2022), Bailey et al. (2016, 2018), and Hossain and Rahman (2018). The Green Price variable was measured with 4 items adopted from Al-Dubai and Develi (2022), Cuc et al. (2022), Bailey et al. (2016), Hossain and Rahman (2018), and Mehraj and Qureshi (2020). The Green Place variable, adopted from Yadav and Pathak (2017), Hossain and Rahman (2018), Kautish et al. (2019), and Leonidou et al. (2013), consists of 5 items. The Green Promotion variable was measured with 5 items adapted from Al-Dubai and Develi (2022), Bailey et al. (2018), and Hossain and Rahman (2018). The Environmental Attitude variable was measured using 6 items adapted from Al-Dubai and Develi (2022), Cuc et al. (2022), Emekci (2019), Jain and Kaur (2008), Kautish et al. (2019), and Newton et al. (2015). The Previous Purchase Experience variable was measured using 3 items obtained from Costa et al. (2021). Finally, the Green Buying Intention variable was measured using 4 items obtained from Al-Dubai and Develi (2022), Cuc et al. (2022), Costa et al. (2021), Dash et al. (2021), Enoki et al. (2015), Kim et al. (2013), and Yadav and Pathak (2017). All variables are measured on a Likert scale with 5 points ranging from 1 (strongly disagree) to 5 (strongly agree). A total of 31 items are detailed in Appendix 2 (variable operationalisation) and Appendix 3 (questionnaire).

Data were collected using an online survey method administered through Google Forms. The research sample was selected using a purposive sampling method, targeting respondents who had purchased green products from The Body Shop across Indonesia, with sociodemographic characteristics including gender, place of residence, age, occupation, and education level. Respondent data collection was conducted from August 2023 to October 2023. An initial questionnaire (pre-test) was distributed to 30 respondents prior to the main data collection.

This study employs a quantitative research design using the Structural Equation Modelling (SEM) method, with data processing and analysis conducted using SPSS 27 and SmartPLS 3.2.9 software. Validity and reliability testing was carried out using factor analysis in SPSS. Validity was assessed by examining the Kaiser-Meyer-Olkin (KMO) value and the Measure of Sampling Adequacy (MSA), whereby KMO and MSA values above 0.5 indicate that factor analysis is appropriate. Reliability was assessed by examining Cronbach's Alpha, whereby values close to 1 indicate good reliability (Hair et al., 2014).

The variables Green Place, Green Promotion, and Previous Purchase Experience were all declared valid. In the Green Product variable, 4 out of 7 items were found to be valid; in the Green Price variable, 4 out of 5 items were valid; in the Environmental Attitude variable, 6 out of 7 items were valid; and in the Green Buying Intention variable, 4 out of 5 items were valid. Therefore, following analysis of the pre-test results, 31 out of 37 items were declared valid for use as the final questionnaire in this study. The minimum sample size is recommended to be 5 to 10 times the total number of indicators used in the research (Hair et al., 2017). Accordingly, a sample of 235 respondents was drawn for this study, satisfying the minimum sample size requirement.

RESULT AND DISCUSSION

The research respondents were customers of green products from The Body Shop company. Of the 235 respondents, 33.3% were women and 66.7% were men, the most resided on the island of Java (50.1%). The majority of respondents were aged 27-35 years old (42.5%) with private employees (32.5%) and high school education (34.2%). Most respondents spent >IDR1,000,000-IDR1,500,000 per month (39.9%) to buy The Body Shop's green products with a purchase frequency of 6 months as much as 3x (34.3%). The profile of the research respondents can be seen in appendix 4B table 5.

Based on references (Hair et al., 2017), a Validity and Reliability test was carried out on the model which stated that the required loading factor value in SmartPLS 3.2.9 was ≥ 0.70 . Each indicator in all variables has a loading factor value above 0.70 (appendix 5B table 6), so the validity measure in this study can be declared valid and accepted. According to (Hair et al., 2017) the required values are $CR \geq 0.70$ and $AVE \geq 0.50$. And the results of the Composite Reliability (CR) and Average Variance Extracted (AVE) calculations in this study are said to meet the whole.

CR and AVE calculation results for the Green Product variable (CR= 0.946; AVE= 0.815), Green Price (CR=0.940; AVE=0.795), Green Place (CR=0.913; AVE=0.677), Green Promotion (CR=0.921; AVE=0.701), Environmental Attitude (CR=0.951; AVE=0.765), Previous Purchase Experience (CR=0.887; AVE=0.723), and Green Buying Intention (CR=0.911; AVE=0.718). Details about the validity and reliability test are found in appendix 5B table 7, figure 3, and figure 4.

To find out the R2 value in each equation, structural test analysis was carried out. The value of R2 can show how much an independent variable explains its dependent variable. The results of the analysis were obtained that the Green Buying Intention variables were jointly influenced by the variables Green Product, Green Price, Green Place, Green Promotion, and Previous Purchase Experience with an R2 value of 0.759. Thus, it can be interpreted that 75.9% of the variants of Green Buying Intention can be explained by Green Product, Green Price, Green Place, Green Promotion, and Previous Purchase Experience, while the remaining 24.1% can be explained by other variables that are not found in this study.

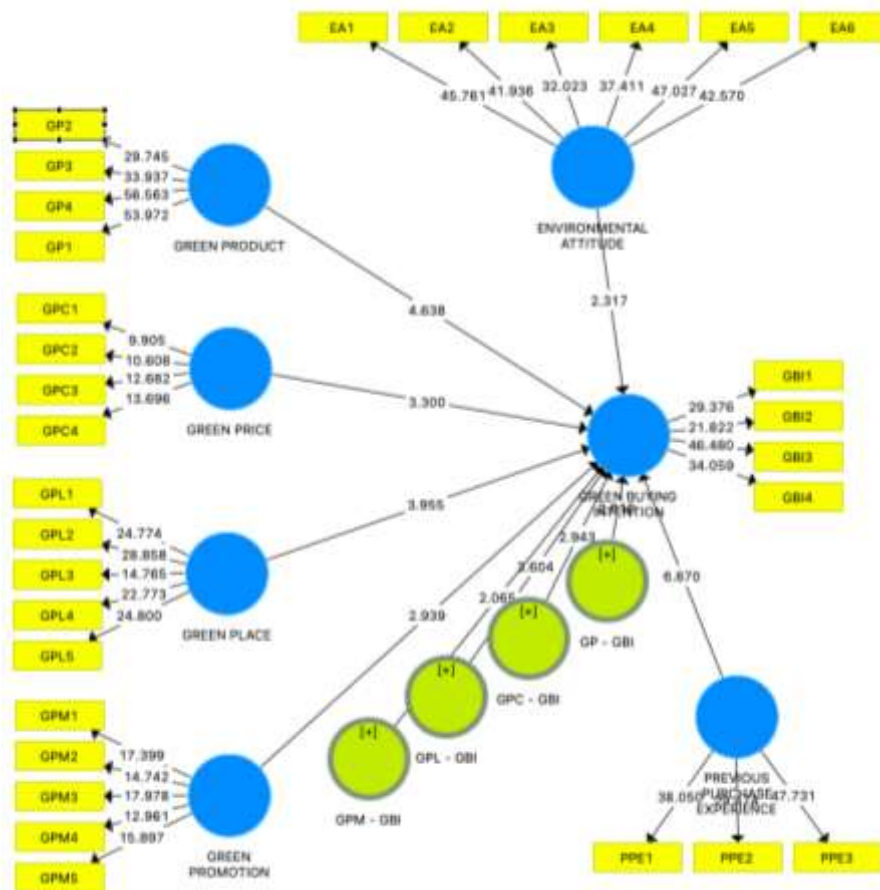


Figure 1. Path Diagram T-Value

Source: Data processing results using SmartPLS 3.2.9 (2023)

Hair et al., (2021) said that if the SRMR value shows a number of 0.08, then the model is fit so that the results of the Quality Model test in this study show a good match, which can be seen in the results of the R Square, Q Square Redundancy, and SRMR values. The full data can be seen in appendix 5E tables 14, 15, and 16. Then the results of the Structural Model test in the form of Path Coefficients can be seen in attachment 5E table 17. In the results of the T-Value Path Diagram in figure 2 above, the research model hypothesis test can be seen as follows:

Table 1. Hypothesis Test of Research Model

Hypothesis	Hypothesis Statement	T-Value	Remarks
H1	<i>Green Product</i> has a significant positive influence on <i>Green Buying Intention</i>	4,638	The data support the hypothesis
H2	<i>Green Price</i> has a significant positive influence on <i>Green Buying Intention</i>	3,300	The data support the hypothesis
H3	<i>Green Place</i> has a significant positive influence on <i>Green Buying Intention</i>	3,955	The data support the hypothesis
H4	<i>Green Promotion</i> has a significant positive influence on <i>Green Buying Intention</i>	2,939	The data support the hypothesis
H5	<i>Previous Purchase Experience</i> has a significant positive influence on <i>Green Buying Intention</i>	6,870	The data support the hypothesis
H6a	<i>Environmental Attitude</i> strengthens the relationship between <i>Green Product</i> and <i>Green Buying Intention</i>	2,816	The data support the hypothesis

H6b	<i>Environmental Attitude</i> strengthens the relationship between <i>Green Price</i> and <i>Green Buying Intention</i>	2,943	The data support the hypothesis
H6c	<i>Environmental Attitude</i> strengthens the relationship between <i>Green Place</i> and <i>Green Buying Intention</i>	3,604	The data support the hypothesis
H6d	<i>Environmental Attitude</i> strengthens the relationship between <i>Green Promotion</i> and <i>Green Buying Intention</i>	2,065	The data support the hypothesis

Source: Data processing results using SmartPLS 3.2.9 (2023)

In the hypothesis test table above, it is known that 9 hypotheses have a T-value above 1.96, indicating that the data support the research hypotheses developed. The results of the SEM analysis in this study can be seen in Appendix 5.

It was found that Green Product can affect Green Buying Intention. When The Body Shop consumers who wish to purchase environmentally friendly products have used green products that they consider to be of superior quality, this motivates them to repurchase environmentally friendly products. Consumer belief in the superior quality of The Body Shop's green products leads consumers to develop a tendency to purchase exclusively from companies that sell environmentally friendly products, and to be willing to pay a premium for such products even when they are priced higher than conventional alternatives that damage the environment. This indicates that Green Product has an impact on the level of purchase intention. Green products represent an environmentally friendly product marketing strategy that influences consumer intention (Karunaratna et al., 2020).

This study found that Green Price has an influence on Green Buying Intention. Consumer trust in the relationship between price and product quality is an important factor in understanding consumer purchasing behaviour. In the context of eco-friendly products, this is becoming increasingly crucial as consumers tend to be more sensitive to environmental issues. Therefore, The Body Shop, which is committed to sustainability, can leverage this belief by placing greater emphasis on product quality to justify higher prices. In addition, the company can continue to build positive consumer experiences to strengthen trust and confidence in choosing environmentally friendly products. Thus, companies can leverage the positive relationship between price, quality, and Green Buying Intention to engage consumers emotionally and stimulate the market for environmentally friendly products. Positive consumer experiences with a brand provide the confidence and comfort necessary for consumers to be willing to pay a higher price (Cuc et al., 2022).

This study also found that Green Place has an influence on Green Buying Intention. The accessible and comfortable location of The Body Shop's product outlets as an environmentally friendly brand can encourage consumers' desire to purchase its products. This is because consumers perceive that purchasing The Body Shop products requires time and effort, making sales location — particularly outlets in close proximity to their immediate neighbourhood — an important factor in their purchase consideration. Furthermore, the growing number of stores carrying The Body Shop products means that consumers are able to access them more easily. It is therefore important that environmentally friendly products are not sold exclusively in locations that are far from consumers, as this may deter purchase (Kaur et al., 2022).

This study also found that Green Promotion has an influence on Green Buying Intention. The manner in which The Body Shop promotes its products can motivate consumers to make

a purchase. One of the important factors in promotion is how the message is delivered. Modern consumers tend to be more concerned about environmental issues and prefer a promotional approach that is itself environmentally conscious. In this context, the promotion of The Body Shop's products as eco-friendly must be conducted appropriately — for example, by using recycled promotional materials, reducing waste, and adopting environmentally friendly practices. Through effective promotion, consumer awareness of eco-friendly products can be increased. When consumers understand the benefits of a product, such as reducing negative environmental impacts, improving energy efficiency, or reducing waste, they will be more inclined to make a purchase. By implementing Green Promotion that advocates environmentally friendly living and a sustainable lifestyle, companies can enhance their image and strengthen consumer intention to switch to green products (Sinta & Abadi, 2022).

This study further found that Previous Purchase Experience has an influence on Green Buying Intention. The Body Shop consumers tend to consider the prices offered for eco-friendly products on the basis of their previous purchase experiences. When the discount percentage offered on The Body Shop's environmentally friendly products — whether for bath and body, face care, hair care, fragrance, or makeup — aligns with consumer expectations based on prior experience, it becomes a determinant of their purchase decision. When The Body Shop's environmentally friendly products are offered at a price discount, this tends to be of greater concern to consumers than the product's characteristics alone.

In the context of Environmental Attitude as a moderating variable, it was found that Environmental Attitude strengthens the relationship between Green Product and Green Buying Intention. When consumers feel concern about products that pollute the environment, this triggers awareness of the negative impact produced by non-environmentally friendly products. In such situations, consumers tend to regard green products as the appropriate solution to reducing environmental damage. Consumers believe that eco-friendly products offer clear benefits in reducing carbon footprints and other negative impacts on the environment. This belief in the benefits of green products not only motivates consumers to purchase them, but also encourages consumers to become agents of change within their social environment, enthusiastically encouraging family and friends to choose products that are not only individually beneficial but also contribute positively to the environment. These findings are supported by Kaur et al. (2022), who found that Environmental Attitude strengthens the relationship between Green Product and Green Buying Intention.

Environmental Attitude can also strengthen the relationship between Green Price and Green Buying Intention. When consumers are aware of the benefits of environmentally friendly products, they tend to be willing to pay more to experience benefits that cannot be obtained from non-environmentally friendly alternatives. This is particularly the case when consumers recognise that eco-friendly products bring significant benefits to the overall health and hygiene of the environment. Consumer confidence in the positive impact of such products on the health of their family and surrounding environment serves as a strong driver in purchase decisions. In the consumer's view, eco-friendly products represent a long-term investment in family welfare and environmental wellbeing. Consumers understand that the higher price associated with such products is effectively an investment in health and hygiene, which ultimately reduces the risk of negative impacts from non-environmentally friendly products. This is supported by Kaur et

al. (2022), who found that varying levels of Environmental Attitude affect the strength of the relationship between Green Price and Green Buying Intention.

Furthermore, this study found that Environmental Attitude can strengthen the relationship between Green Place and Green Buying Intention. When The Body Shop consumers aspire to a lifestyle that contributes positively to environmental protection, they are more likely to purchase The Body Shop's environmentally friendly products, as such products enable them to realise that desired lifestyle. With growing awareness of environmental issues and increasing consumer demand for The Body Shop's environmentally friendly products, many stores and retailers now offer a wide selection of The Body Shop products — ranging from bath and body, face care, hair care, fragrance, and makeup. This creates an opportunity for consumers to easily find products that align with their values and preferences. However, to maximise this impact, it is important to ensure that sales locations are not too far from consumers, so as not to create a barrier to purchase. Consumers' aspiration to lead a lifestyle that contributes positively to environmental protection can therefore strengthen the relationship between Green Place and Green Buying Intention. This finding is consistent with Kaur et al. (2022), who similarly found that Environmental Attitude strengthens the relationship between Green Place and Green Buying Intention.

CONCLUSION

All hypotheses put forward in this study were successfully supported. Green Product, Green Price, Green Place, Green Promotion, and Previous Purchase Experience each have a positive influence on Green Buying Intention. In addition, Environmental Attitude as a moderating variable strengthens the relationships between Green Product and Green Buying Intention, Green Price and Green Buying Intention, Green Place and Green Buying Intention, and Green Promotion and Green Buying Intention. This research has several limitations that need to be addressed. First, this research is based entirely on primary data collected through questionnaires; it is therefore suggested that future research employ qualitative techniques such as interviews and focus group discussions (FGD). Second, this study is limited to Indonesia, so the results may not be applicable elsewhere, as cultural characteristics between countries are likely to differ. Third, although the sample size is adequate, the sample is relatively homogeneous, being drawn predominantly from younger respondents with higher levels of education; this means that the results may not fully represent The Body Shop consumers in Indonesia as a whole, and it is therefore recommended that future studies increase the number and diversity of respondents. Fourth, this study incorporates only Environmental Attitude as a moderating variable; it is recommended that future studies include additional moderating variables such as education level, income, and gender. Fifth, it is recommended that future studies employ alternative measurement instruments to obtain more robust results.

This research provides several managerial implications. First, companies are advised to place greater focus on the Previous Purchase Experience of consumers by incorporating additional benefits in the form of surprise discounts available through loyalty programmes at the designated loyalty level, given that Previous Purchase Experience plays a significant role in consumers' Green Buying Intention. Second, companies should focus on the green products they market, as consumers tend to have strong emotional associations with environmentally friendly products; continuously improving the quality of green products is advisable, given that

consumer confidence in the superior quality of environmentally friendly products drives Green Buying Intention. Third, companies can increase promotions related to the importance of green products — such as developing advertisements that highlight current environmental pollution and position green products as part of the solution — as higher levels of Environmental Attitude among consumers are associated with higher Green Buying Intention.

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