

Adoption Of Green Marketing Driven By Sustainable Environmental Initiatives In The Food And Beverage Sector

*Green Marketing
and Sustainable
Environmental*

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ABSTRACT

This study explores the adoption of green marketing strategies in the food and beverage industry within Bogor City, Indonesia. Employing a descriptive qualitative method, data were collected through questionnaires distributed to 146 industry managers across six sub-districts. The study evaluates the implementation of the green marketing mix—green product, green price, green place, and green promotion—using a holistic multiple case study design (Yin, 2003). Findings reveal a strong commitment to environmental sustainability, demonstrated by the use of eco-friendly raw materials, recyclable packaging, and environmentally focused promotional strategies. This research contributes to the existing literature by focusing on a specific industrial sector in a developing country context. It also emphasizes the growing role of consumer awareness in driving sustainable business practices.

Keywords: Green Marketing, Sustainable Environmental Efforts, Environmental Impact, food and beverage industry

INTRODUCTION

Environmental sustainability is not only maintaining a healthy ecosystem but also how to maintain the natural beauty of this earth so that a beautiful environment can still be maintained. Maintained environmental sustainability is a valuable asset that needs to be maintained so that it can be enjoyed by future generations. *Green marketing* has an important role in maintaining the beauty of the environment by reducing the negative impacts of human activities and encouraging more environmentally friendly business practices. Companies that adopt *green marketing* in the context of environmental sustainability will encourage promotional and marketing activities for products and services to be environmentally friendly, such as the use of sustainable raw materials, energy efficient production processes, and packaging that can be recycled.

Green marketing is not just a trend, but is an integral part of companies that are sustainable and environmentally responsible. Companies that are able to integrate these sustainability principles into their business strategy will have a competitive advantage in a market that is increasingly oriented towards sustainability. Many countries and international institutions have introduced stricter environmental regulations to overcome

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climate change and reduce the negative impact of human activities on the environment. Likewise, in Indonesia there are several important environmental regulations to regulate and supervise business activities and environmental sustainability efforts, namely Law Number 32 of 2009 concerning Environmental Protection and Management (UU, 2009), Law Number 23 of 2014 concerning Regional Government which gives authority to regional governments to regulate and supervise the environment at the local level (UU, 2014), Government Regulation Number 99 2012 concerning Management of Hazardous and Toxic B3 Waste (PP, 2012), Government Regulation Number 16 of 2017 concerning Environmental Impact Assessment (PP, 2017), Government Regulation Number 47 of 2018 concerning Management of Hazardous and Toxic Waste (PP, 2018) . These regulations apply to all industries, including the food and beverage industry, which is currently experiencing exciting improvements and developments in the context of changing consumer trends, technology and sustainability. The food and beverage industry experienced growth of 4.90% with a contribution of 38.35% to GDP in 2022 and is included in the top five industries with the highest export contribution, reaching a value of USD 48.61 billion (Kominfo.co.id, 2023). Growth in the food and beverage industry is projected to increase by 7% in 2024 (Antara, 2024).

The rapid growth of the food and beverage industry has an impact on the sustainability of environmental and social conditions. Business actors in the food and beverage industry are of course fully responsible for these environmental and social factors. Waste produced by the food and beverage industry is waste that has the potential to disrupt environmental sustainability, producing large amounts of methane (A.Cos *et all* , 2020), and contributing around 6% to global greenhouse gas emissions (H. Ritchie, 2022). Sourced from SIPSN (2021), Indonesia is one of the countries that contributes significantly to *food waste* and *food loss* in the world, producing 300 kg of food waste per person per year out of a total of 1.3 billion tonnes of food waste in the world or around 27.8%.

Environmental degradation caused by industrial activities has prompted the need for sustainable business strategies. Green marketing, as a component of corporate responsibility, aims to minimize environmental impact through eco-friendly products, processes, and promotional efforts. While many studies have examined green marketing in general, few have focused on its application within the food and beverage (F&B) sector in Indonesia, particularly at the regional level. This study addresses this gap by exploring the extent of green marketing adoption among F&B business actors in Bogor City.

This phenomenon certainly brings concern to society, including academics who care about environmental sustainability. One business strategy that involves products, processes and promotions that care about the environment and human health is *green marketing* . This strategy is considered a form of corporate *social* responsibility (CSR). The definition of *green marketing* according to Polonsky (1994) in Hendra (2023) is the process of making and marketing products that do not damage the environment through special promotional strategies, and the use of materials that can be recycled and are environmentally friendly (Hendra, 2023). *Green marketing* is also an alternative strategy for adding value to companies for consumers who are concerned about the environment (Polonsky and Rosenberger, 2001). However, implementing *green marketing* in practice is not easy to carry out, various obstacles are faced, such as changes in strict regulations, higher costs for resources and sustainable production processes as well as the problem of consumer trust in green claims that cannot be proven, which are the basis for the growth of impressive environmental products. slow (Asrianto, 2013).

Green marketing concept in this research refers to the *marketing mix concept* , which is the same as the conventional marketing mix concept but takes into account environmental aspects. The *green marketing mix* concept includes *green product* , *green price* , *green place* , and *green promotion* (Peattie. K, 1995; D. Islam, 2018).

The concept of *green marketing* in several previous studies has not focused on food and beverage industry business actors, so this is what differentiates this research. Furthermore, this research also aims to find out the extent to which *green marketing* has been

implemented by food and beverage industry business actors in the Bogor City area which includes 6 sub-districts (Central Bogor, West Bogor, East Bogor, North Bogor, Tanah Sareal, and South Bogor Districts).

THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

Green Marketing Concept

Green Marketing is defined as a strategic effort carried out by a company to provide environmentally friendly goods and services (Grewal et. all, 2010; Jaolis. F, 2011). Hawkins et. All (2007) defines *green marketing* into several indicators that involve the product development process with the production process, use and waste disposal not endangering the environment or in other words *green marketing* is a product development process that has a positive impact on the environment. Green marketing refers to the promotion of products and services based on their environmental benefits. According to Polonsky (1994), it involves the design, production, and marketing of products that do not harm the environment.

Green Marketing Mix

Peattie (1995) and Islam (2018) introduced the concept of the green marketing mix, which integrates environmental considerations into the traditional 4P model:

- Green Product: Products designed to minimize environmental impact.
- Green Price: Pricing strategies that reflect environmental costs.
- Green Place: Sustainable distribution channels.
- Green Promotion: Communication strategies emphasizing environmental responsibility.

The concept of *green marketing mix* is inseparable from the traditional concept of 4P marketing mix (*product, price, place, promotion*) or in other words *Green marketing mix* is defined as a combination of four variables or core activities of a company's marketing system which is carried out as effectively as possible (Swastha and Irawan, 2005).

1. *Green Products*. Green products are production process activities that minimize waste but the products produced are environmentally friendly, have long-lasting product quality, are not easily damaged, do not contain toxins, are produced from recycled materials and have minimalist packaging (Private and Irawan, 2005; D. Islam, 2018).
2. *Green Price*. Price is an important element in *the marketing mix* , most consumers will be willing to pay a higher price if there is an additional perception of product value such as increasing performance, efficiency, attractive design and appearance, safe and not dangerous (D. Islam, 2018) . According to the Queensland Government (2002), *green price* is the amount of money spent by consumers to get environmentally friendly products.
3. *Green Place*. According to Kotler and Keller (2003) *a green place* is a location that includes company activities to provide products to consumers with environmentally friendly distribution channels or in other words a process of distributing products that does not have a negative effect on the environment and can prevent excessive air pollution.
4. *Green Promotion*. Promotion is a part of the marketing mix that plays a big role, because it has activities in communicating product advantages so that consumers are interested in buying. Business actors with a green promotion concept must have the ability to communicate the credibility of environmentally friendly products with various environmentally friendly actions. Companies that implement green promotion have intensive concern for consumers and the sustainable environment so that public knowledge of environmentally friendly products increases (Queensland Government, 2002).

Prior Studies Existing studies (e.g., Asrianto, 2013; Jaolis, 2011) highlight challenges in implementing green marketing, such as cost barriers and consumer skepticism. However, few studies explore its practical application in the F&B sector in Indonesia.

METHODS

This study employs a descriptive qualitative approach to capture the characteristics of green marketing practices. Data were collected using a Likert-scale questionnaire administered to 146 F&B managers across six sub-districts in Bogor. A holistic multiple case design (Yin, 2003) was used to analyze individual business cases within a unified context.

RESULTS DISCUSSION

Respondents are managers of the food and beverage industry in the Bogor City area, which is dominated by men at 66%, with 40% having a bachelor's degree from various multi-disciplines.

Table 1 The commitment of Food and Beverage Industry Managers to Green Marketing

No.	Items	(%)				
		1	2	3	4	5
1.	The existence of environmental regulations can increase company attention to environmental problems.			11.64	61.64	26.03
2.	The existence of a philosophy from top managers that the environment is important can increase the company's attention to environmental problems.			17.81	56.85	24.66
3.	The existence of appeals from other company associations can increase company attention to environmental problems.		0.68	26.71	54.79	17.81
4.	Self-encouragement can increase the company's attention to environmental problems.		0.68	10.27	62.33	26.71
5.	An appeal from the labor union can increase the company's attention to environmental problems.		2.05	22.60	56.85	17.81
6.	The desire of customers can increase the company's attention to environmental problems.		1.37	17.12	58.22	23.29
7.	Encouragement from environmental institutions such as WALHI (Indonesian Forum for the Environment) can increase company attention to environmental problems.		2.74	26.71	56.85	13.70
8.	Having an independent party who always monitors can increase the company's attention to environmental problems.		1.37	23.29	57.53	17.81
9.	The company always produces environmentally friendly products.		4.11	17.81	58.90	19,18
10.	The company has adequate availability of human resources and economic resources linked to environmental responsibility.		1.37	16.44	63.70	17.81
11.	The company has an effort to deal with company waste.	0.68	2.74	26.03	52.74	17.81
12.	The company always deals with waste even though the company experiences losses.	0.68	5.48	36.30	50.00	7.53

13.	Within the company there is a process of reducing or limiting waste.	0.68	2.05	27.40	59.59	10.27
14.	Within the company there is an investigation into the costs of activities that affect the environment.	0.68	2.05	34.25	54.79	8.22
15.	In companies there are considerations of environmental aspects in investment or exchange decisions	0.68	1.37	45.21	45.21	7.53
16.	Within the company there is a product design process that is influenced by environmental aspects.		3.42	30.14	55.48	10.27
17.	In companies there is a product design process that is influenced by customers and other stakeholders.	0.68	6.16	32.88	50.68	9.59
18.	The company always strives to meet environmental standards.		1.37	9.59	65.75	22.60
19.	The company always supports achieving sustainable profit growth			4.79	54.79	39.73
20.	The company always identifies product raw materials that harm the environment.		1.37	10.27	63.01	25.34
21.	The company always reduces or limits raw materials that harm the environment.		0.68	12.33	62.33	24.66
22.	The company has presented the costs associated with processing the company's waste in the financial statements.		4.11	30.14	52.74	13.01
23.	The company carries out regular annual financial report audits every year.		5.48	30.82	47.95	15.07
24.	The company conducts audits of company performance related to environmental sustainability and safety.		3.42	41.10	47.26	8.22
25.	The results of the environmental performance audit are used as material for the company to consider in subsequent activities		4.11	41.10	45.89	8.22
26.	The company makes promotions containing statements about environmental awareness (going green).		5.48	33.56	49.32	11.64
27.	Companies create promotions by describing ways to change procedures that show the company's concern and dedication to improving the environment.		6.16	36.99	47.95	8.90
28.	Companies create promotions by depicting environmental actions or actions, which depict the company as being involved in environmental activities and showing the results.		5.48	36.99	47.26	10.27

Source: Primary Data, 2024

The commitment of food and beverage industry managers in the table reflects the company's high concern and concern for the environment, reflected in the statement about the importance of environmental regulations for environmental problems with a percentage of 61.64% (agree) and 26.03% (strongly agree). This explains that food and beverage industry business managers in the Bogor City area are subject to applicable

environmental regulations and actively participate in broader environmental protection initiatives.

The philosophy of top managers that the environment is important can increase the company's attention to environmental problems by 56.85% (agree) and 24.66% (strongly agree) indicating that food and beverage industry business managers have a responsibility not to carry out excessive exploitation and environmental degradation, which in turn could threaten the long-term resilience of the industry itself. Likewise with other aspects, the average percentage is more than 50%, this reflects that the management of the food and beverage industry in the Bogor City area has a role in maintaining environmental sustainability, which in turn will support the survival of the industry itself as well as the welfare of the environment and society as a whole. The concept of *green marketing mix* in green products is reflected in items 9, 16, 17, 20 and 21, with an average percentage of agree and strongly agree of more than 50%. Green products in food and beverage industry business managers can include various things, from the use of organic raw materials to cleaner and more efficient production processes as well as introducing environmentally friendly products by using labels or certifications that show environmentally friendly quality.

Commitment to *green marketing* must of course also be supported by the availability of sufficient human resources and economic resources linked to environmental responsibility. (item 10). The results from respondents also show percentages of 63.70 and 17.81, meaning that human resources who are *concerned* about the environment not only refer to the involvement of consumers and company staff, but also other parties involved in the supply chain, therefore for The food and beverage industry needs to continuously provide training for employees in terms of sustainability principles and positive interactions with consumers who care about the environment in order to improve brand image and customer loyalty.

Implementation of *green marketing* can encourage innovation in processes and technology, so that this innovation can produce greater operational efficiency, which in turn increases productivity and reduces costs, so that sustainable profit growth (items 19 and 22) can continue to be achieved without having to sacrifice environmental damage. Sustained profit growth is supported by the trend of investors and financial institutions currently also considering environmental, social and governance factors in their investment decisions, so that the need for capital can be easily accessed by business actors who have a good environmental record.

The green place in the table is designated for several aspects, among items 11,12,13 with a percentage of agree and strongly agree above 50%, this reflects that food and beverage business managers in the Bogor City area have created and maintained a physical environment that is sustainable and environmentally friendly. Examples of *green places* include the use of efficient spatial planning, efficient waste management, recycling and compost cultivation to reduce the environmental impact of waste produced from the food and beverage industry.

Implementation of *green marketing* is related to promotion or *green promotion*. *Green promotion* refers to a marketing strategy that aims to promote products or services with a focus on environmental sustainability as reflected in items 26,27 and 28 in the table above. In this aspect, the average percentage per item is more than 50%. This also reflects that food and beverage industry business managers in the Bogor City area are not only about introducing products from their business, but also changing consumer behavior and building awareness of the importance of the environment. sustainable living.

Results and Discussion Respondents demonstrated significant awareness and implementation of green marketing strategies. Key findings include:

- **Green Product:** Over 50% of respondents agreed or strongly agreed that their businesses use sustainable raw materials and engage in eco-friendly product design.

- **Green Price:** Consumers are willing to pay premium prices for environmentally friendly products.
- **Green Place:** Most businesses adopt proper waste management systems and environmentally conscious operations.
- **Green Promotion:** Promotional activities increasingly include environmental messages and efforts to build public awareness.

The findings also highlight the role of top management philosophy, regulatory frameworks, and consumer demand in promoting green marketing practices. Businesses with environmental performance audits and green certifications are more likely to experience sustained growth and investor interest.

CONCLUSIONS

The conclusion from the findings of this research is that food and beverage industry business managers in the Bogor City area have implemented *green marketing strategies* to reduce environmental impacts and sustainability. Some of these strategies include the use of environmentally friendly and sustainable raw materials, the use of product packaging that can be recycled including the promotion of sustainable and environmentally friendly products (*green marketing mix*). This research also shows that consumer awareness of environmental issues is also increasing so that *green marketing* strategies are a response to consumer demands and needs for environmentally responsible products.

Overall, it can be concluded that the *green marketing strategy* implemented by food and beverage industry managers aims to create products that are more environmentally sustainable and gain greater consumer support and preference.

The F&B industry in Bogor has begun integrating green marketing principles into its operations. These practices are driven by regulatory pressure, consumer expectations, and internal company values. The study offers practical insights for policymakers and business leaders aiming to foster sustainable industrial practices. Future research should expand to other regions and explore longitudinal impacts of green marketing adoption.

This study is limited to one city and does not explore consumer perspectives directly. Further research could include in-depth interviews and environmental performance metrics to enrich findings.

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