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Sustainable Marketing: The Influence Of Environmental Awareness On Consumer Purchasing Decisions

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Abstract

Environmental awareness has become an important factor influencing consumer behavior in recent decades. This study aims to analyze the influence of environmental awareness on consumer purchasing decisions towards sustainable products. Using a quantitative approach, data were collected through a survey of 200 respondents in Indonesia. The results showed that consumers with a high level of environmental awareness tend to choose environmentally friendly products. In addition, environmental education factors and brand trust in sustainable products were found to be key elements in decision making. This study provides valuable insights for companies to develop more effective sustainable marketing strategies to meet the needs of increasingly environmentally conscious consumers.

Keywords : Sustainable Marketing, Environmental Awareness, Purchasing Decision, Sustainable Products

INTRODUCTION

In recent decades, sustainability issues have become a significant global concern. Environmental crises such as climate change, pollution, and natural resource depletion affect human life and trigger increasing environmental awareness among the public. This awareness has also changed the way consumers make purchasing decisions, where they increasingly choose products that support sustainability (Peattie, 2001; Leonidou et al., 2013).

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Sustainable marketing, as an approach that integrates environmental and social considerations into marketing strategies, has become a solution for companies to address this need. According to Kotler & Keller (2016), sustainable marketing not only aims to create economic benefits, but also to provide positive impacts on the environment and society. Companies that are able to implement this strategy can increase consumer trust as well as their competitiveness.

In Indonesia, increasing environmental awareness among consumers opens up great opportunities for companies to develop environmentally friendly products. However, despite this great potential, many companies face challenges in understanding the extent to which environmental awareness influences consumer purchasing decisions. Several studies have shown that purchasing decisions are influenced not only by environmental awareness, but also by factors such as price, brand trust, and the availability of information about product sustainability (Ottman, 2011).

This study aims to analyze the influence of environmental awareness on consumer purchasing decisions in Indonesia, especially related to sustainable products. This study also seeks to identify supporting factors that can help companies improve their sustainable marketing strategies.

LITERATURE REVIEW

Sustainable Marketing

Sustainable marketing is a marketing approach that integrates economic, social, and environmental aspects into every business activity. The goal is not only to generate profits but also to have a positive impact on society and the environment (Kotler & Keller, 2016). Sustainable marketing strategies include developing environmentally friendly products, consumer education campaigns, and implementing sustainability principles in the supply chain. Research by Leonidou et al. (2013) shows that companies that adopt sustainable marketing can increase customer loyalty and brand image.

Consumer Environmental Awareness

Environmental awareness is defined as an individual's understanding of environmental issues, such as climate change, pollution, and resource sustainability, and their commitment to supporting relevant solutions (Peattie, 2001). Consumers who have high environmental awareness tend to prefer products that have minimal negative impacts on the environment. In the Indonesian context, increasing environmental

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campaigns and public awareness encourage consumers to be more selective in purchasing environmentally friendly products (Ottman, 2011).

Consumer Purchasing Decisions

Consumer purchasing decisions are complex processes and are influenced by a variety of factors, including environmental awareness. According to Blackwell et al. (2006), consumers tend to consider personal values, ethics, and environmental impact when making purchasing decisions. Other factors such as price, quality, and availability of information are also important considerations. Research shows that consumers who believe in a brand's sustainability commitment are more likely to purchase sustainable products (Leonidou et al., 2013).

Relationship between Environmental Awareness and Purchasing Decisions

Previous studies have shown a positive relationship between environmental awareness and sustainable product purchasing decisions. For example, Ottman's (2011) study found that educational campaigns emphasizing the positive impacts of purchasing green products on sustainability can increase consumer interest. In addition, brand trust and transparency of sustainability information are also factors that strengthen this relationship.

RESEARCH METHODS

Research Approach

This study uses a quantitative approach to analyze the influence of environmental awareness on consumer purchasing decisions. This approach was chosen because it allows objective measurement of the relationship between variables using numerical data (Creswell, 2014).

Research Design

The research design used is a descriptive and explanatory survey. The descriptive survey aims to understand the level of consumer environmental awareness, while the explanatory survey is used to analyze the relationship between environmental awareness and purchasing decisions (Malhotra, 2019).

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Population and Sample

The population in this study were consumers in Indonesia who had purchased sustainable products. The sampling technique used was purposive sampling, with respondent criteria:

1. Aged between 18-50 years.
2. Have purchased an eco-friendly product in the last 6 months.

The sample size was 200 respondents, which is in accordance with the minimum guidelines for regression analysis (Hair et al., 2010).

Data Collection

Data were collected using a closed questionnaire consisting of three main parts:

1. **Demographic data** : Age, gender, and education level.
2. **Level of environmental awareness** : Measured using a 5-point Likert scale based on environmental awareness indicators by Peattie (2001).
3. **Purchase decision** : Measured based on indicators adapted from research by Blackwell et al. (2006).

Data Analysis

Data were analyzed using multiple linear regression to measure the effect of environmental awareness on purchasing decisions. Validity and reliability tests were conducted to ensure data quality. All analyses were performed using SPSS statistical software.

RESEARCH OPERATIONAL FRAMEWORK

The operational framework of this research consists of:

- **Independent variable** : Environmental awareness (X).
- **Dependent variable** : Consumer purchasing decisions (Y).

1) **Results and Discussion**

Research Results

This study analyzes the influence of environmental awareness on consumer purchasing decisions towards sustainable products. From 200 respondents, here are the main findings:

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1. **Respondent Profile** :
    - 60% of respondents were aged between 25-35 years.
    - 70% of respondents have a bachelor's degree or higher.
    - 68% of respondents said they had purchased sustainable products more than three times in the past year.
2. **Environmental Awareness Analysis** :
    - The average level of environmental awareness of respondents was in the "high" category (mean = 4.2 on a 5-point Likert scale).
    - The majority of respondents understand the concept of environmentally friendly products and their impact on sustainability.
3. **The Relationship between Environmental Awareness and Purchasing Decisions** :
    - Linear regression analysis shows that environmental awareness has a significant influence on purchasing decisions ($\beta = 0.45$; $p < 0.001$).
    - Other factors such as brand trust and product education also influence purchasing decisions ($\beta = 0.31$ and $\beta = 0.28$; $p < 0.05$).

DISCUSSION

The Influence of Environmental Awareness on Purchasing Decisions

The results of this study are consistent with previous findings that environmental awareness contributes significantly to consumer purchasing decisions. Consumers with high levels of environmental awareness are more likely to purchase sustainable products because they understand the positive impact of their purchases on global sustainability (Peattie, 2001; Leonidou et al., 2013).

Supporting Factors for Purchasing Decisions

In addition to environmental awareness, trust in eco-friendly product brands was also found to play an important role. This is in line with Ottman's (2011) research which states that brand transparency in conveying commitment to sustainability increases customer loyalty.

The Role of Education in Sustainable Marketing

Consumer education about the benefits of environmentally friendly products is an important element. This study strengthens the argument of Blackwell et al. (2006) that

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consumers who have adequate information about sustainability are more likely to make purchasing decisions that support sustainable products.

Implications for Marketing Strategy

Companies need to adopt more inclusive marketing strategies, such as:

1. Educating consumers through sustainability value-based marketing campaigns.
2. Increase brand trust through transparency of information about the product supply chain.
3. Providing incentives or promotions to encourage the purchase of environmentally friendly products.

CONCLUSION

This study confirms that environmental awareness has a significant influence on consumer purchasing decisions towards sustainable products. Consumers who have a high level of environmental awareness tend to choose environmentally friendly products, mainly because of their understanding of the benefits of sustainability and the positive impact of such purchases on the environment. In addition, factors such as brand trust and product education were also found to play an important role in influencing purchasing decisions.

These findings provide important implications for companies to improve their sustainable marketing strategies. Efforts such as effective educational campaigns, transparency of information related to product sustainability, and strengthening brand image can help companies attract increasingly environmentally conscious consumers. By implementing these strategies, companies can not only increase sales but also contribute to global efforts to create a more sustainable future.

This research also opens up opportunities for further studies, such as exploring other factors that may influence sustainable product purchasing decisions, or analyzing the impact of sustainable marketing on consumer loyalty in the long term.

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