# Sustainability in Marketing: Exploring the Impact of Green Marketing on Environmental Concern and Customer Satisfaction

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## Abstract

Sustainability is an issue that must be paid attention to by various sectors of life, including the marketing sector, which is mentioned as Green marketing. This research wants to explore the role of green marketing in customer satisfaction and loyalty, as well as its role in environmental awareness. Reflecting on previous research, this research uses quantitative descriptive by distributing structured questionnaires, with non-probability purposive sampling with a total of 206 respondents in the capital area, with the category being consumers of FMCG products. This research offers a novelty on how green marketing influences environmental and social concerns. Most research on green marketing was conducted in developed countries, but this research was conducted in developing countries in Indonesia. The findings show that Green Marketing significantly influences consumers in terms of satisfaction and loyalty variables, and has a significant effect on social responsibility and environmental safety, moreover, it influences on product innovation and development. This study seeks to unravel the intricacies of how eco-conscious marketing strategies affect not only consumer contentment but also the environment. This conscious consumer behaviour, particularly among FMCG consumers in Indonesia, underscores the significance of these green aspects in shaping their satisfaction and fostering loyalty, despite potential price increases. Companies must prioritize eco-friendly product development, emphasize sustainability, and effectively communicate their green initiatives to succeed in this landscape. It's evident that consumers today no longer base their purchases solely on personal needs but consider the broader environmental and social impacts, urging marketers to embrace sustainability and responsible practices in their strategies.

**Keywords:** *Customer Satisfaction; Customer Loyalty; Environmental Safety; Green Marketing; Sustainability*

## Introduction

In the 20th century, the issue of climate change and sustainable environment has been widely developed. This issue has resulted in both social and economic losses due to weather changes and climate-related natural disasters such as hurricanes, droughts, heat waves, and forest fires. Many studies on environmental sustainability, which stated that the business sector is considered the main cause of

ecological damage at local, regional and global scales (Moscardo et al., 2013). The business sector seen to contribute a lot to environmental issues, whereas the business sector should be able to carry out its business activities by paying attention to environmental concerns, which is referred to as sustainable business.

Sustainable business is part of the sustainable development program or SDGs. This program relating to the environment is mainly discussed in Goal 13, namely Climate action, which is taking urgent action to combat climate change and its impacts (United Nations, 2021). It aims to reduce the impact of climate change and encourage sustainable environmental behavior. Basically, the environment is a cross-sectoral issue (Bellanger et al., 2021). It involves governments, businesses, non-profit and philanthropic organizations, communities, and / or society, including the corporate sector and specifically marketing. Programs should be integrated into the other SDGs to promote a holistic approach to sustainability, although Goal 13 is specific SDGs that specifically address climate change and environmental sustainability. This holistic approach does not only focus on the environmental part, but also on the marketing sector.

Corporate Social Responsibility (CSR) aligned with environmental sustainability supports Sustainable Development Goals (SDGs) and the Indonesian government's directives outlined in PP No. 47 of 2012. This recognizes the importance of respecting nature's limits for survival. Sustainable businesses, often referred to as green businesses, minimize negative environmental impacts and may even have positive effects on the environment, community, society, and the global economy (Purnama & Mawangsari, 2019). Green practices span various business sectors, including Green HRM, green production, and Green Marketing, which, in marketing studies, is known as Green Marketing. Green Marketing involves promoting products or services based on their environmental benefits, incorporating eco-friendly elements in their content, production, or packaging.

Customer satisfaction in the context of green marketing signifies how content consumers feel when buying eco-friendly products. This satisfaction is closely linked to green marketing, attracting environmentally conscious customers who are satisfied with purchases aligning with their values and beliefs (Supriadi et al., 2017; Tarabieh et al., 2021; Majeed et al., 2022). Businesses practicing green marketing are perceived as socially responsible, enhancing customer satisfaction by connecting purchases to societal and ecological well-being (Reddy et al., 2022). The growing consumer interest in environmental preservation drives demand for eco-friendly products, prompting marketers to adapt (Peattie & Crane, 2005). This research addresses knowledge gaps in green marketing's influence on customer satisfaction and attitudes, offering insights for economic integration. For this so far, researchs on the effects of green marketing on consumers has been mostly carried out in western countries, as a sharp increase in environmental understanding has occurred in the US and Western Europe (Delafrooz et al., 2014). The research gap in this research is wanting to know the effects of green marketing. on consumer behavior, namely customer satisfaction that occurs in Indonesia, especially in the capital city of Jakarta. Many assumptions explain that green marketing, such as the price aspect, has a negative influence on customer satisfaction. That customers do not want to incur extra costs for products that have green marketing (Barbarossa & Pastore, 2015). Apart from that, Green marketing is only considered as a promotion without any changes to environmental aspects which commonly known as Greenwashing (Aggarwal & Kadyan, 2011; Roszkowska-Menkes, 2021). Therefore, this research wants to know how this research also aims to find out the role of green marketing on environmental aspects. The main purpose of this study is alignment between consumer perceptions and actual sustainable behavior is crucials. There are research gaps to explore, including long-term impacts, multicultural and regional influences, segmentation, and actual behavior. The limitation for this research is only focuses on short-term customer satisfaction and immediate purchase behavior. Therefore, the advice for future study should investigating long-term green marketing impacts, cultural and regional variations, and demographic responses to green marketing can provide effective targeting.

## *Literature Review*

The Role of Green Marketing (GM) to Customer Satisfaction (SAT)

Consumer attitudes toward the environment are primarily shaped by their awareness of environmental issues. Businesses that demonstrate their commitment to green products through packaging, advertising, or manufacturing methods attract satisfied customers. Sustainable and environmentally conscious lifestyles are viewed as a healthier choice for the current and future generations, reflected in consumer spending habits favoring environmentally sustainable brands. Consumers not only prefer green products but are willing to invest more in them. Green products stand out with distinctive labels, offering a competitive advantage and significantly influencing consumer purchasing decisions (Mohammed & Rashid, 2018). Green marketing strategies consistently anticipate customer satisfaction, with the mere presence of a green logo often enough to sway purchase decisions, emphasizing the pivotal role of Green Marketing (GM) in shaping customer satisfaction (Mkik & Mkik, 2020). Based on the explanation above, this study proposes the following hypothesis:

H1: Green Marketing (GM) has a positive influence on Customer Satisfaction (SAT)

The Role of Green Marketing (GM) to Customer Loyalty (LOY)

Green Marketing (GM) has an important and beneficial effect on customer loyalty. This has been empirically investigated in green marketing conducted by previous research on a cosmetics company namely The Body Shop. The extent to which environmentally conscious marketing strategies are effectively implemented is directly correlated with the amount of increase in customer loyalty to a product. (Kewakuma et al., 2021). Based on the results of previous research, this study formulates the following hypothesis:

H2: Green Marketing (GM) has a positive influence on Customer Loyalty (LOY).

The Role of Green Marketing (GM) to Environmental Safety (ESF) and Social Responsibility (CSR)

Green Marketing has a significant impact on Corporate Social Responsibility (CSR) by aligning with environmental sustainability, increasing transparency, and encouraging ethical business practices. This relationship reinforces CSR's core principles of social and environmental accountability, stakeholder engagement, and sustainability goals. In essence, green marketing serves as a practical avenue through which companies can demonstrate their dedication to CSR by actively promoting environmentally conscious products and practices. (Zhang & Berhe, 2022). Other studies also mention that green investment and green marketing will increase the profitability factor in the organization and the ability to change its work process with new strategies including how the company's strategy in carrying out its CSR process. Based on the explanation above, the following is the hypothesis proposed by the researcher:

H3: Green Marketing (GM) has an influence on Environmental Safety (ESF)

H4: Green marketing (GM) has an influence on Social Responsibility (CSR)

The Role of Green Marketing (GM) to Product Innovation and Development (PID)

Green marketing stimulates innovation in the development of sustainable products, technologies, and practices. (Wu & Lin, 2014). It encourages companies to create environmentally friendly products and services, implement efficient processes, and foster a culture of sustainability. Green marketing's emphasis on consumer demand, regulatory compliance, and competition and also market opportunities encourages companies to invest in innovative solutions that meet environmental standards while differentiating their brands. The symbiotic relationship between green marketing and innovation leads to a continuous cycle of environmentally conscious product and process improvements. Product innovation

has an important role in achieving green marketing performance. (Nuryakin & Maryati, 2022). Based on the explanation above, the researcher formulates the following hypothesis:

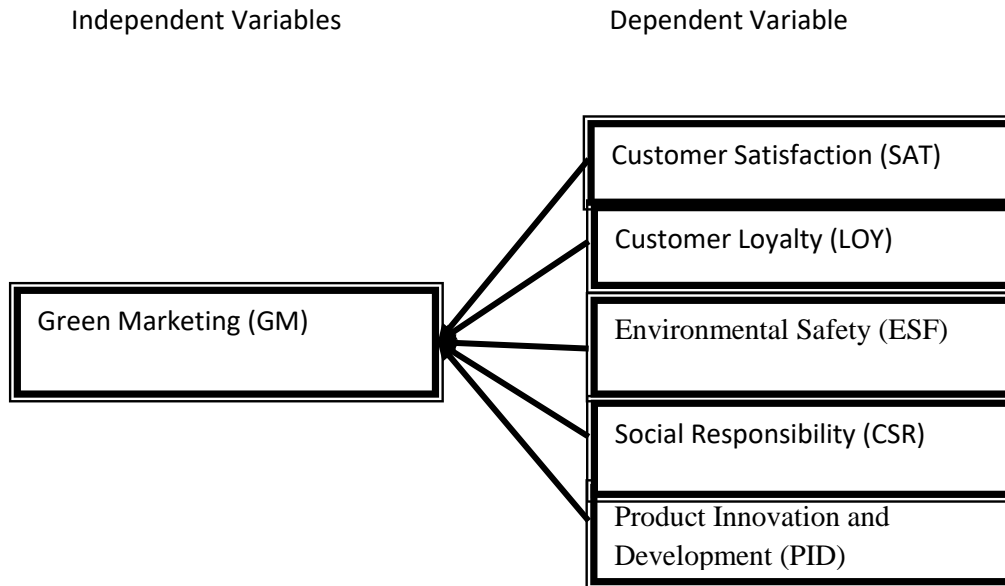H5: Green Marketing has an influence on Product Innovation

Independent Variables                    Dependent Variable



Figure 1: Theoretical framework (Zulfiqar & Shafaat, 2015)

### *Methodology*

This research uses quantitative descriptive methods to analyze the effects of Green Marketing on Environmental Concern and its role in Customer Satisfaction and Loyalty. This research conducted on the population of Unilever FMCG brand consumers in Indonesia, especially in the Jakarta area and its surroundings. This research uses non-probability sampling, which the sampling where elements in the population do not have the same chance for each element or member of the population to be selected to be the sample (Sekaran and Bougie, 2013: 252). Meanwhile, this research also uses a non-probability sampling method called "purposive sampling", which involves selecting samples based on predetermined criteria (Schindler, 2019). This research uses respondent criteria, namely consumers who are at least 17 years old and are customers or customers who have purchased at least once. According to Schindler (2019), the sample size used ranges from 30 to 500 samples. According to Hair et al., (2019), the ideal sample size is 5 to 10 times the indicators contained in the questionnaire. Therefore, in this study the questionnaire was distributed to 206 respondents. Questionnaire link via Google Forms was spread out in order to get the data collection. For quantitative research, the research uses a replicative method with measurements from previous journals (Zulfiqar & Shafaat, 2015). The questionnaire in this study used closed question form in all sections. In this study the author used a 5 points of Likert scale. The advantage of a questionnaire instrument that uses a Likert scale with five scales is that the questionnaire is able to accommodate respondents' answers that are neutral or unsure. It's found in the Likert scale with four scales where answers that are neutral or unsure are omitted in the questionnaire. Apart from that, according to Hair (2007), the reason for using a 5 points of Likert scale is because a 7 point or 13 points of Likert scale will make it more difficult for respondents to differentiate each point on the scale and make it difficult for respondents to process information. Data analysis in this study used the Partial Least Square (PLS) method. Indicators used to describe variable extracts in the research model. This research uses a formative regression model. Figure 1 shows the research model.

## *Findings*

Data Analysis

In this section the data that got from the survey will be presented. In the first part, below are the respondents profile that filled the survey.

Table 1: Respondents Profile

| Respondent Data | Description | Frequency | Percentage (%) |
|---|---|---|---|
| gender | man | 90 | 43.7 |
| | woman | 116 | 56.3 |
| education level | high school/ equivalent | 41 | 19.9 |
| | undergraduate diploma | 145 | 70.4 |
| | masters | 19 | 9.2 |
| | doctoral | 1 | 0.5 |
| age | 17-20 years | 5 | 2.4 |
| | 21-25 years | 29 | 14.1 |
| | 26-30 years | 40 | 19.4 |
| | 31 years and over | 132 | 64.1 |

The information provided in Table 1, depicted above, serves to delineate the dataset of respondents, encompassing key demographic attributes, namely gender, educational backgrounds, and age groups.

## Covergent Validity

Convergent validity done to test the level of accurate items to measure the research object. In this study, a loading factor test used. According to Hair et al, in Indrawati (2015), items can be informed to have convergent validity if the loading factor score is more than 0.6. The following are the results of the loading factor scores.

Table 2: Convergent Validity Test

| Variable | Indicator | | Factor Loading | Note |
|---|---|---|---|---|
| | GM1 | Eco-Marketing helps save the environment. | 0.824 | valid |
| | GM2 | At the time of purchasing a product, there is sufficient information about its Eco-friendly features. | 0.781 | valid |
| | GM3 | I am willing to pay more for products that have environmentally friendly features. | 0.703 | valid |
| | GM4 | Eco-friendly features increase the market value of the product. | 0.855 | valid |
| Green Marketing (GM) | GM5 | Advertisements promoting environmentally friendly products play an important role in increasing environmental awareness. | 0.899 | valid |
| | GM6 | Promoting environmentally friendly products is one method to increase sales. | 0.878 | valid |
| | GM7 | Green features increase the cost of the product so that you have to pay more, because there is a difference between the features of green products and ordinary products. | 0.646 | valid |
| Customer satisficati | SAT1 | I am happy with the environmentally friendly products despite the price increase. | 0.764 | valid |

| | | | | |
|---|---|---|---|---|
| on (SAT) | SAT2 | I feel more comfortable using environmentally friendly products, compared to regular products. | 0.935 | valid |
| | SAT3 | I prefer environmentally friendly products over regular products. | 0.946 | Valid |
| | SAT4 | I prefer to buy products that show concern for customers and the environment through their promotions. | 0.920 | valid |
| | LOY1 | Environmentally friendly products give a positive message to customers and make customers interested in the product. | 0.901 | valid |
| Customer Loyalty (LOY) | LOY2 | Customer loyalty can be achieved through green marketing. | 0.942 | valid |
| | LOY3 | I am more loyal to green products than regular products. | 0.939 | valid |
| | LOY4 | I recommend others to buy environmentally friendly products. | 0.933 | valid |
| | LOY5 | I communicate the benefits of green products to others. | 0.915 | valid |
| Environmental safety (ESF) | ESF1 | Eco-friendly product features help save the environment. | 0.967 | valid |
| | ESF2 | Eco-friendly features of the product help save resources and can manage waste well. | 0.956 | valid |
| | ESF3 | Using green products can help reduce environmental problems. | 0.967 | valid |
| Social Responsibility (CSR) | CSR1 | I buy environmentally friendly products as a form of my social responsibility. | 0.941 | valid |
| | CSR2 | The Eco-Friendly Product feature attracts and adds more customers because people are increasingly aware of and want eco-friendly products. | 0.944 | valid |
| Product Innova-tion & Develop-ment (PID) | PID1 | I know about the features of green products. | 0.920 | valid |
| | PID2 | When buying a product, I consider the environmentally friendly features of the product. | 0.900 | valid |
| | PID3 | Eco-friendly products are innovative products. | 0.928 | valid |
| | PID4 | The more eco-friendly features in the product, the more innovative. | 0.937 | valid |

The table above provides information regarding the loading factor value for each manifest variable. The loading factor value of several indicators for the latent variable shows >0.6, so that all of these indicators are declared valid. Therefore, all manifest variables are declared to have met the requirements for convergent validity. Convergent validity itself is validity that is proven if the scores obtained by instruments that measure concepts which using different methods have a high correlation.

### Discriminant Validity

Discriminant validity analyzed from the cross-loading factor comparison with the construct and the comparison of AVE with latent variable correlation. If the correlation of the construct with the main measurement (each indicator) is bigger than the size of the other constructs, it means the variable has high discriminant validity. The cross-loading values presented as follows:

Table 3: Table of Factor Cross Loading Test Results

| | GM | SAT | LOY | ESF | CSR | PID |
|---|---|---|---|---|---|---|
| **GM1** | 0.824 | 0.688 | 0.640 | 0.690 | 0.689 | 0.632 |
| **GM2** | 0.781 | 0.627 | 0.702 | 0.608 | 0.691 | 0.671 |
| **GM3** | 0.703 | 0.567 | 0.601 | 0.534 | 0.592 | 0.487 |
| **GM4** | 0.855 | 0.704 | 0.750 | 0.662 | 0.717 | 0.719 |

| GM5 | 0.899 | 0.773 | 0.761 | 0.788 | 0.792 | 0.760 |
| GM6 | 0.878 | 0.737 | 0.786 | 0.677 | 0.751 | 0.736 |
| GM7 | 0.646 | 0.436 | 0.490 | 0.423 | 0.431 | 0.387 |
| SAT1 | 0.657 | 0.764 | 0.662 | 0.547 | 0.640 | 0.548 |
| SAT2 | 0.754 | 0.935 | 0.745 | 0.708 | 0.739 | 0.769 |
| SAT3 | 0.744 | 0.946 | 0.783 | 0.698 | 0.754 | 0.765 |
| SAT4 | 0.765 | 0.920 | 0.774 | 0.698 | 0.739 | 0.731 |
| LOY1 | 0.835 | 0.745 | 0.901 | 0.778 | 0.819 | 0.761 |
| LOY2 | 0.807 | 0.775 | 0.942 | 0.718 | 0.796 | 0.764 |
| LOY3 | 0.803 | 0.804 | 0.939 | 0.742 | 0.823 | 0.787 |
| LOY4 | 0.756 | 0.780 | 0.933 | 0.750 | 0.780 | 0.767 |
| LOY5 | 0.733 | 0.742 | 0.915 | 0.681 | 0.745 | 0.703 |
| ESF1 | 0.756 | 0.724 | 0.758 | 0.967 | 0.805 | 0.766 |
| ESF2 | 0.772 | 0.717 | 0.768 | 0.956 | 0.809 | 0.761 |
| ESF3 | 0.762 | 0.711 | 0.767 | 0.967 | 0.812 | 0.767 |
| CSR1 | 0.784 | 0.743 | 0.789 | 0.802 | 0.941 | 0.796 |
| CSR2 | 0.804 | 0.774 | 0.826 | 0.781 | 0.944 | 0.814 |
| PID1 | 0.744 | 0.727 | 0.755 | 0.688 | 0.763 | 0.920 |
| PID2 | 0.682 | 0.728 | 0.792 | 0.706 | 0.763 | 0.900 |
| PID3 | 0.751 | 0.710 | 0.698 | 0.760 | 0.780 | 0.928 |
| PID4 | 0.762 | 0.751 | 0.774 | 0.771 | 0.841 | 0.937 |

Based on the PLS software results table above, it can be seen that the cross-loading factor correlation value for each latent construct for the corresponding indicator is higher than for other constructs, so it can be concluded that the indicators used to measure the latent variable have met the requirements.

**Reliability Test**

Reliability testing in Partial Least Square (PLS) can use two methods, namely Composite Reliability (CR) and Cronbach's Alpha, which are presented as follows:

Table 4: Table of Composite Reliability (CR) and Cronbach's Alpha Test Results

|  | **Cronbach's Alpha** | **Composite Reliability** | **Average Variance Extracted (AVE)** |
|---|---|---|---|
| GM | 0.906 | 0.926 | 0.644 |
| SAT | 0.914 | 0.941 | 0.800 |
| LOY | 0.959 | 0.968 | 0.858 |
| ESF | 0.961 | 0.975 | 0.928 |
| CSR | 0.874 | 0.941 | 0.888 |
| PID | 0.941 | 0.957 | 0.849 |

The testing results above shows that the Composite Reliability (CR) value is higher than 0.7 and the Cronbach's Alpha value is bigger than 0.6. Therefore, we can conclude that the data is reliable which shows that all indicators have consistency in measuring each variable. Meanwhile, table above shows that the three latent variables have an AVE value that is greater than the specified value, namely 0.5. So that all variables are declared valid in explaining the latent variables, which shows that the use of manifest variables meets the AVE requirements.

**Structural Model Testing (Inner Model)**

The measurement of this structural model is to test the influence of one latent variable on other

latent variables. The test is conducted by looking at the path value to see whether the influence is significant or not, it can be analyzed from the t value of the path value (the T value can be calculated by booth strapping). The following is an image of the results of the booth strapping carried out in this research:
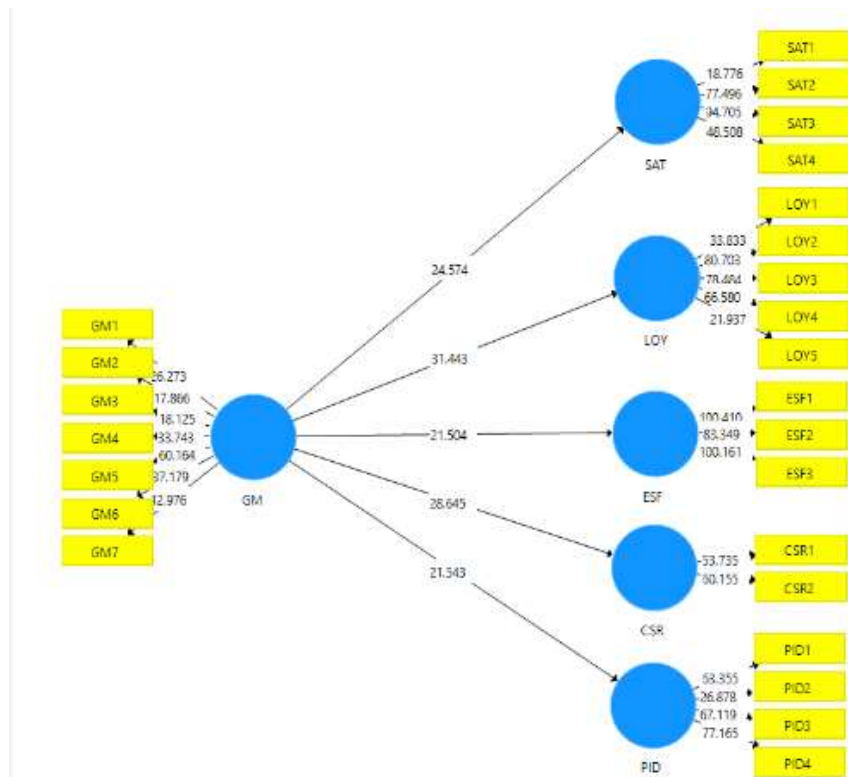


Figure 2: Boothstraping Model

**Hypothesis test**

The hypothesis in this research will be tested using path coefficient values and t-values to see whether there is a significant influence or not. Apart from that, the results of the path significance test also show the value of the parameter coefficient (original sample). The parameter coefficient shows the significance value of the influence of each research variable.

Table 5: Table of Path Significance Test (Path)

| Hypothesis | Relationship Effect | Original Sample (O) | Statistics (|O/STDEV|) | P Values | Description |
|---|---|---|---|---|---|
| H1 | GM -> SAT | 0.818 | 24.574 | 0.000 | significant |
| H2 | GM -> LOY | 0.851 | 31.443 | 0.000 | significant |
| H3 | GM -> ESF | 0.793 | 21.504 | 0.000 | significant |
| H4 | GM -> CSR | 0.843 | 28.645 | 0.000 | significant |
| H5 | GM -> PID | 0.799 | 21.543 | 0.000 | significant |

In this research, researchers used a confidence level of 95% because according to Indrawati (2015), business research usually uses a confidence level of 95%. The path coefficient score indicated by the T-Statistics value must be above 1.64 for the one-tailed hypothesis. Based on the Path Coefficient and T-Statistics in the table above, the following conclusions as below:

**The Effect of Green Marketing on Customer Satisfaction**

Ho: Green Marketing does not have a significant effect on customer satisfaction

H1: Green Marketing has a positive and significant effect on customer satisfaction

The results of the analysis using Smart PLS presents in the table above with a significance level of 5%. The resulting T statistical value of 24,574 is greater than the t table value (1.64), and the P-value is 0.000 < 0.05. Thus, the results of testing hypothesis 1 are that H0 is rejected and H1 is accepted, meaning that Green Marketing has a significant positive effect on customer satisfaction. The Green Marketing variable on Customer satisfaction has an original sample of 0.818 with a positive direction, meaning that the better the Green Marketing, the Customer satisfaction will also increase by 0.818.

**The Influence of Green Marketing on Customer Loyalty**

Ho: Green Marketing has no significant effect on Customer Loyalty

H1: Green Marketing has a positive and significant effect on Customer Loyalty

The results of the analysis using Smart PLS presents in the table above with a significance level of 5%. The resulting T statistical value of 31.443 is greater than the t table value (1.64), and the P-value is 0.000 < 0.05. Thus, the results of testing hypothesis 2 are that H0 is rejected and H1 is accepted, meaning that Green Marketing has a significant positive effect on Customer Loyalty. The Green Marketing variable on Customer Loyalty has an original sample of 0.851 with a positive direction, meaning that the better the Green Marketing, the Customer Loyalty will also increase by 0.851.

**The Influence of Green Marketing on Environmental Safety**

Ho: Green Marketing has no significant effect on Environmental safety

H1: Green Marketing has a positive and significant effect on Environmental safety

The results of the analysis using Smart PLS presents in the table above with a significance level of 5%. The resulting T statistical value of 21.504 is greater than the t table value (1.64), and the P-value is 0.000 < 0.05. Thus, the results of testing hypothesis 3 are that H0 is rejected and H1 is accepted, meaning that Green Marketing has a significant positive effect on Environmental Safety. The Green Marketing variable on Environmental safety has an original sample of 0.793 with a positive direction, meaning that the better the Green Marketing, the Environmental safety will also increase by 0.793.

**The Influence of Green Marketing on Social Responsibility**

Ho: Green Marketing has no significant effect on Social Responsibility

H1: Green Marketing has a positive and significant effect on Social Responsibility

The results of the analysis using Smart PLS presents in the table above with a significance level of 5%. The resulting T statistical value of 28.645 is greater than the t table value (1.64), and the P-value is 0.000 < 0.05. Thus, the results of testing hypothesis 4 are that H0 is rejected and H1 is accepted, meaning that Green Marketing has a significant positive effect on Social Responsibility. The Green Marketing variable on Social Responsibility has an original sample of 0.843 with a positive direction, meaning that the better the Green Marketing, the Social Responsibility will also increase by 0.843.

**The Influence of Green Marketing on Product Innovation & Development**

Ho: Green Marketing has no significant effect on Product Innovation & Development

H1: Green Marketing has a positive and significant effect on Product Innovation & Development

The results of the analysis using Smart PLS presents in the table above with a significance level of 5%. The resulting T statistical value of 21.543 is greater than the t table value (1.64), and the P-value is 0.000 < 0.05. Thus, the results of testing hypothesis 5 are that H0 is rejected and H1 is accepted, meaning that Green Marketing has a significant positive effect on Product Innovation & Development. The Green Marketing variable on Product Innovation & Development has an original sample of 0.799 with a positive direction, meaning that the better the Green Marketing, the Product Innovation & Development will also increase by 0.799.

## *Discussion*

Based on the results of data processing, it shows that the independent variable, namely Green Marketing (GM), influences all dependent variables, namely Customer Satisfaction (SAT), Customer Loyalty (LOY), Environmental Safety (ESF), Social Responsibility (CSR) and Product Innovation & Development (PID). Firstly, the results of testing hypothesis 1 state that Green Marketing (GM) has a significant positive effect on Customer Satisfaction (SAT) with influence's presentation around 84.3%. The impact of green marketing is significantly affected to customer satisfaction. Research has shown the significant influence of environmental knowledge and awareness on consumer attitudes towards the environment. This finding is in line with various studies. Eneizan and Wahab (2016) stated that environmentally friendly marketing is an instrument that can provide consumer satisfaction. Other empirical studies also proved that environmentally friendly marketing mix and its dimensions (product, place, price, promotion) have significantly and positively effect to customer satisfaction (Cheema et al., 2015). Overall, the environmentally friendly measures are the best way to ensure customer satisfaction. As a result, companies that communicate their environmentally friendly products in packaging, advertising or manufacturing processes, which should be able to achieve high customer satisfaction.

The influence of Green Marketing (GM) on Consumer Loyalty (LOY) is the variable that is most significantly affect toward Consumer Loyalty (LOY), with the percentage is 85.1%. It shows that a company which have environmentally friendly marketing will have loyal consumers. This finding is in-line with previous research conducted on consumers from 9 companies which have marketing environmentally friendly products in Croatia, stated that environmentally friendly marketing has positive influence on all environmentally friendly outcomes and that environmentally friendly advertising, brand loyalty, brand equity, and brand innovation all have a positive impact on repurchase intention or what is commonly called customer loyalty (Pancić et al., 2023). Moreover, this finding related by other research conducted in the fashion industry. Sustainable fashion marketing actions have a positive impact on brand image, trust and satisfaction, and they also have a positive impact on loyalty (Jung et al., 2020). In connection with these findings, companies must be more open about their environmentally friendly products in their marketing programs. A marketing manager must be better able to communicate the environmental friendliness of his product or service in his advertising or promotions to get satisfied consumers, who will certainly purchase and use the product or service continuously.

The data processing reveal that Green Marketing (GM) has a significant effect on Environmental Safety (ESF) of 79.3%. It shows that marketing in the program will have an effect on environmental conditions. By encouraging businesses to adopt environmentally responsible practices and create products with a lower carbon footprint, green marketing contributes to reducing resource consumption and pollution. Companies that carry out green marketing must be open and honest in communicating environmentally friendly products or services (Pandey, 2011). This finding actually is in-line with previous research which also revealed the same findings. The previous research found that Green Marketing provided an opportunity for companies to co-brand their products into various lines, by praising the environmental friendliness of some products (Kishor Pandey et al., 2012). Moreover, Green

Marketing includes the creation of energy-efficient operations, improved pollution controls, recyclable and biodegradable packaging, and environmentally safe products, all of which contribute to long-term development (Gokarn & Choudhary, 2013). In this approach, green marketing contributes to the larger objective of sustainable development. It denotes a medium to long-term policy strategy that recognizes and addresses potential poverty and resource scarcity gaps; provides opportunities for fostering alternative economic, production, and livelihood models; and aims to protect development and growth prospects as well as the effects of environmental degradation.

Green Marketing (GM) also has a significant impact on Social Responsibility (CSR). Meanwhile, these findings are also in line with previous research conducted by Zulfiqar and Shafaat (2015) conducted research on green marketing which found that most respondents indicate a collective accord in their agreement that purchasing green products is not just a personal option but also a societal obligation. It indicates that these people see their consumption decisions as a way to actively contribute to the greater objective of sustainability and environmental preservation. Moreover, this finding also similar to another research conducted by Nadanyiova et al., (2020). With customer interest in environmental concerns expanding, many socially responsible firms are incorporating environmental issues into their operations and adjusting their business strategies in favor of a greener idea. Thus, businesses who use green marketing have a competitive edge over those that do not address environmental challenges. The most essential element, however, is to select an acceptable green marketing plan as part of an efficient and well-focused communication of socially responsible actions (Adhimusandi et al., 2021). With the appropriate plan, the socially responsible brand may not only acquire new commercial prospects and competitive advantages, but also make a substantial contribution to environmental protection.

Lastly, Green Marketing (GM) also have significant effect to Product Innovation and Development (PID). This finding was proven by previous research conducted by Zulfiqar and Shafaat (2015) stated that the respondent of their research are buy the product because of the product have innovation on green product. Green innovation, research constructs may be separated into green goods and processes, which include technological innovation in waste recycling, green product design, and energy conservation (Chen et al., 2006). Green innovation incorporates the principle of environmental conservation into product design. Meanwhile, green promotion known as product and service promotion which is key to communication of product innovation (Hasan & Ali, 2015). It should have the features to strengthen the business image of social responsibility in addition to supporting the green advertising campaign. As a result, the success of green innovation and green promotion is a success element that influences business performance.

## *Conclusion and Recommendations*

In the contemporary business environment, consumer behaviors are changed to more increasingly concerned with environmental and social factors have caused Green Marketing to become an important component of community and company relations, so that Green Marketing is a strategy that can be implemented, which is also a real effort to make the SDG sustainable development program a success. Through Green Marketing in a brand, consumers are able to provide extra effort or pay more for a product or service that is environmentally friendly. Consumers consciously choose products that have green product features. Moreover, this consumer awareness behavior, especially FMCG consumers in Indonesia, realizes that Green Product, Green Feature, Green Promotion and Green Price are the aspects that influence their satisfaction. With environmental and social concern, consumers become increasingly loyal, even though green products usually have the consequence of increasing prices. It is considered normal because it is proportional to the significant effects on the environment and society.

This research reveal that the green marketing has the highest effect to the customer loyalty, secondly to the social responsibility, the third is customer satisfaction, then product innovation and

development, then the last is environmental safety. It means that the company should have green marketing practice in order to get customer loyalty. Meanwhile, green marketing also effect to both social and environmental sides. Companies must develop products and services that are environmentally oriented to improve the company's position in the consumer's perspective. Green Marketing can be added value that fulfills consumers' emotional desires, increasing profits or revenue. Apart from that, a product with Green Marketing has its own value from a consumer perspective. In a Green Marketing strategy, a marketer must be truly observant and master the aspects that make his product or service a Green product or Green Service. In-line with sustainability strategies, consumers are increasingly critical of the issue of how a product is made, how aspects of packaging affect the environment, how a company handles waste in processing its production and its influence on social aspects in society. Therefore, marketing should be able to communicate all product innovation steps in the Green Marketing program.

This research has the benefit of knowledge for scholar about Green Marketing regarding the various variables tested which include consumer aspects and environmental aspects. By conducting a survey on 206 FMCG consumers in Indonesia, this research provides knowledge that Green Marketing has a significant effect on the consumer loyalty dimension, and then the satisfaction dimension for the scholar. Furthermore, Green marketing has the third significant effect on the Social Responsibility aspect, then Environmental Safety and its influence on Product Innovation and Development.

In business landscape, to address the growing importance of environmental safety, social responsibility, and consumer loyalty, marketing strategies must evolve. Green marketing has a tremendous influence on consumer loyalty, environmental safety, and social responsibility, and marketing managers should realize this. As implication for the business, it means that Marketing Manager should include sustainability and environmental awareness into their marketing strategy by rising number of environmentally concerned consumers. Additionally, stressing environmental safety and social responsibility in their marketing activities not only coincides with customer ideals, but also promotes their company as ethical and responsible. Marketing executives must communicate their company's commitment to sustainability and social responsibility in a transparent and authentic manner, as this can lead to increased brand trust and long-term customer relationships while positively contributing to environmental and societal goals.

This research is limited to the Indonesia customer of FMCG product which survey spread in capital city of Jakarta. This limitation may indicate selection bias. Although the sensitivity of the findings to the geographic location was not obvious, future research can address the cross-cultural issues by repeating this research in other specific regions, such as area with a relatively long history of green practice such as Bali. Moreover, characteristic of the respondent profile is that most of them are undergraduate graduates, this could influence the research results. Therefore, the further research will be able to make education a moderating variable in similar, replicative research. Third, the limitation of this research is the green marketing variable in the FMCG sector. Future research is expected to be able to cover similar variables in other sectors such as hotels or fashion.

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