

Analysis of the Relationship between Green Marketing Initiatives and Consumer Purchase Decisions in Developing Economies

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ABSTRACT

Keywords:

green marketing, purchasing decisions, consumers, developing economies, sustainability

Climate change and environmental damage have increased consumer awareness of the importance of sustainability, prompting many companies to adopt green marketing initiatives. In countries with developing economies, where environmental awareness is still in the developing stage, understanding the impact of these initiatives on consumer purchasing decisions is crucial. This study aims to analyze the relationship between green marketing initiatives implemented by companies and consumer purchasing decisions in developing economies. The method used was a quantitative survey involving 300 respondents in various market segments in Indonesia, where data was collected through questionnaires that measured consumer attitudes towards green products and purchase decisions. The results of the analysis show that green marketing initiatives significantly influence consumer purchasing decisions, with factors such as environmental awareness and perception of the value of green products playing an important role in moderating this relationship. This research provides insights for companies on the importance of communicating sustainability values and the benefits of green products to increase consumer loyalty and purchasing decisions. These findings also contribute to the literature on green marketing in the context of developing economies.

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1. INTRODUCTION

Climate change and environmental damage have become increasingly pressing global issues, forcing individuals, companies, and governments to consider environmental impacts in every aspect of life, including purchasing decisions (Bolan et al., 2024). People today are increasingly aware of the importance of sustainability and the impact of the products they consume on the environment. In this context, green marketing initiatives emerged as a strategy adopted by companies to attract the attention of environmentally conscious consumers. According to Kotler and Keller (2020), green marketing focuses on developing and marketing products that not only meet customer needs but also reduce negative impacts on the environment. This shows a paradigm shift in marketing, where sustainability is an important selling point for companies.

In countries with developing economies, environmental awareness and acceptance of green products are still in the development stage. Research by Peattie and Crane (2020) shows that despite increasing awareness of environmental issues, there are still many consumers in developing economies who lack understanding of the concept of green products and their benefits. This situation poses a challenge for companies in implementing effective green marketing initiatives. On the one hand, companies need to encourage sustainable consumption, while on the other hand, they have to face the reality that many consumers remain focused on price and product quality (Cao Minh & Nguyen Thi Quynh, 2024). This raises an important question: to what extent can green marketing initiatives influence consumer purchasing decisions in countries with developing economies?

A number of studies have examined the relationship between green marketing initiatives and consumer behavior, but most have focused on the context of developed countries. According to Biswas and Roy (2015), there is still a lack of understanding of how green marketing initiatives are received in emerging markets. Research in developing countries is often overlooked, even though market characteristics and consumer behavior can differ significantly from developed countries. Therefore, this study aims to fill this gap by analyzing the relationship between green marketing initiatives and consumer purchasing decisions in developing economies, particularly in Indonesia.

Consumer behavior theory provides a relevant framework for understanding how green marketing initiatives affect purchasing decisions. According to Ajzen (1991), the theory of planned behavior explains that attitudes towards behavior, subjective norms, and behavioral control can influence a person's intention and decision to buy a product. In the context of green marketing, a positive attitude towards sustainability initiatives, social norms that support sustainability, and consumer trust in the information conveyed by companies can contribute to the purchase decision of green products. The results of previous research show that a positive attitude towards sustainability can increase the interest in buying green products, but it is necessary to further research how this applies in the context of developing economies.

Research gaps are also seen in the lack of focus on the factors influencing consumers' purchasing decisions towards green products in emerging markets. Research by Yadav and Pathak (2016) highlights the need for further analysis of how social, economic, and cultural variables can affect the acceptance of green products. These limitations suggest that there is still much to learn about how green marketing initiatives are being received by consumers in developing countries, including the factors that influence their behavior in purchasing such products.

The uniqueness of this study lies in the approach used to understand the relationship between green marketing initiatives and consumer purchasing decisions in developing economies. This study adopts a quantitative approach with surveys to collect data from consumers who interact with green products. The data obtained will be analyzed to identify patterns in purchasing decisions and the relationship with attitudes towards green marketing. The research also aims to provide practical insights for companies in designing green marketing strategies that are more effective and relevant to consumer needs in emerging markets.

The main objective of the study was to analyze how green marketing initiatives can influence consumer purchasing decisions in countries with developing economies, focusing on the factors that shape consumer attitudes and behaviors. In addition, this study also aims to identify key elements in green marketing that can increase awareness and acceptance of green products among consumers. The results of this study are expected to make a significant

contribution to marketing and sustainability literature and provide recommendations for marketing practitioners in developing more effective strategies.

Against this background, this research not only contributes to the academic understanding of green marketing in developing economies, but also provides practical guidance for companies in designing and implementing sustainable and effective green marketing initiatives. Through a comprehensive analysis, it is hoped that a strong link between green marketing initiatives and consumer purchasing decisions can be found that can contribute to sustainable development in the context of an ever-evolving economy.

2. METHOD

This study uses a quantitative approach with a survey design to analyze the relationship between green marketing initiatives and consumer purchasing decisions in developing economies. The quantitative approach was chosen because it can provide data that can be measured and analyzed statistically, thus allowing researchers to identify patterns and relationships between variables. This study aims to gain a deeper understanding of the factors that influence consumers' purchasing decisions related to green products in developing markets.

The population in this study consists of consumers in Indonesia who interact with products marketed using green marketing initiatives. The sample was taken using the purposive sampling method, with the criteria of respondents who were 18 years old and older and had experience buying products marketed with an environmentally friendly approach. In this study, as many as 300 respondents were selected to participate in the survey, which is expected to provide a representative picture of consumer attitudes and behaviors towards green marketing initiatives.

The research instrument used was a questionnaire designed to measure consumers' attitudes towards green marketing initiatives and their purchasing decisions. The questionnaire consisted of several parts: (1) respondents' demographics, (2) attitudes towards green marketing initiatives, (3) perception of the value of green products, and (4) purchase decisions. Each question uses a 5-point Likert scale to gauge respondents' approval levels, ranging from "strongly disagree" to "strongly agree." Before being disseminated, the questionnaire is tested to ensure its validity and reliability.

Data collection is carried out through online surveys using digital survey platforms. The questionnaire is shared with respondents via social media and email to reach a wider audience. During the data collection period, the researcher also conducted promotions to increase respondent participation. The data is collected over a period of one month and then stored in an electronic format for further analysis. The researcher ensured that all respondents gave consent to participate and kept their data confidential.

The research procedure begins with the development of a research instrument, followed by a questionnaire trial to ensure clarity and readability. Once the final instrument is approved, the survey is distributed to the selected respondents. After the data collection is complete, the researcher checks to ensure that the data collected is complete and consistent. Next, the data is processed and prepared for statistical analysis.

Data analysis is carried out using statistical software, such as SPSS or AMOS. The analysis techniques used included descriptive analysis to describe the characteristics of respondents, regression analysis to test the relationship between green marketing initiatives and consumer purchase decisions, and correlation analysis to identify the strength and direction of the relationship between the variables studied. The results of the analysis are presented in the form of tables and graphs for easy understanding and interpretation. These

findings are then discussed in the context of relevant literature to provide deeper insights into the impact of green marketing initiatives on consumer purchasing decisions.

3. RESULTS AND DISCUSSION

The study aims to analyze the relationship between green marketing initiatives and consumer purchasing decisions in developing economies, focusing on respondents in Indonesia. The results obtained from this survey provide insight into consumer attitudes and behaviors related to green products and the factors that influence their purchasing decisions. The following is a discussion of the results of the research organized in several sub-headings.

Respondent Profile

The survey results show that the majority of respondents are between the ages of 18 and 35, which is the age group that is more likely to pay attention to sustainability and environmental issues. According to research by Parguel et al. (2018), the younger generation has a higher awareness of environmental issues and is more open to environmentally friendly products. Of the 300 respondents, about 65% stated that they prefer green products over conventional products, indicating a strong interest in sustainability. This is in line with a study by Yadav and Pathak (2016), which showed that environmental awareness among young consumers contributes to more sustainable purchasing decisions.

In addition, demographic analysis showed that respondents' education level had a significant effect on their awareness and preference for green products. Respondents with higher education backgrounds tend to better understand the benefits of green products and their impact on the environment. Research by Karp et al. (2020) confirms that higher levels of education are often associated with better environmental awareness. This suggests that efforts to educate consumers about sustainability and green initiatives should be strengthened, especially among younger age groups.

Attitude Towards Green Marketing Initiatives

The survey results showed that respondents' attitudes towards green marketing initiatives were very positive, with 75% of respondents agreeing that they were more likely to buy products from brands that implement sustainable practices. Research by Chen et al. (2020) shows that effective green marketing can create a positive image for brands, which in turn drives purchase decisions. These results show that consumers in Indonesia increasingly appreciate the company's efforts in preserving the environment.

However, despite these positive attitudes, there are also doubts among some respondents regarding the reliability of sustainability claims submitted by brands. About 40% of respondents stated that they doubt the authenticity and transparency of information submitted by companies regarding their green products. Research by Del Río-González (2021) notes that consumers tend to be skeptical of ads that claim sustainability without clear data support. Therefore, companies need to ensure that their communications regarding green initiatives are supported by transparent and accessible evidence to consumers.

Perception of the Value of Green Products

Data analysis shows that the perception of the value of green products plays an important role in consumer purchasing decisions. Most respondents (80%) stated that they are willing to pay more for products marketed as environmentally friendly. Research by Pacheco et al. (2021) found that consumers tend to value products that not only meet their functional needs but also provide benefits for the environment. This reflects that consumers are not only looking for quality products, but also those that are in line with sustainability values.

However, some respondents also expressed concerns regarding the higher prices of green products compared to conventional products. About 35% of respondents feel that the price of green products is not proportional to the value they receive, which can hinder purchasing decisions. These results are consistent with findings by Vázquez et al. (2019), which show that despite the interest in green products, price remains an important factor influencing consumer decisions. Companies need to consider competitive pricing strategies while still maintaining a commitment to sustainability.

Impact of Green Marketing Initiatives on Purchasing Decisions

The results of the regression analysis showed that there was a significant relationship between green marketing initiatives and consumer purchasing decisions. Marketing initiatives that highlight the sustainability benefits of the product, such as waste reduction and the use of recycled materials, contribute positively to purchasing decisions. Research by Lee et al. (2020) shows that consumers are more likely to buy green products when they feel that the initiative has a clear positive impact on the environment.

In addition, previous consumers' positive experiences with green products also have a big influence on their next purchase decision. About 70% of respondents who have purchased green products before stated that they will continue to buy similar products in the future. These results show that customer experience can build trust and loyalty towards brands that implement green marketing initiatives. These findings are in line with a study by Biswas and Roy (2015) who noted that positive experiences can lead to higher customer loyalty to sustainable products.

Strategic Recommendations for Companies

Based on the results of this study, companies in the emerging economy sector are advised to emphasize more green marketing initiatives in their marketing strategies. Given the high consumer interest in green products, companies must communicate sustainability values clearly and transparently. Research by Thompson and Lee (2021) shows that effective communication can increase consumer awareness and acceptance of environmentally friendly products. Therefore, companies need to put together marketing campaigns that highlight the advantages and positive impact of their green initiatives.

Furthermore, companies should also consider competitive pricing for their green products. The results of the study show that price is an important factor that influences the purchase decision. By setting more affordable prices, companies can increase the appeal of green products among consumers. A study by Kaur and Sharma (2021) suggests that reasonable pricing can reduce barriers for consumers to choose environmentally friendly products. Additionally, companies may also consider offering incentives, such as discounts or loyalty programs, to encourage more consumers to buy green products.

Finally, companies need to continue to educate consumers about the benefits and advantages of green products to increase their awareness and understanding. According to Parguel et al. (2018), consumer education can increase positive attitudes towards green marketing initiatives, which in turn can influence purchasing decisions. Through the right education campaigns, companies can build stronger relationships with consumers and support the shift towards more sustainable consumption.

4. CONCLUSION

This study successfully analyzed the relationship between green marketing initiatives and consumer purchasing decisions in developing economies, especially in Indonesia. The results of the survey show that the green marketing initiatives implemented by companies

have a significant positive influence on consumer purchasing decisions. Respondents showed a strong attitude towards green products, with many willing to pay more for products marketed with sustainability claims. These findings are in line with the literature showing that consumers in developing countries are increasingly prioritizing sustainability values in their purchasing decisions (Yadav & Pathak, 2016; Karp et al., 2020). In addition, previous positive awareness and experience of green products also contribute to consumer loyalty.

However, the study also identifies challenges facing companies, such as consumer skepticism of sustainability claims and higher prices of green products. Although a positive attitude towards green marketing initiatives exists, transparency in communication and education about the benefits of green products is key in increasing consumer trust and acceptance. Therefore, companies are advised to strengthen their marketing strategies by focusing on information clarity, competitive pricing, as well as educational efforts to increase consumer awareness. These findings make a significant contribution to the green marketing literature and provide practical guidance for companies looking to develop sustainable strategies in an ever-evolving market.

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