

Pengaruh Elemen Bauran Pemasaran Hijau terhadap Niat Pembelian Produk Berkemasan Ramah Lingkungan pada Generasi Y dan Z di Indonesia = The Influence of Green Marketing Mix Elements towards the Purchase Intention of Eco-Friendly Packaged Products Among Generation Y and Z in Indonesia

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Abstrak

Beberapa penelitian meneliti pengaruh ecolabel pada intensi pembelian produk berkemasan ramah lingkungan, namun hanya sedikit yang meneliti pengaruh ecolabel dalam konteks kredibilitas ecolabel tersebut. Studi ini bertujuan untuk mengeksplorasi faktor yang menentukan intensi pembelian customer pada produk berkemasan ramah lingkungan dalam konteks produk FMCG di Indonesia. Survei ini dilakukan terhadap lebih dari 500 responden yang telah membeli produk FMCG sebelumnya. Studi ini menemukan bahwa Green Price, Green Advertising, Green Packaging, Greenwashing, dan Ecolabel menjadi faktor yang mempengaruhi minat beli dengan pengaruh Greenwashing yang mengurangi minat pembelian pada customer. Mengingat baru beberapa penelitian yang membahas topik ini, terlebih di Indonesia, maka hasil penelitian ini diharapkan dapat memberikan pandangan baru bagaimana ecolabel memberikan peran yang penting bagi kredibilitas produk berkemasan ramah lingkungan serta gambaran bagaimana bauran pemasaran mempengaruhi perilaku pembelian customer FMCG di Indonesia.

.....Several studies have examined the influence of ecolabels on the purchase intention of environmentally friendly packaged products, but few have examined the influence of ecolabels in the context of the credibility of ecolabels. This study aims to explore the factors that determine customer purchase intention in environmentally friendly packaged products in the context of FMCG products in Indonesia. This survey was conducted on more than 500 respondents who had purchased FMCG products before. This study found that Green Price, Green Advertising, Green Packaging, Greenwashing, and Ecolabel are factors that affect buying interest with the influence of Greenwashing which reduces buying interest in customers. Considering that there are only a few studies that discuss this topic, especially in Indonesia, the results of this study are expected to provide a new view of how ecolabels play an important role in the credibility of environmentally friendly packaged products and an overview of how the marketing mix affects the purchasing behavior of FMCG customers in Indonesia.