

## The Impact of Green Marketing on Environmentally Friendly Consumer Behavior in Restaurants in Medan City

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### Abstract.

*One of the main issues that is a concern for environmental damage is the decline in awareness of environmentally friendly consumer behavior, such as the lack of clear information about environmentally friendly products, higher prices for environmentally friendly products, and the lack of ease in finding and purchasing these products. The problem of declining awareness of environmentally friendly consumer behavior and several factors contributing to this decline have given rise to solutions to environmental issues through green marketing, which includes green product, green price, green place, and green promotion. This study aims to identify the characteristics of environmentally friendly consumer, analyze the impact of green marketing on environmentally friendly consumer behavior, and explore innovative strategies for implementing green marketing policies on environmentally friendly consumer behavior in Restaurants in Medan City. This study used a mixed-methods data analysis approach, incorporating qualitative and quantitative analysis, with 100 respondents representing environmentally friendly consumers in Restaurants in Medan City. Data analysis was conducted using descriptive analysis, multiple linear regression analysis, and the quadruple helix model. The results show that green product variable has a positive and significant effect on environmentally friendly consumer behavior in Restaurants in Medan City. Green price variable has a positive and significant effect on environmentally friendly consumer behavior in Restaurants in Medan City. Green place variable has a positive and significant effect on environmentally friendly consumer behavior in Restaurants in Medan City. Green promotion variable has a positive and significant effect on environmentally friendly consumer behavior in Restaurants in Medan City.*

**Keywords:** Environmentally Friendly Consumer Behavior; Green Marketing; Green Product; Green Price and Green Place.

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### I. INTRODUCTION

The background to this research is based on one of the development pillars for Indonesia's Vision 2045, namely sustainable economic development through a commitment to the environment [1]. Sustainable economic development is an effort to meet the needs of the current generation without sacrificing the needs of future generations [2] [3]. This statement is in line with one form of Indonesia's support to achieve the sustainable development goals (SDGs) which aim to protect the environment sustainably [4]. In line with the Vision of Advanced Indonesia and the Asta Cita National Agenda, the Indonesian Government has established priority programs to realize a green economy based on sustainable and environmentally friendly economic growth, strategic steps taken are by developing environmentally friendly technology and educating environmentally friendly products Government Regulation of the Republic of Indonesia Number 46 of 2017 so that the target of zero carbon emissions by 2060 with a cost requirement of Rp28,223 trillion can be achieved [5]. One of the main issues that is a concern for environmental damage is the decline in awareness of environmentally friendly consumer behavior. Environmentally friendly consumer behavior is the application of environmentally friendly insights from paid consumption of products and paying attention to the impact of the products consumed on the surrounding environment [6]. The decline in awareness of environmentally friendly consumer behavior shows that although there is an increase in general awareness of environmental issues such as satisfaction in consuming green products and encouraging those closest to them to participate in adopting an environmentally friendly lifestyle, truly environmentally friendly consumer behavior is not always in line with this awareness [7].

Several factors contributing to this decline include the lack of clear information about environmentally friendly products, higher prices for environmentally friendly products, and the lack of ease in finding and purchasing these products. The problem of declining awareness of environmentally friendly

consumer behavior and several factors contributing to this decline have given rise to solutions to environmental issues through green marketing. Green marketing is a marketing activity arranged by a company in order to fulfill the wants and needs of consumers by minimizing the impact that damages the environment [8]. Green marketing has a positive impact on governments by encouraging stronger environmental policies, increasing public environmental awareness, supporting sustainable development, and encouraging innovation in environmentally friendly products [9]. Green marketing by companies is a sustainable business strategy that builds trust in the green brand image among consumers, this becomes social capital for business production processes and increasingly fierce competition [10]. Green marketing consists of green product, green price, green place, and green promotion. Green product is processed and packaged with environmentally friendly materials [11]. Green price is the appropriate pricing for the green products offered [12]. Green place is the venues where green marketing activities take place [13]. Green promotion is the means by which product information is disseminated [14]. Packaging is an important part of modern marketing, according to [15][16], it is how a product is packaged safely, practically and attractively.

Appropriate packaging can improve the marketing process because it not only benefits consumers but also positively impacts the environment by reducing plastic packaging waste in food and beverages. Implementing green marketing in food and beverages is a solution to address environmental issues. Household consumption expenditure on goods and services through food and beverages in Restaurants in Medan City in 2024 was 5.83 percent, above the economic growth rate of 5.07 percent [17]. The average expenditure per individual in Medan City in a month for food consumption increased from Rp864,087 in 2023 to Rp872,365 in 2024 [17]. These data indicate that household consumption expenditure and average expenditure per individual remain stable, making this a promising prospect for restaurant entrepreneurs in Medan City, which consists of 21 sub-districts and 2,192 restaurants in 2024 [17]. The emergence of consumer awareness of environmentally friendly products has led many restaurant entrepreneurs to switch to using materials that are not harmful to the environment, such as the use of paper boxes for take-out orders, the use of straws, plastic cups, and others. But in reality, even though consumer awareness of environmentally friendly products is starting to emerge, the consumption rate is still low when compared to other conventional products. This study aims to identify the characteristics of environmentally friendly consumer, analyze the impact of green marketing on environmentally friendly consumer behavior, and explore innovative strategies for implementing green marketing policies on environmentally friendly consumer behavior in Restaurants in Medan City.

## II. METHODS

This study used a mixed-methods data analysis approach, incorporating qualitative and quantitative analysis. Qualitative analysis focuses on non-numerical data such as opinions and observations to gain an in-depth understanding of a phenomenon, while quantitative analysis uses numerical data and statistics to measure and identify patterns and trends [18]. The research location was carried out in Restaurants in Medan City, with the analysis unit being environmentally friendly consumers at in Restaurants in Medan City, for six months. Data collection in this study utilized both primary and secondary data. Primary data were collected through field surveys, interviews, and questionnaires distributed to environmentally friendly consumers, as well as focus group discussions with environmentally friendly consumers, restaurant entrepreneurs, academics, and relevant stakeholders. Secondary data were obtained from the Ministry of National Development Planning/National Development Planning Agency, the Ministry of Finance, the Central Statistics Agency, literature, scientific journals, and previous research findings.

The sample of this study was 100 respondents of environmentally friendly consumers in Restaurants in Medan City using a non-probability sampling approach with a judgment sampling approach technique that selects respondents first based on the consideration of having knowledge about environmental issues or green marketing and because the number of population members is not known with certainty. The analytical methods used were descriptive analysis, multiple linear regression analysis, and the quadruple helix model. Multiple linear regression analysis will answer the impact of green product, green price, green place, and green promotion on environmentally friendly consumer behavior in Restaurants in Medan City through

partial (t) test. Multiple linear regression analysis was conducted after going through validity and reliability tests which showed the questionnaire research instrument was valid and the research data was consistent or reliable and passed the classical assumption test which means the regression equation is precise in estimating, unbiased, and consistent.

### III. RESULT AND DISCUSSION

#### Descriptive Analysis

This descriptive analysis will identify the characteristics of environmentally friendly consumer respondents in Restaurants in Medan City based on gender, age, highest education, occupation, income, and shopping frequency. The results of SPSS data processing are as follows:

**Table 1.** Characteristics of Environmentally Friendly Consumer Respondents in Restaurants in Medan City

No.	Characteristics	Number of Respondents		Percentage (%)
1	Gender	Man	59	59
		Woman	41	41
2	Age	17–22 Years	15	15
		23–28 Years	39	39
		29–34 Years	26	26
		≥35 Years	20	20
3	Highest Education	High School (SMA)	15	15
		Diploma (D3)	25	25
		Bachelor Degree (S1)	50	50
		Master (S2)	10	10
4	Occupation	Indonesian National Armed Forces/Indonesian National Police	5	5
		Civil Servant		
		State-Owned Enterprise Employee	14	14
		Private Employee	8	8
		Entrepreneur		
		Housewife	28	28
		College Student/Student	14	14
		Other	5	5
5	Income	<Rp1.000.000	13	13
		Rp1.000.000–Rp3.500.000	22	22
		>Rp3.500.000	65	65
6	Shopping Frequency	≤5 Times	20	20
		6–10 Times	37	37
		>10 Times	43	43

*Source: SPSS Data Processing Results (2025)*

Based on Table 1, the gender characteristics of the majority of respondents were male (59 respondents, or 59%), while there were 41 female respondents in this study. The age group shows that the majority of respondents were in the 23–28 age group (39 respondents, or 39%), and the lowest was in the 17–22 age group (15 respondents, or 15%). The last education of bachelor (S1) was dominantly involved as respondents of this study as many as 50 respondents or 50%, the rest followed by diploma (D3) as many as 25 respondents, high school (SMA) as many as 15 respondents, and master (S2) as many as 10 respondents. As for the work background, there are 28% or 28 respondents of this study are private employees. 24 respondents or 24% are students or pupils, 14 respondents or 14% are civil servants as well as with entrepreneurial work backgrounds, 8 respondents or 8% are BUMN employees, 5 respondents or 5% are housewives as well as with Indonesian National Armed Forces/Indonesian National Police backgrounds, and there are 2% who did not mention their work background. Respondents of this study are dominated by respondents who have an income of >Rp3,500,000, namely 65 respondents or 65%. 22% of the respondents of this study or 22 respondents have an income ranging from Rp1,000,000–Rp3,500,000, and 13% of the respondents of this study or as many as 13 respondents have an income <Rp1,000,000. Finally, 37% of the

characteristics of the frequency of shopping or purchasing in Restaurants in Medan City are dominated by purchases of >10 times as many as 43 respondents or 43%, the rest followed by 6–10 times and ≤5 times with 37 respondents or 37% and 20 respondents or 20%.

### Multiple Linear Regression Analysis

After conducting validity and reliability tests, which demonstrated the validity of the questionnaire research instrument and the consistency or reliability of the research data, and passed the classical assumption test, which indicates that the regression equation is accurate in its estimation, unbiased, and consistent, multiple linear regression analysis was conducted. According to [19], multiple linear regression aims to analyze the impact or influence of independent variables on the dependent variable. The following are the test results and equations of the multiple linear regression model that will answer how the variables green product, green price, green place, and green promotion impact the variable of environmentally friendly consumer behavior in Restaurants in Medan City:

**Table 2.** Multiple Linear Regression Test

Model	Coefficients <sup>a</sup>		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error	Beta	
(Constant)	-1.243	1.194		
Green Product	.149	.071	.155	
Green Price	.183	.071	.206	
Green Place	.431	.076	.455	
Green Promotion	.383	.152	.200	

a. Dependent Variable: Environmentally Friendly Consumer Behavior

Source: SPSS Data Processing Results (2025)

$$Y = -1.243 + 0.149X_1 + 0.183X_2 + 0.431X_3 + 0.383X_4 + e$$

To answer the impact of the variables green product, green price, green place, and green promotion on environmentally friendly consumer behavior in Restaurants in Medan City, a multiple linear regression derivative test was used, namely the partial (t) test, which tests partial or individual regression coefficients to determine whether the independent variables (X) consisting of green product, green price, green place, and green promotion have a significant effect on the dependent variable (Y) of environmentally friendly consumer behavior in Restaurants in Medan City as follows: 1. The results show that green product variable has a positive and significant effect (significance value  $0.039 < 0.05$  error rate) on environmentally friendly consumer behavior in Restaurants in Medan City, with a coefficient value of 0.149. This means that if other variables remain constant and green product variable increases by 1 unit, environmentally friendly consumer behavior variable also increases by 0.149. Green products are products processed and packaged with environmentally safe materials [11]. Furthermore, [20] added that green products are products that do not pose a danger to humans, do not waste resources, do not produce a lot of waste, and do not involve animal exploitation. The satisfaction of consuming green products motivates individuals to continually seek out restaurants that offer green products and encourage or disseminate information to those closest to them to adopt environmentally friendly consumer behavior by purchasing environmentally friendly green products [21]. Purchasing environmentally friendly green products offers many benefits, both for personal health and overall environmental sustainability.

These products are designed to reduce negative impacts on nature and are often made from sustainable, recyclable, or biodegradable materials [22]. Medan City Restaurants can play an active role in meeting the needs of environmentally friendly consumers through the availability of green products because almost all respondents who are environmentally friendly consumers have a high interest in consuming green products. 2. The results show that green price variable has a positive and significant effect (significance value  $0.011 < 0.05$  error rate) on environmentally friendly consumer behavior in Restaurants in Medan City, with a coefficient value of 0.183. This means that if other variables remain constant and green price variable

increases by 1 unit, environmentally friendly consumer behavior variable also increases by 0.183. Green pricing is the appropriateness of the price offered for green products [12]. This appropriate price must consider the planet, people, and profit, always paying attention to the welfare of citizens and ensuring effective productivity. Although green products tend to have higher prices than non-green products, this does not necessarily mean they are always expensive, especially when considering all associated costs. For example, green products have a higher initial cost than non-green products, but in the long run, the costs are much lower due to increasing awareness of environmentally friendly consumer behavior [23]. Medan City Restaurants can adopt an environmentally friendly lifestyle because environmentally friendly consumers are willing to pay more for green products and are willing to bring their own food containers, cutlery, and shopping bags to minimize the amount of waste from the products they purchase.3.

The results show that green place variable has a positive and significant effect (significance value  $0.000 < 0.05$  error rate) on environmentally friendly consumer behavior in Restaurants in Medan City, with a coefficient value of 0.431. This means that if other variables remain constant and green place variable increases by 1 unit, environmentally friendly consumer behavior variable also increases by 0.431. A green place is a place where green marketing activities take place [13]. In green marketing, a green place refers to the production site, distribution channel, and sales location of environmentally friendly or green products. Green places influence environmentally friendly consumer behavior by ensuring product accessibility through sustainable production, distribution channels, and sales locations, as well as increasing purchasing interest among environmentally conscious consumers [24]. This positive influence stems from environmentally friendly logistics channels, such as reducing transportation emissions and placing products in strategic locations that do not harm the environment. Medan City Restaurants can adopt an environmentally friendly lifestyle because environmentally friendly consumers are willing to choose restaurants located in environmentally friendly locations and prefer restaurants with open environments. 4. The results show that green promotion variable has a positive and significant effect (significance value  $0.013 < 0.05$  error rate) on environmentally friendly consumer behavior in Restaurants in Medan City, with a coefficient value of 0.383.

This means that if other variables remain constant and green promotion variable increases by 1 unit, environmentally friendly consumer behavior variable also increases by 0.383. Green promotion is a means of disseminating information about products [14]. Disseminating information about green products aims to educate environmentally friendly consumers about the environmental benefits of a product, thereby encouraging more sustainable purchasing decisions. This strategy involves providing clear and transparent information about raw materials, production processes, and their impact on the environment [25]. In addition to the environmental benefits of a product, disseminating information about product packaging to environmentally friendly consumers is also important because appropriate packaging can have a positive impact on the environment by reducing plastic packaging waste in food and beverages [26]. Environmental issues packaged in this green promotion strategy can be a competitive advantage for Medan City Restaurants to compete with similar businesses because there are many campaigns such as the dangers of using various items that cannot be recycled. Medan City Restaurants can implement an environmentally friendly lifestyle because environmentally friendly consumers feel proud to consume environmentally friendly products even though they are more expensive and prefer restaurants that broadcast information about environmental lifestyles. Medan City Restaurants can also create discount programs for consumers who adopt an environmentally conscious lifestyle.

### **The Quadruple Helix Model**

Based on the research results, the researchers propose the quadruple helix model that can be used as an innovative strategy for implementing green marketing policies on environmentally friendly consumer behavior in Restaurants in Medan City.

#### **1. Government**

The government's innovative strategy in implementing green marketing policies for environmentally friendly consumer behavior in Restaurants in Medan City is to actively and effectively encourage environmentally friendly consumer behavior by establishing standards and providing credible certification

for environmentally friendly products, providing incentives in the form of tax breaks or subsidies for the purchase of environmentally friendly products, and implementing structured educational campaigns that increase awareness and availability of sustainable products in the market. Through this holistic approach, the government not only creates a conducive market environment for green products but also empowers consumers with the knowledge and choices necessary to adopt more environmentally responsible consumption behaviors.

## 2. Academics

Academics propose an innovative strategy for implementing green marketing policies for environmentally friendly consumer behavior in Restaurants in Medan City, focusing on transparency to build trust with environmentally friendly consumers as advocates for credible information that fosters sustainable purchasing behavior. Other suggestions include educating consumers about the environmental benefits of consuming environmentally friendly products and utilizing digital technology through social media to access environmental advertisements, online reviews, and two-way discussions on sustainability between producers and consumers to transform green marketing policies into truly environmentally friendly consumer behavior.

## 3. Business

From a business perspective, an innovative strategy for implementing green marketing policies to promote environmentally friendly consumer behavior Restaurants in Medan City is to involve consumers in environmentally friendly initiatives to foster a sense of ownership and loyalty. For example, product purchases involve donations to environmental causes, such as planting a tree for every product sold, and discounts or loyalty points are awarded to consumers who choose sustainable options like bringing their own shopping bags.

## 4. Community

Finally, from a community perspective, an innovative strategy for implementing green marketing policies to promote environmentally friendly consumer behavior at Medan City Restaurants is community involvement and the creation of shared value to encourage environmentally friendly consumer behavior. Community involvement aims to increase consumer environmental awareness through workshops on the importance of green products and social media campaigns on environmentally friendly lifestyle awareness, while creating a positive social environment for rational consumption.

# IV. CONCLUSION

The results show that green product variable has a positive and significant effect on environmentally friendly consumer behavior in Restaurants in Medan City. Green price variable has a positive and significant effect on environmentally friendly consumer behavior in Restaurants in Medan City. Green place variable has a positive and significant effect on environmentally friendly consumer behavior in Restaurants in Medan City. Green promotion variable has a positive and significant effect on environmentally friendly consumer behavior in Restaurants in Medan City.

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