

# THE INFLUENCE OF GREEN MARKETING MIX ON BUYING INTEREST FOR BODY SHOP PRODUCTS IN ACEH

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## Abstract

The purpose of this study was to analyze and determine the effect of green product, green place, green price and green promotion on buying interest in The Body Shop products. This type of research is quantitative research with a population of consumers in Lhokseumawe City. The number of respondents was 140 people who were taken using purposive sampling technique. The data source comes from primary data obtained through distributing questionnaires. The data analysis technique used is descriptive analysis method and multiple linear regression analysis, classical assumption test, instrument test (validity and reliability), hypothesis testing and determination coefficient test and correlation test and analyzed with the help of SPSS application program. The results of this study indicate that simultaneously green product, green price, green place and green promotion have a positive and significant effect on buying interest in The Body Shop products. While partially the variables green product, green price, green place and green promotion have a significant influence on buying interest. Green promotion is the most dominant variable affecting buying interest with a t value of 3.485.

**Keywords :** *Green Marketing Mix, Buying Interest*

## 1. INTRODUCTION

Environmental damage is one of the problems that is currently receiving widespread public attention. In Indonesia itself, the problem of environmental damage is very concerning, starting from the problem of air pollution, water pollution, to the current topic is the problem of piling up garbage. The increasing amount of waste is due to the amount of waste produced by the household industry every day. Indonesia produced 67.8 million tons of waste in 2020. Based on data from the Ministry of Environment and Forestry (KLHK), 37.3% of waste in Indonesia comes from household activities. Today's marketing management always tries to recognize new opportunities and threats that occur within the marketing environment and at the same time understands the importance of monitoring and adapting to the environment itself continuously. The main challenge facing marketing management is to think creatively about how marketing can meet the needs of the majority of the world's population for a better standard of living in the midst of sustainable development. Smart marketers will see this environmental issue as an opportunity to satisfy consumer needs and wants by applying environmental issues in their marketing activities. environmental issues in their marketing activities. This has led to a new phenomenon in the marketing world called the greenmarketing concept. The American Marketing Association (AMA) in Hawkins & mothersbaugh (2010) in Diah Utami and Puspita Dewi Widayat (2018) defines green marketing as a process of marketing products that are assumed to be safe for the environment. Green marketing is a concept that includes the development of all marketing activities to stimulate and maintain environmentally friendly consumer behavior. Green marketing can be said to not only offer products that are only environmentally friendly, but also include the production process, packaging changes, and product modification activities.

This definition is reinforced by the opinion of Polonsky (1995) in Riskiana et. al (2021) which states that green marketing is not just marketing environmentally friendly products, but demands a reorientation and environmental responsibility of all areas, activities, and departments of an organization. Green marketing has elements in it that are a mix of conventional marketing (marketing mix), which consists of green product, green price, green place, and green promotion (4P). Public awareness of the environment has become a very important issue in this era of

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globalization, such as pollution and waste that is difficult to recycle. These environmental issues cause consumers to be more careful in choosing products and brands that are more environmentally friendly. This is an opportunity for marketers or business people to lead businesses and create product innovations with an environmentally sound business approach. Companies are starting to switch to using raw materials for their products with materials that do not damage the environment or better known as environmentally friendly products. One product that uses environmentally friendly principles is The Body Shop.

Of the many imported cosmetic products on the market, one of them is The Body Shop, which is famous for its environmentally friendly product concept. The Body Shop is a global cosmetics and beauty company that draws inspiration from nature and produces products that rely on ethical values. First founded in 1976 by Dame Anita Roddick in the UK, The Body Shop currently has more than 2,400 stores spread across 61 countries, with more than 1,200 types of products that use natural ingredients and are free from animal testing. The Body Shop is also a pioneering international cosmetics company that advocates for Humane Cosmetics Standards by eliminating animal testing ([www.thebodyshop.co.id](http://www.thebodyshop.co.id)). The Body Shop beauty products have a variety of products including for hair, face and body care. Some examples of The Body Shop products include facial cleansers, facial masks, moisturizers, eye care, lip care, face wash, serums, deodorants, lotions, hand and foot care, body soaps, scrubs, nail care, shampoos, conditioners, hair care, hair styling, colognes, women's perfumes, men's perfumes, candles/aromatherapy, body brushes, nail care, loofahs ([www.thebodyshop.com](http://www.thebodyshop.com)). The advantages of The Body Shop products are that they provide a treatment that is safe, healthy and without side effects. In addition, the concept of care provided uses natural ingredients.

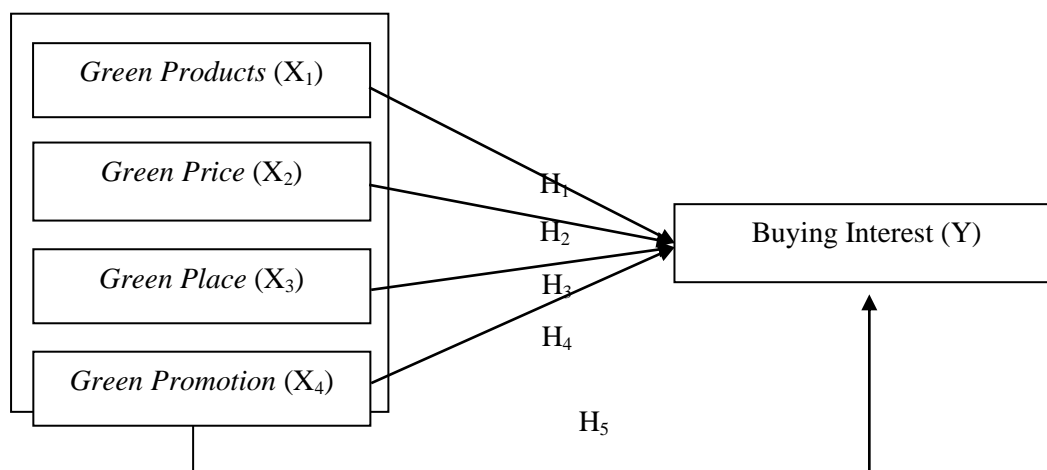
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## **2. IMPLEMENTATION METHOD**

The population in this study are all customers who have bought or used The Body Shop products in Aceh. The population size cannot be known exactly so that it is infinite. This study uses Non Probability Sampling technique with Purposive sampling technique. According to Sugiyono (2018) Non probability sampling is a sampling technique by not giving equal opportunities or opportunities to each member of the population when they are selected as samples. While the Purposive sampling technique according to Sugiyono (2018) is sampling using certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied.

The sample formulated by Hair et al in Fatma et al, (2021) which recommends a minimum sample size of 100-200 observations depending on the number of indicators being estimated. The guideline is 5-20 times the number of indicators estimated. In this study, there are 5 variables that are estimated, including green product, green price, green place and green promotion and purchase intention. Then the number of samples is 10 x 14, which is 140 samples so that the recommendations from the theory above are fulfilled. Because the population in this study is very

large, several samples are taken to represent the population. This research is quantitative in nature with primary data sources obtained through distributing questionnaires. Likert scale is used in this study, the data will later be processed and analyzed using SPSS software to determine the results of hypothesis testing. The mean, median, minimum, maximum, and standard deviation values are some of the descriptive statistical tests used in this research data analysis technique. The research model is presented below in more detail.



**Figure 1 Research Model**

H<sub>1</sub> : It is suspected that green products are partially tested to have a positive effect on buying interest in The Body Shop products in Aceh.

H<sub>2</sub> : It is suspected that the green price is partially tested to have a positive effect on buying interest in The Body Shop products in Aceh.

H<sub>3</sub> : It is suspected that green place is partially tested to have a positive effect on buying interest in The Body Shop products in Aceh.

H<sub>4</sub> : It is suspected that Green promotion is partially tested to have a positive effect on buying interest in The Body Shop products in Aceh.

H<sub>5</sub> : It is suspected that green product, green price, green place and green promotion are simultaneously tested to have a positive effect on buying interest in The Body Shop products in Aceh.

### 3. RESULTS AND DISCUSSION

#### 3.1 Respondent Characteristics

Based on Table 1 which shows the answers of 140 respondents, it shows that the majority of respondents used in this study are aged 20-30 years with 74 respondents or 52.8%. Furthermore, followed by respondents aged 31-40 years totaling 51 respondents or 36.5%. Respondents aged <20 years totaled 15 respondents or 10.7%.

**Table 1 Characteristics of Respondents by Age**

		<i>Frequency</i>	<i>Percent</i>
Valid	< 20 Tahun	15	10,7
	20 – 30 Tahun	74	52,8
	31 – 40 Tahun	51	36,5
	Total	140	100.0

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### 3.2 Descriptive Statistics

In accordance with the descriptive statistics results in table 2, it shows that the mean value exceeds the standard deviation value in each variable, which indicates that the data deviation value is small. Therefore, the results of descriptive statistics can be used to provide a comprehensive picture of the data.

**Tabel 2 Descriptive Statistics**

No	N	Statement	Mean
1	140	X1.1	3,74
2	140	X1.2	3,81
3	140	X1.3	3,72
4	140	X1.4	3,51
5	140	X1.5	3,83
6	140	X1.6	4,07
7	140	X2.1	3,82
8	140	X2.2	3,92
9	140	X2.3	3,59
10	140	X2.4	3,93
11	140	X3.1	3,81
12	140	X3.2	3,72
13	140	X3.3	3,79
14	140	X3.4	3,89
15	140	X4.1	3,82
16	140	X4.2	3,72
17	140	X4.3	3,66
18	140	X4.4	3,65
19	140	X4.5	3,34
20	140	X4.6	3,71
21	140	Y1	3,95
22	140	Y2	3,75
23	140	Y3	3,77
24	140	Y4	3,57
25	140	Y5	3,82
26	140	Y6	3,85
27	140	Y7	3,79
28	140	Y8	3,62

**Source:** Data Processed 2023

### 3.3 Validity test

The validity test is used to measure the validity or validity of a questionnaire Ghozali (2018). The test criteria are: If the calculated R value is greater than the table R, it can be concluded that the data in the study is valid, on the other hand, if the calculated R value is smaller than the table R, then the question is invalid . Large (df) = 140-2 then get the number 138, and alpha = 0.05 get Rtable 0.166. The results of validity testing can be seen in the table:

**Table 3 Validity Test Results**

Variable	$r_{\text{count}}$	$r_{\text{table}}$	Note
<i>Green Product (X<sub>1</sub>)</i>			
1. Statement 1	0,758	0,758	Valid
2. Statement 2	0,743	0,743	Valid
3. Statement 3	0,784	0,784	Valid
4. Statement 4	0,650	0,650	Valid
5. Statement 5	0,725	0,725	Valid
6. Statement 6	0,534	0,534	Valid
<i>Green Price (X<sub>2</sub>)</i>			
1. Statement 1	0,688	0.166	Valid
2. Statement 2	0,627	0.166	Valid
3. Statement 3	0,711	0.166	Valid
4. Statement 4	0,704	0.166	Valid
<i>Green Place (X<sub>3</sub>)</i>			
1. Statement 1	0,693	0.166	Valid
2. Statement 2	0.814	0.166	Valid
3. Statement 3	0.638	0.166	Valid
4. Statement 4	0.776	0.166	Valid
<i>Green Promotion (X<sub>4</sub>)</i>			
1. Statement 1	0.311	0.166	Valid
2. Statement 2	0.772	0.166	Valid
3. Statement 3	0.746	0.166	Valid
4. Statement 4	0.803	0.166	Valid
5. Statement 5	0.697	0.166	Valid
6. Statement 6	0.771	0.166	Valid
<i>Purchasing Interest (Y)</i>			
1. Statement 1	0.515	0.166	Valid
2. Statement 2	0.670	0.166	Valid
3. Statement 3	0.692	0.166	Valid
4. Statement 4	0.688	0.166	Valid
5. Statement 5	0.679	0.166	Valid
6. Statement 6	0.524	0.166	Valid
7. Statement 7	0.621	0.166	Valid
8. Statement 8	0,624	0.166	Valid

**Source:** Data Processed 2023

### 3.4 Reliability Tests

In Table 4 it can be seen that the Cronbach's Alpha value for all variables is above 0.60. This means that the data obtained from the questionnaire answers in this study are reliable and trustworthy, so they are suitable for use in the final stage of the questionnaire. Thus all points the questionnaire indicators were stated to meet very good reliability.

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**Table 4 Reliability Test Results**

Variabel	Cornbach's Alpha	Keterangan
<i>Green Product</i> (X1)	0,775	Reliabel
<i>Green Price</i> (X2)	0,769	Reliabel
<i>Green Place</i> (X3)	0,787	Reliabel
<i>Green Promotion</i> (X4)	0,772	Reliabel
Minat Beli (Y)	0,754	Reliabel

Source: Data Processed 2023

### 3.5 Multiple Linear Regression

Data analysis in this research is quantitative analysis with multiple linear regression equations which function to determine whether or not there is an influence of the dependent variable on the independent variable. The results of the analysis are as follows:

**Table 5 Regression Test Results**

		Unstandardized Coefficients	
Model		B	Std. Error
1	(Constant)	0.870	0.333
	Green Products	0.200	0.073
	Green Price	0.164	0.067
	Green Place	0.163	0.072
	Green Promotion	0.283	0.081

Source: Data Processed 2023

Based on Table 5 the following multiple linear regression equation is obtained:

$$Y = 0,870 + 0,200 (X_1) + 0,164 (X_2) + 0,163 (X_3) + 0,283 (X_4)$$

Based on this equation, it can be interpreted as follows:

1. The regression coefficient of the green product variable is positive by 0.200, meaning that the increase in green products will increase buying interest in buying The Body Shop products by 0.200.
2. The regression coefficient of the green price variable is positive by 0.164, meaning that an increase in the green price will increase buying interest in buying The Body Shop products by 0.164.
3. The regression coefficient of the green place variable is positive at 0.163, meaning that an increase in green place will increase buying interest in Buy The Body Shop Products by 0.163.
4. The regression coefficient of the green promotion variable has a positive value of 0.283, meaning that increasing green promotion will increase buying interest in Buy The Body Shop Products by 0.283.

### 3.6 Determination and Correlation Test

The coefficient of determination ( $R^2$ ) test is used to determine how much the dependent variable (endogenous) can be explained by variations in the independent variable (exogenous). Because the independent variables in this study are more than 2, the coefficient of determination used is Adjusted R Square. Based on Table 6, the adjusted  $R^2$  test result is 0.629. This value indicates that there is a very strong relationship between the four dependent variables and the independent variables. The Adjusted R Square value obtained is 0.378. So it can be concluded that the variables of green product, green price, green place and green promotion have an influence of



37.8% on buying interest in The Body Shop products. While the remaining 62.2% is influenced by other variables not examined in this study.

**Table 6 Determination and Correlation Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629 <sup>a</sup>	0.396	0.378	0.46390

**Source:** Data Processed 2023

### 3.7 Partial Test (t Test)

This research uses a confidence level of 5% ( $\alpha = 0.05\%$ ) with  $(df) = (n-k) = 140-5 = 135$ , obtaining a ttable value of 1.656. If the t-statistic value  $< 1.656$  and Sig value  $> 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected. If the t-statistic value is greater than or equal to the t-table (t-statistic  $> 1.98525$ ) and the Sig value  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted.

**Table 7 t Test Results**

Table 7. t Test Results					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.870	0.333		2.616	0.010
Green Products	0.200	0.073	0.228	2.751	0.007
Green Price	0.164	0.067	0.195	2.454	0.015
Green Place	0.163	0.072	0.177	2.269	0,025
Green Promotion	0.283	0.081	0.256	3.485	0,001

**Source:** Data Processed 2023

Based on Table 7 it can be interpreted as follows:

1. The results of testing the green promotion variable ( $X_1$ ) on buying interest in The Body Shop products by looking at the tcount with the ttable can be obtained by the formula  $df = n-k = 140-5 = 135$  then obtaining a ttable value of 1.656, and the green product obtained a tcount of 2.751. Thus the value of  $tcount > ttable$ , namely  $2.751 > 1.656$  with a significant level of 0.007. So it can be concluded that the green product variable has a positive and significant effect on buying interest in The Body Shop products, it can be concluded that  $H_1$  is accepted.
2. The results of testing the green price ( $X_2$ ) variable on buying interest in The Body Shop products show that the  $tcount > ttable$  value is  $2.454 > 1.656$  with a significant level of 0.015. So it can be concluded that the green price variable has a positive and significant effect on buying interest in The Body Shop products, it can be concluded that  $H_2$  is accepted.
3. The results of testing the green place variable ( $X_3$ ) on buying interest in The Body Shop products show that the  $tcount > ttable$  value is  $2.269 > 1.656$  with a significant level of 0.025. So it can be concluded that the green place variable has a positive and significant effect on the purchase intention of The Body Shop products, it can be concluded that  $H_3$  is accepted.
4. The results of testing the green promotion variable ( $X_4$ ) on buying interest in The Body Shop products show that the  $tcount > ttable$  value is  $3.485 > 1.656$  with a significant level of 0.001. So it can be concluded that the green promotion variable has a positive and significant effect on buying interest in The Body Shop products, it can be concluded that  $H_4$  is accepted.

### 3.8 Simultaneous Test (F Test)

The F test in this study was conducted with a confidence level of 5% ( $\alpha = 0.05\%$ ) with  $df_1 = k-1 = 5-1 = 4$ ;  $df_2 = n-k = 140-5 = 135$  then the Ftable value is 2.438. If the Fcount  $>$  Ftable value, it has a simultaneous or simultaneous influence between the independent variable and the dependent variable. Based on Table 6, it is known that the Fcount  $>$  Ftable value is  $22.084 > 2.438$  and has a significance value of  $0.000 < 0.05$ . So it can be concluded that  $H_5$  is accepted, which means that the independent variables consisting of the variables Green Product, Green Price, Green Place and Green Promotion together have a significant effect on the dependent variable, namely Purchasing Decisions.

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**Table 8 F Test (Simultaneous)**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	19.010	4	4.753	22.084	.000 <sup>b</sup>
Residual	29.052	135	.215		
Total	48.063	139			

**Source:** Data Processed 2023

#### 4. CONCLUSION

This study provides answers to the formulation of problems related to the green marketing mix in influencing buying interest in The Body Shop products, where the green marketing mix consists of green product, green price, green place and green promotion. The results of this study concluded that the variables of green product, green price, green place and green promotion have a significant influence on buying interest. However, simultaneously the four green marketing mix variables have a significant influence on buying interest. Given the limitations of this study, it is hoped that the addition of other factors that can be analyzed in future studies, as well as the need to recruit more diverse respondents and in large numbers to get more diverse results to influence buying interest.

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