

THE IMPACT OF LEMONILO GREEN MARKETING ON PURCHASE INTENTION

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ABSTRACT

Green marketing concept is getting popular in Indonesia and the world. Various food companies start innovating and launching food brands that use environmentally friendly concept. This research aims to identify impact of environmental concern, attitude toward green products purchase and on Lemonilo purchase intention. This research uses quantitative approach method by using primary data sources from e-questionnaire. The research result shows there is a significant impact of environmental concern on attitude toward green products purchase. The research also found that there is a significant impact of attitude toward green products on Lemonilo purchase intention. However, there is no significant impact of environmental concern on Lemonilo Purchase Intention.

Keywords: *Environmental Concern, Attitude towards Green Product, Purchase Intention of Green Product*

1. INTRODUCTION

Changes in consumer behavior towards environmentally friendly concerns are illustrated by saving energy use among electricity, fuel, water, reducing the use of air conditioning, reducing the use of plastic, cardboard, paper and participating in purchasing environmentally friendly products. This behavior can be grown through increasing education and increasing consumer knowledge [1]. Green marketing is a concept or strategy used to meet the needs and desires of consumers in maintaining and protecting the environment [2].

Food products are one of the most desirable products to be environmentally friendly products, the Loadata.co.id survey in Figure 1.1 can be seen that there is a preference for products that are categorized as environmentally friendly products, and it can be seen that food products are in the first position with a percentage of 56.7% and followed by households (47.8%), clothing (37.4%), health/cosmetics (30.6%), electronics (19.2%), and vehicles (8.3%).

Companies that have implemented the concept of green marketing are Mie Lemonilo [1] A survey conducted by Lokadata, Indonesia ranks second highest after China as a country that consumes instant noodles. According to [3], the four instant noodle brands that occupy the Top Brand position are Indomie, Mie Sedaap, Sarimi, and Supermi. However, none of the four brands apply the concept of green marketing.

The presence of Lemonilo as instant noodles made from natural raw materials and the concept of green marketing gives a new color in the competition. that Lemonilo has so far achieved a healthy lifestyle by providing a variety of natural products at reasonable prices for everyone by reducing harmful synthetic ingredients [4].

According to [5] found that the purchase intention of green products is influenced by factors of concern for the environment and attitudes towards purchasing green products. Intention to

buy green products can also be used as a self-desire to be able to make purchasing decisions that will prioritize green products or non-green products [6]. So with that consumers not only pay attention to the product, but consumers also see the influence on the environment as well. in purchasing green products, as well as having the desire to have green products, and the desire to change to other brands by considering environmental aspects and avoiding natural damage, as well as replacing products into environmentally friendly products [7].

Attitude of care is a general thought that is learned as a form of consistent response to the environment, whether negative or positive, based on cognitive, affective, and conative [8][20] in this case consumers also become more concerned with the environment, think more about the impact or impact on the environment. will occur in the future influence on the environment in the future. Environmental concern is the key for the authors in this study because it can measure a person's environmentally friendly behavior. [9] have research results that environmental awareness has a negative effect on purchase intention of green products. However, this result is in contrast to other studies. [10] whose research results show that environmental awareness has a significant effect on the purchase intention of green products.

Concern for the environment will form a positive attitude from consumers towards green products. Attitudes towards purchasing green products discuss specific attitudes that look at a person's beliefs and feelings in purchasing decisions on environmentally friendly products where attitudes towards green products are also in this study more likely to look at the nature of green products. or behavior of liking or being positive about green products themselves. attitude towards green products is likely to see the behavior of happy or not towards environmentally friendly products [9]. Attitudes towards purchasing green products can also be regarded as an evaluation of purchasing green products in the context of predicting intentions to purchase green products as well as the attitude itself [5]. A positive attitude towards green products has an effect on green purchasing [11]. However, according to [13], it shows that the attitude of the results has no effect on green purchase intention.[21]

Due to the phenomena that occur and the occurrence of research gaps, the researchers conducted this research.

2. RESEARCH METHOD

Environmental concern has an important role in strengthening the increase in purchase intention. Educated consumers today have seriousness in maintaining and protecting the environment and are responsible for protecting the environment by using environmentally friendly products to avoid environmental damage in the product purchase process [10]. Environmental awareness has a positive significant influence on the purchase intention of green products [10]. Environmental concern can be emphasized as one of the main cognitive measures in predicting one's environmentally friendly concern, behavior in green marketing also from time to time in general plays an important role in making someone aware of the importance of environmental problems and one's readiness to solve problems related to the environment. Besides that, it can foster a sense of one's responsibility to be able to participate in protecting the environment, which can be realized by one's feelings which can be reflected in one's involvement in protecting the environment and helping to protect the surrounding environment. So it can be interpreted that if someone has a high environmental concern, it will have a direct effect on the intention to buy green products that focus on environmental care. Environmental awareness has a significant influence on the purchase intention of green

products [14]. Based on previous research, the first hypothesis was formed in this study, namely:

H1: Environmental concern has a significant influence on the purchase intention of green products to consumers of Lemonilo noodles.

One of the factors that can influence the purchase of green products is attitude which has a significant effect on green purchasing [10]. Attitude is always something that needs to be emphasized when it comes to environmental care because it can be one of the measuring tools for a person's behavior. The attitude in this phenomenon is the tendency to learn to respond to one's way of acting wisely towards green products, besides that this behavioral phenomenon will also represent a person to be able to see what consumers like or dislike in general and specifically regarding one's decision to make a purchase. environmentally friendly green products or services, so that attitudes can be grouped into general attitudes and specific attitudes [10]. The general attitude in this study is a person's tendency to get involved and show an attitude that is in accordance with green products. While a specific attitude is a person's prediction in determining a person's particular attitude towards green products so that it involves feelings. Therefore, this specific attitude is shown as a person's attitude towards green products that holds beliefs or involves one's feelings towards someone's decision to buy environmentally friendly products that think about their involvement and impact on the environment. If consumers have environmental awareness, they will have a significant attitude towards environmentally friendly products [15]. Consumers who have very high environmental awareness are directly related to a person's positive attitude towards green products which in turn will increase purchase intention. on green products. Based on previous research, the second hypothesis was formed in this study, namely:

H2: Environmental concern has a significant effect on attitudes towards green product of Lemonilo noodles.

Attitude towards green products is an attitude to be able to see one's beliefs and feelings in purchasing decisions of environmentally friendly products and the impact on the environment [11]. Intention to buy green products refers more to the willingness of consumers to buy green products that focus on environmental protection, in other words consumers are not only worried about product quality but also worried about environmental sustainability related to purchasing decisions for green products that are environmentally friendly. it is also an attitude that can show a person's interest in encouraging someone to buy environmentally friendly green products. and attitudes towards purchasing green products can determine one's purchasing decisions by involving the feelings of someone who cares about the environment at present or in the future, which will directly increase the caring attitude towards green products and also increase purchase intentions for green products [22]. Consumers who have an attitude towards green products will also have a higher purchase intention of their green products [10]. Based on previous research, the third hypothesis was formed in this study, namely:

H3: Attitudes towards green products have a significant effect on consumers' purchase intentions of green products, Lemonilo noodles.

If someone has a high environmental awareness, then indirectly he must have an attitude that cares about the environment and also shows a positive attitude towards green products. Environmental concern can also give impetus to the intention to buy green products [10] Environmental concern also has an important role in increasing intentions to buy green products where this can be improved by educating the public in protecting the natural environment and providing a great sense of responsibility to protect the environment. can

contribute to protecting the natural environment by reducing the use of products that can damage the environment and avoiding excessive use of resources [11]. A person's high environmental knowledge can increase a person's intention to be able to buy green products and can show a person's willingness to be able to buy environmentally friendly products which can be categorized as an attitude that supports green products that are environmentally friendly, if someone has a high positive attitude. the higher the intention to buy green products that are environmentally friendly and a person's ability to buy green products [15]. Having a positive attitude towards green products will usually have a positive decision also towards green products in purchasing green products. If someone has a positive attitude towards green products, he usually already understands and is aware of the importance of the environment and knows the environmental problems that are being faced so that they can make wise decisions about purchasing green products, so that the higher a person shows an attitude that supports environmental care, the more There is also a high level of intention to purchase products to support environmental awareness [9]. Based on previous research, the third hypothesis was formed in this study, namely

H4: Environmental concern has a significant effect on the purchase intention of green products which is mediated by attitudes towards green products on Lemonilo noodle consumers.

Based on the research hypothesis, the conceptual framework that can be described is as follows:

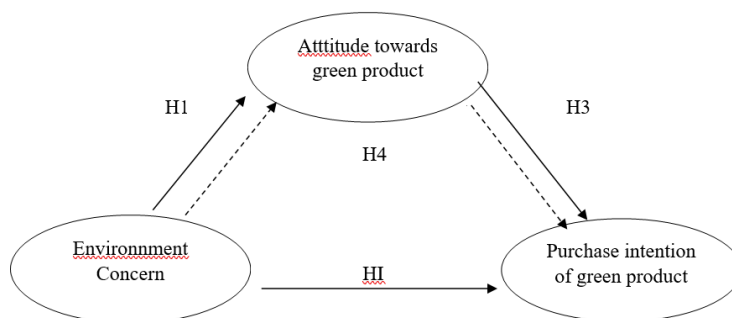


Figure 1. Conceptual Framework

This paper presents some continuation from several research by [5], [16], [10] Theoretical contribution of this research is to present some continuation from several research especially in related at green marketing for green product in Indonesia at instant noodles industry that called Lemonillo.

The society contribution of this research is to help the company to maintain the innovations made in developing healthy and environmentally friendly instant noodle food products and can continue to contribute to protecting the environment and be a solution in answering community problems.

This research is quantitative research where the researcher uses number as the research approach. The research purpose is to examine the relationship between variables and taking conclusions on the impact of each variable. This research is a causal associative which is to find relationship or impact between two variables or more [17]. The research subject is Lemonilo, which is a noodles brand the first noodle in Indonesia that uses natural raw materials and with green marketing as a marketing concept from the Lemonilo Brand.

The data collection for this research is using a questionnaire which uses a Likert Scale. Five scale indicators are used in the questionnaire with number 1: Strongly Disagree and number 5: Strongly Agree. [18]. The number of samples in this research is 170 samples. The research sampling is non probability sampling, specifically purposive sampling. Non-probability sampling is a sampling method in which a population is selected subjectively [19].

3. RESULTS AND DISCUSSION

Based on the results of questionnaires that have been distributed to 170 respondents, the following is a presentation of respondent data in this study.

Table 1. Respondent Profile (n = 170)

Indicator	Description	Qty	%
Gender	Male	67	61
	Female	103	39
Ages (in years)	17 – 20	39	23
	21 - 23	100	59
	24 – 27	25	15
	27 – 31	6	3
	31 - 35	0	0

Sources: Data Processed by Researchers

The gender of the respondents can be seen based on table 1 where the results show that from 170 total respondents there are 103 women (61%) of the total respondents and 67 respondents are men (39%). In this description of respondents, women dominate as respondents compared to men, and these results can be influenced by the precise distribution of questionnaires such as social media and other community groups. The respondent's data has been distributed according to the target respondents who are interested in the Lemonilo noodle product and know the Lemonilo noodle product.

As for the age distribution of respondents, there are 39 respondents (23%), the age group of 17-20 years, then the dominant age is 21-23 years as many as 100 respondents (59%), and then age 28-31 as many as 6 respondents (3%),

Based on the results of data processing that has been done, the following is a test of validity, reliability, and coefficient of determination for each variable tested.

Table 2. Data Analysis

Var	Validity		Reliability	Coefficient of Determination
	CL	AVE	CR	R²
EC	0.818 – 0.833	0.681	0.810	
AGP	0.700 – 0.832	0.651	0.882	0.218
GPI	0.714 – 0.840	0.615	0.889	0.438

CL = Cross Loading ; CR = Composite Reliability

Sources: Data Processed by Researchers

Based on Table 2 above, it can be seen that in the validity test all variables in this study have met the requirements where it can be seen that the cross-loading value on all variables is greater than 0.7 and the AVE value is greater than 0.5, meaning that the environmental concern variable, attitude towards green product, and purchase intention of green product have met the validity test requirements.

In the reliability test, by looking at the composite reliability value, in table 2 the overall value is greater than 0.7, which means that the environmental concern, attitude towards green product, and purchase intention of green product variables have met the reliability test requirements. While the AGP determination coefficient value is 0.218 or 21.8% where this value means that the attitude towards green product variable is influenced by the environmental concern variable by 21.8% while the rest is influenced by other variables not examined in this study. And the coefficient of determination GPI is 0.438 or 43.8% where this value means that the variable purchase intention of green product is influenced by environmental concern and attitude towards green product variables by 43.8% while the rest is influenced by other variables not examined in the study. this.

Based on the results of data processing that has been done, the following are the results of hypothesis testing

Table 3. Hypothesis Testing

Hypothesis	p-Value	Result
H1: EC > GPI	0.091	Not Sig
H2: EC > AGP	0.000	Sig.
H3: AGP > GPI	0.000	Sig
H4: EC > AGP > GPI	0.000	Sig

Sources: Data Processed by Researchers

Based on Table 3 above, it can be concluded that Hypothesis 1 is rejected. Due to the p-value > 0.05. The results of this study are also in accordance with previous studies [9], but in contrast to the previous [10] which stated that the results of the study that environmental awareness had a significant relationship with the purchase intention of green products. This can be due to the lack of care and awareness of the environment, differences in people's lifestyle patterns who have their own assumptions about caring for the environment where people who care about the environment do not always have to consume environmentally friendly products, besides people's habits that are always instant make people's habits It takes time to build a mindset that it is important to protect the environment by contributing to consuming environmentally friendly products. In addition, there are other factors that can take other considerations into account that make someone who cares about the environment intend to buy environmentally friendly products, such as, the price offered is based on analysis and facts that occur based on the results of a direct field survey on the phenomenon, it can be seen that the price of Lemonilo noodles it is indeed more expensive than other diamond noodles so that this phenomenon makes potential consumers unable to purchase environmentally friendly products, and this analysis is also based on the results of respondents in the environmental awareness section. agree/result that researchers expect to buy green products in this study are Lemonilo noodles or environmentally friendly products.

Based on Table 3 above, it can be concluded that Hypothesis 2 is accepted because the p-value < 0.05. The results of this study are also in accordance with previous studies [9]. In this study, the respondents who became the sample in this study were consumers who had never

bought Lemonilo noodles in Indonesia who were concerned about the environment, from the results of the research respondents supported the purchase of environmentally friendly products in showing an attitude of concern for the environment as an effort to protect the environment. This influence arises because if someone who has high environmental awareness will tend to show a positive attitude or support the company in protecting the environment by issuing environmentally friendly products as well as contributing to preserving the environment and nature preservation.

Based on Table 3 above, it can be concluded that Hypothesis 3 is accepted because the p -value < 0.05 . The results of this hypothesis test are also the same as previous studies [9] and [10]. This is because respondents who have a positive attitude towards environmentally friendly products will have a great intention in purchasing environmentally friendly products, respondents feel that Lemonilo noodles are environmentally friendly products that are good for consumption even though respondents in this study still intend not to consume them. Therefore, the task of marketers is to convert these purchase intentions into product purchases through marketing activities.

Based on Table 3 above, it can be concluded that Hypothesis 4 is accepted because the p -value < 0.05 . Environmental concern has a significant effect on purchase intention of green products which is mediated by attitudes towards purchasing green products. From the results of this study, it can be concluded that attitudes towards purchasing green products can completely mediate between environmental concerns and purchase intentions of green products. that if someone has a high environmental concern, it must be accompanied by a positive attitude towards green products that are environmentally friendly and if someone has a high positive attitude towards green products, the higher the incentive to purchase green products.

4. CONCLUSION AND RECOMMENDATION

From the results of this study, it can be concluded that environmental awareness does not affect consumers' purchase intentions for green products. However, environmental concern has a significant influence on attitudes towards green products. In addition, attitudes towards green products also have a significant effect on purchase intention for green products. And the last one is that the attitude towards green products as a mediating variable has a significant influence between the environmental awareness variables on the purchase intention of green products.

In this study, the authors contribute and make recommendations to the managerial. This research provides recommendations that can be used for marketers in further developing the marketing process for Lemonilo noodle products as environmentally friendly products. Researchers suggest companies to continue to develop products that continue to innovate that focus on green products that are environmentally friendly and continue to educate the public regarding the understanding of the importance of the environment to be more concerned about the environment as well as the importance of consuming environmentally friendly products in continuing to build an attitude of caring for the environment by increasing advertising made by the company, as well as being able to see consumer behavior such as being able to see market trends, being able to identify market needs, and being able to make market strategies that are appropriate and can be applied in response to environmentally friendly products and can be used as a reference or marketing program in accordance with the company's objectives in marketing environment-friendly Lemonilo noodle products.

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