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# THE INFLUENCE OF GREEN MARKETING ON THE PURCHASE DECISION OF ENVIRONMENTALLY FRIENDLY PRODUCTS

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## Abstract

*The growing concern for environmental sustainability has led consumers to favor eco-friendly products, prompting companies to adopt green marketing strategies. This study aims to examine the influence of green marketing on consumers' purchase decisions for environmentally friendly products. A quantitative approach was used, employing a survey method with 90 purposively selected respondents who have used eco-friendly food containers and are aware of related green marketing campaigns. Data were collected through a Likert-scale online questionnaire and analyzed using simple linear regression. Prior to regression, classical assumption tests including normality and heteroscedasticity—were conducted and satisfied. The results reveal that green marketing has a significant positive effect on purchase decisions ($\beta = 0.681$, $t = 7.975$, $p < 0.05$), with a coefficient of determination ($R^2$) of 0.420, indicating that 42% of the variation in purchase decisions is explained by green marketing. These findings support previous research and confirm that green marketing plays a crucial role in shaping consumer behavior toward sustainable products. However, other influencing factors remain unexplored. This study suggests companies enhance their green marketing efforts by emphasizing environmental and health benefits, ensuring transparency, and improving accessibility. Future research should involve broader samples and varied product categories for greater generalizability.*

**Keywords**: Consumer Behavior*,* Eco-Friendly Products, Green Marketing, Purchase Decision, Sustainability Marketing

## Introduction

Climate change is one of the major global challenges with direct impacts on environmental sustainability and public health (IPCC, 2021). Environmentally unfriendly consumption practices, such as the use of single-use plastics and household waste containing hazardous chemicals, contribute to increased carbon emissions, environmental pollution, and public health risks (WHO, 2022). Consequently, growing environmental awareness among consumers has triggered a shift in consumption patterns, including increased demand for environmentally friendly products (NielsenIQ, 2023).

In this context, the concept of green marketing has emerged as a critical strategy for companies to adapt to the growing trend of environmentally conscious consumers. Green marketing not only communicates the sustainability values of a product but also helps shape a brand image that is committed to environmental preservation and consumer health (Khan et al., 2021). This aligns with global efforts to reduce carbon footprints and enhance public health economics by integrating environmental protection into sustainable development strategies (UNEP, 2020).

One product category that has gained relevance in this discourse is reusable food storage containers, which are durable and made from BPA-free or other non-toxic materials. These products are often positioned as alternatives to disposable plastic containers, which are a major contributor to household waste and pose health risks, particularly when used at high temperatures (Zhang et al., 2020). Through green marketing campaigns, manufacturers emphasize that using these products can reduce environmental pollution while also ensuring food safety for families.

However, not all green marketing strategies succeed in influencing consumer purchase decisions. Some consumers remain skeptical of green claims made by companies, especially when such claims are not supported by concrete evidence or credible certification (Nyilasy et al., 2022). Therefore, it is important to investigate to what extent green marketing strategies employed by producers of environmentally friendly products, such as reusable food containers, effectively influence consumer purchase decisions especially amid growing concerns over climate change and public health.

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This study aims to analyze the influence of green marketing on consumer purchase decisions regarding environmentally friendly products in the context of climate change and public health economics. The focus is on household products that play a significant role in daily consumption and sustainable plastic waste management.

**Methods**

This study employed a quantitative approach using a survey method to examine the influence of green marketing on the purchase decisions of environmentally friendly products. The population consisted of consumers who had used eco-friendly food storage containers, such as BPA-free and reusable containers. A purposive sampling technique was used to select 90 respondents who had experience using such products and were aware of the green marketing campaigns conducted by manufacturers. Data were collected through a closed-ended questionnaire distributed online, using a Likert scale. The collected data were analyzed using simple linear regression to test the influence of the green marketing variable on purchase decisions. Prior to regression analysis, classical assumption tests were conducted, including the normality test to assess data distribution and the heteroscedasticity test to ensure the constancy of residual variance. A t-test was then conducted to evaluate whether the influence of the independent variable on the dependent variable was statistically significant at the 5% level.
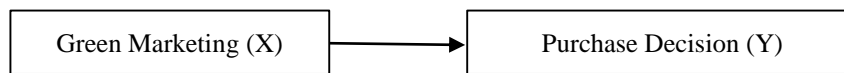
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┌──────────────────────┐        ┌──────────────────────┐
│ Green Marketing (X)  │ ─────▶ │ Purchase Decision (Y)│
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**Figure 1**
Diagram of Inter-variable Relationships

**Results and Discussions**

**Classical Assumption Tests**
**Normality Test**
Normality was tested using the One-Sample Kolmogorov-Smirnov Test on unstandardized residuals.

**Table 1 Result of Normality Test**

| Residual | Sig. |
|---|---|
| Kolmogorov Smirnov Test | 0.200 |

Source : Data Processing Result, 2025

The normality test was conducted using the One-Sample Kolmogorov-Smirnov method on the unstandardized residual values. The test result showed an Sig. value of 0.200, which exceeds the significance level of 0.05. This indicates that the residual data distribution is normal, fulfilling the normality assumption and validating the suitability of the regression model for further testing. Normal distribution of residuals is crucial for ensuring the validity of regression parameter estimation, particularly in significance testing.

**Heteroscedasticity Test**
The heteroscedasticity test was conducted using the Glejser method.

**Table 2 Result of Heteroscedasticity Test**

| Model | | t | Sig. |
|---|---|---|---|
| 1 | (Constant) | 0.726 | 0.469 |
| | Green Marketing | 0.149 | 0.882 |

Source : Data Processing Result, 2025

Based on the Coefficients output, the green marketing variable had a significance value of 0.882, well above the 0.05 threshold. This indicates that there is no heteroscedasticity in the model, implying that the residual variance is constant (homoscedastic). The absence of heteroscedasticity ensures that the regression coefficient estimates are unbiased and efficient.

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**Hypothesis Testing Using t-test**

**Table 3 Result of t-test**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 11.595 | 3.081 | | 3.764 | 0.000 |
| | Green Marketing | 0.681 | 0.085 | 0.648 | 7.975 | 0.000 |

Source : Data Processing Result, 2025

The t-test results for the regression coefficients indicate that the constant has a coefficient value of 11.595, with a t-value of 3.764 and a p-value of 0.000. This suggests that the intercept is statistically significant and different from zero, meaning that even in the absence of Green Marketing, consumer purchase decisions remain at an average value of 11.595.

Meanwhile, the Green Marketing variable has a coefficient of 0.681, with a t-value of 7.975 and a p-value of 0.000. The coefficient suggests that for every unit increase in Green Marketing, there is a corresponding 0.681 rise in Purchase Decisions. The t-test result, with a value of $t = 7.975$ and $p < 0.05$, confirms that Green Marketing exerts a substantial and positive effect on consumers' purchasing choices. Thus, it can be concluded that Green Marketing significantly influences consumer behavior.

**Coefficient of Determination**

**Table 4 Coefficient of Determination**

| Model | R | R Square |
|---|---|---|
| 1 | 0.648 | 0.420 |

Source : Data Processing Result, 2025

The regression analysis showed a coefficient of determination ($R^2$) of 0.420. This indicates that 42% of the variation in Purchase Decisions can be explained by Green Marketing. In other words, the Green Marketing variable contributes significantly to consumer purchase decisions. However, 58% of the variation remains unexplained by this model, suggesting that other factors beyond green marketing also influence purchase decisions. Nonetheless, an $R^2$ of 0.420 demonstrates that the model provides a reasonable representation of the relationship between the two variables.

**Discussion**

This research examined the hypothesis that Green Marketing positively affects the purchasing decisions of eco-friendly products (H1). The results from the simple linear regression analysis validate that Green Marketing has a notable impact on Purchase Decisions. This is supported by a regression coefficient of 0.681 for Green Marketing, accompanied by a t-value of 7.975 and a p-value of 0.000. The t-value, which is significantly higher than 2, and the p-value, well below 0.05, both indicate a statistically significant effect.

These findings support hypothesis H1 and align with previous studies showing that green marketing strategies can drive consumer decisions in favor of eco-friendly products. For instance, research by Joshi & Rahman (2015) found that consumer awareness of environmental impacts influences their purchasing decisions toward more sustainable products. They also emphasized the importance of clear and honest communication about sustainability to build consumer trust in green products.

Additionally, this study is consistent with findings by Johnstone & Tan (2015), who revealed that perceptions of environmental and health benefits associated with green products can influence consumer attitudes and purchase intentions. Khan et al. (2021) also highlighted that green marketing not only conveys product sustainability attributes but also shapes a brand image that reflects care for environmental preservation and consumer health elements that increasingly resonate with environmentally conscious consumers. Thus, this study reinforces the understanding that green marketing plays a crucial role in shaping purchase decisions, contributing to increased demand for environmentally friendly products.

**Conclusion and Recommendations**

This study demonstrates that Green Marketing has a significant positive influence on the Purchase Decisions of environmentally friendly products. Regression analysis confirmed that green marketing efforts can enhance consumer purchase decisions, in line with previous research (Joshi & Rahman, 2015; Johnstone

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& Tan, 2015). However, while the contribution of Green Marketing is significant, the $R^2$ value of 0.420 indicates that other factors beyond Green Marketing also influence purchasing behavior.

Therefore, it is recommended that companies strengthen their sustainability communication with verifiable evidence, emphasize both the health and environmental benefits of their products, and ensure affordability and accessibility. This study is limited by its relatively small sample size and its focus on a specific product type. Future research involving a larger and more diverse sample, and covering various product categories, is necessary to validate and generalize these findings more broadly.

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