
Green Marketing Strategy And Intention To Visit Eco-Friendly Tourist Attraction

Kukuh Mulyanto¹, Akhmad Nuroffi², Asepta Hendriyanto³ Waode Sitti Nurrohmah⁴
¹⁻⁴ Anindyaguna College of Economics, Semarang, Indonesia

Corresponding email: Paknetamam@gmail.com

Abstract This study aims to examine the effect of green marketing components, namely green products, and green promotions on visit intentions. The population and sample of this research are visitors to the Tugurejo mangrove forest conservation tourism object. The sampling technique used was purposive sampling. Primary data was used in this study, with data collection techniques through online questionnaires. The results showed that green product and green promotion had an effect on intention to visit.

Keywords . Green Marketing Component, Green Tourism, Intention to Visit.

INTRODUCTION

The tourism sector is one of the drivers of economic growth. Goodwin & Chaudhary, (2017) state that the tourism sector is one of the largest economic sectors and has the fastest growth so that there is an assumption that this sector is the main driver of economic growth in the world. Many developing countries look to the tourism sector as a booster for their national economic performance, including Indonesia (Tabita & Suryaningsih, 2023).

In the face of increasing global environmental problems, the need for environmentally responsible practices in the tourism sector is becoming more and more recognized (Palacios-Florenco, et al 2021). In this context, green marketing, which promotes environmentally friendly products and practices, has gained considerable attention as a catalyst for transforming conventional destinations into sustainable havens (Bhardwaj et al 2023).

Green marketing, also known as eco-marketing or environmental marketing, is the practice of promoting products or services that are environmentally friendly or have a positive impact on the planet (Gheorghe et al 2023). It plays a crucial role in modern businesses by helping companies align their practices with sustainable goals and attract an environmentally conscious consumer base (Gheorghe et al 2023).

Understanding the impact of green marketing on tourist perceptions and preferences plays a pivotal role in destination management. Positive perceptions of sustainable practices and environmentally friendly offerings have the potential to attract environmentally conscious travelers and enhance the positive reputation of the destination, according to (Fakfare, & Wattanacharoensil, 2022). Green marketing is the consistency of all activities that provide facilities and infrastructure to meet tourists' needs and desires without leaving a destructive impact on natural resources (Ottman, 2017). Green marketing provides a significant role in

creating natural sustainability. The negative impact of natural scrapings can be minimized through environmentally friendly marketing.

Intention to visit is influenced by many factors. According to Febriani, S. (2019), purchase intention is influenced by green marketing, especially price and product. In line with this opinion, previous studies (Triana, & Sulhaini, 2019; Karunarathna, et al., 2020) show that to increase consumer purchase intentions, they must increase the green marketing mix, namely product, price, distribution/place, and promotion. But on the other hand, Guspul, A. (2018), not all components of the green marketing mix affect the purchase intention of herbal products, namely green products. This inconsistent research finding shows that there are still research gaps. To cover the research gap, an intermediate variable is needed (Sri Rahayu et al 2022).

Based on problems, research gaps, this study aims to examine and analyze the effect of green marketing components on visit intention. The results of this study are expected to be useful for academics and practitioners, especially managers of environmentally friendly tourist attractions in order to increase the intention of visiting tourists.

LITERATURE

Green Marketing

Accordingly, green marketing has emerged in conditions of growing environmental awareness across all levels of society and of the rise of the segment of green consumers. In terms of time, green marketing can be placed in the period from the 1970s up to date, while conceptually it belongs to socially responsible marketing. Seen as a strategy, green marketing implies cooperation between suppliers and sellers, partners as well as rivals, in order to achieve environmentally sustainable development throughout the entire value chain, while at the same time, it internally calls for the cooperation of all business functions in finding the best possible solutions for two major guiding principles: profit and long-term, positive contributions to the environment (society and the natural surrounding). Hence, green marketing has emerged as a natural result of the social marketing concept (Meler & Ham, 2012).

Green marketing should ensure that decision makers at the national, regional and local level, but also at the level of individual supplier of ecotourism products, are systematically and continuously provided with information, guidelines and tools based on the latest research, especially in the area of market segmentation and segment profiling according to the level of environmental awareness and environmental actions taken in reality. As with any other market segment, there is a need to identify target consumers, so that they may be effectively approached and their needs satisfied based on specially designed marketing programs.

Furthermore, it has an important role to ensure the accessibility of such information via optimal communication channels depending on different information needs of identified market segments as well as to educate all participants in green tourism and the general public. Another important role of green marketing is finding new approaches and mechanisms to finance conservation activities as well as training programmes from the revenues generated by green tourism. As a business philosophy, green marketing thus represents a specific way of devising marketing activities and implementation of adequate marketing strategies, tools and models for achieving the objectives of green tourism (Meller & Ham, 2012).

Green marketing is seen as a strategy that involves collaboration between vendors and suppliers, partners and competitors to achieve sustainable development, while at the individual entity level, green marketing is seen as a way to find the best solutions to make a profit, but also to make positive contributions to the environment (at the level of society, but also the natural environment) (Gheorghe et al 2023).

Pride and Ferrell (1993) define green marketing as an effort to design, promote, and distribute products that are safe and do not damage the environment. Deshpande, NM (2011). Green Marketing is an evolutionary movement and improvement of the quality of products and services to meet customer needs and desires, with efficiency and quality without affecting environmental problems. This definition means that green marketing is an effort to meet the needs and desires of customers by designing, promoting, distributing and improving the quality of products and services without harming the environment. Green marketing has several components, in this study only green products, green prices, and green promotions were studied (Sri Rahayu et al 2022).

Intention to Visit

Tourist visit intent refers to the likelihood that visitors will go to a particular destination. Hallmann et al., (2015) explained that the cognitive aspect of the destination image is the intention to visit. The goals of travelers are typically divided into two phases of action. The first is a visitor's intention to travel before arriving at their place, and the second is a visitor's intention to return in the future (González-Rodríguez et al., 2016).

Green Product

The characteristics of green products according to Diamantopoulos et.al (2003) are recycling, long durability, biodegradability, renewable energy, low emissions, local production and energy efficiency (Sri Rahayu et al 2022). Rath in Hanifah et al. (2019) reveal green products are products that produced with environmentally friendly technology and are not harmful to the environment. Meanwhile, according to Suhaily and Darmoyo (2019), green

products are categorized as goods that are made and produced with recycled packaging. Examples of environmentally friendly products, namely reusable packaging are products that are easily biodegradable and free from chemicals. These environmentally friendly products are included in the green marketing strategy to change consumer attitudes towards a product (Jabeen and Kavitha, 2020). From the information above, it can be concluded that green products are products that do not cause harm to humans and the environment, products that do not use excessive resources and also do not involve animals, and do not produce waste that is difficult to decompose (Febriani, 2019). Customers who care about the environment usually prefer environmentally friendly products (Suki, 2015). Therefore, this study aims to show the influences of green product on visit intention.

Green Promotion

Promotion serves to inform, influence consumer decision making and evoke consumer recall (Kotler, et al. 2009). Informing can mean notifying the presence of a new product in the market, proposing new uses for a product, explaining available services, changing product prices, how to use them, developing company image.

Other findings in this study green promotion affect purchase intention. This proves that the efforts made by the manager of the Kerang Mas Beach tourist spot with promotions on social media and websites are able to increase the interest of tourists to visit. In the digital era and the era of the COVID-19 pandemic, the role of online promotion is considered the most effective as a promotional medium to increase visitation intentions.

Green promotion is a promotion carried out by companies to change people's views regarding environmentally friendly products (Kusuma et al. 2017). According to Palaguna and Ekawati (2016), green promotion is included in advertisements that are used to carry out marketing strategies regarding environmental issues so that they can be distinguished from the promotion of other products by customers. Green promotion is also a campaign made by a company by carrying out programs and activities to love the environment, the campaign can improve the image of a company (Agustin et al. 2015). The success of selling environmentally friendly products is supported by the existence of green promotions that is carried out by a company (Febriani, 2019). Green promotion is also part of the green marketing strategy in promotional activities to change consumer attitudes towards the environment (Jabeen and Kavitha, 2020). So, this study aims to show the influences a green promotion on visit intention.

METHOD

The method used is descriptive verification with a survey of tourist destinations in the Tugurejo mangrove forest conservation. This analysis method begins by looking at the

characteristics of the data through descriptive statistics. The population and sample of this research are visitors to the Tugurejo mangrove forest conservation tourism object. The sampling technique used was purposive sampling. Primary data was used in this study, with data collection techniques through online questionnaires.

RESULTS AND DISCUSSION

Characteristic of Respondent

From the 213 respondents who have been obtained the results of the online questionnaire, the majority of respondents are men aged 17-25 years and work are students. With the acquisition of a percentage men is 68.4%, age 17-25 years 76.3 and students 73.2%.

Result

This research has been tested the validity and reliability of using SPSS 23. All the data has been declared valid by the acquisition of a calculated r value bigger than r table. The data is also said to be reliable with the acquisition of a Cronbach alpha (α) value bigger than 0,6. The results of the normality test state that all data are normally distributed, with a significant value of 0,07 which is bigger than 0,05. In the regression model it was stated that there was no multicollinearity with the result of VIF value was not more than 10,00, the purpose of using the multicollinearity test is to determine the existence of a strong correlation or relationship between independent variables. For the heteroscedasticity test, all the data stated that heteroscedasticity did not occur with significant values of green product is 0,578 and green promotion is 0,649, the purpose of using heteroscedasticity test is to aims whether in the regression model there is a dissimilarity variant from the residual value to one observation to another observation. All variables have a linear model with linearity criteria lower than 0.05.

Based on the partial t test there is a results with significant value is less than 0,05, which means that the variables are green product and green promotion have an influence relationship on the dependent variable consumer loyalty. Obtained the regression equation with the formula $\text{Visit Intention (Y)} = 2,921 + 0,236 X_1 + 0,172 X_2 + 0,05$. It is mean that constant number of 2,921 shows the green product (X_1) and green promotion (X_2) if the value is 0, then the visit intention (Y) value is 2,921. There is a green product coefficient (β_1) of 0,236 with a positive value, meaning if the green product increases by 1 time or 1%, then visit intention will increase by 0,236 or 23,6%. The value of green promotion coefficient (β_2) is 0,181 with a positive value, that's means if green promotion increased by 1 time, then visit intention will increase by 0,181 or 18,1%.

The results of the determination coefficient test state that there is a R^2 value of 0.236,

which means that the green product and green promotion variables have an effect on visit intention by 23.6%. While the rest is influenced by other factors or variables apart from this research.

Discussion

As a business philosophy, green marketing thus represents a specific way of devising marketing activities and implementation of adequate marketing strategies, tools and models for achieving the objectives of green tourism.

Green marketing should ensure that decision makers at the national, regional and local level, but also at the level of individual supplier of ecotourism products, are systematically and continuously provided with information, guidelines and tools based on the latest research, especially in the area of market segmentation and segment profiling according to the level of environmental awareness and environmental actions taken in reality. As with any other market segment, there is a need to identify target consumers, so that they may be effectively approached and their needs satisfied based on specially designed marketing programs.

Result of this study shows that green product and green promotion have a significant influenced to visit intention. Green product can increase visit intention. Then green promotion can increase visit intention. The result of this study is supported by the research of Jabeen and Kavitha, 2020 that state green product and green promotion have an influence on visit intention. They also state green product have the biggest influence on visit intention.

The role of green marketing in green tourism is significant for at least two reasons: first, to identify the target consumers, namely user groups, and second, to strategically determine the modalities for satisfying the needs and wants of the community and target groups identified as such in the green marketing sense. It implies primarily an integrated strategic marketing effort for the spatially covered green tourism destinations as well as an integrated strategic marketing effort.

CONCLUSION

Research shows that green products and green promotion affect visit intention in tourist destinations in the Tugurejo mangrove forest conservation. It shows that green marketing is needed so that the continuity of eco-friendly tourism is more attractive to local and foreign tourists. Research findings that the management of tourism objects need to continue to improve the promotion of environmentally friendly (green promotion) in an effort to increase interest in visiting. Efforts that can be made are promoting through social media such as Facebook, Twitter, Instagram, websites and others. Another effort is to increase the role of green products

in order to increase visit intention. Future research can add others components of green marketing, namely: price, place, promotion, people, process, and physical evidence.

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