

**ANALYSIS OF CONSUMER AWARENESS OF ENVIRONMENTALLY FRIENDLY PRODUCTS IN MANADO***ANALISIS KESADARAN KONSUMEN TERHADAP PRODUK RAMAH LINGKUNGAN DI MANADO*

By:

**Blessy Monica Pangkong<sup>1</sup>****Sifrid S. Pangemanan<sup>2</sup>****Merinda H. C. pandowo<sup>3</sup>**

<sup>123</sup>International Business Administration, Management Program, Faculty of Economics and Business, Sam Ratulangi University Manado

E-mail:

[monicapangkong.mp@gmail.com<sup>1</sup>](mailto:monicapangkong.mp@gmail.com)[sifridp\\_s@unsrat.ac.id<sup>2</sup>](mailto:sifridp_s@unsrat.ac.id)[merindapandowo@unsrat.ac.id<sup>3</sup>](mailto:merindapandowo@unsrat.ac.id)

**Abstract:** Consumer awareness is the source that supports people to make a decision and make the right choice. That is why consumer awareness is an important thing to supports the learning of consumer behavior. This study expects to give useful information regarding consumer awareness toward green products so that, the green marketer can increase or even innovate their strategies in green marketing. To achieve these objectives the researcher got information from 15 informants using qualitative study which is in-depth interview. Meanwhile, in-depth interview is used to collect the data among the respondents which are Manado citizens as environmentally friendly products' consumers. The results showed consumers in Manado are still lacking of environmentally friendly products awareness. Proven by their behavior which shows the infrequently usage of environmentally friendly products. This study suggested that, the better-educated consumers should understand the environmental issues and giving more effort to concern about the environment. As well as involved and motivated to participate in environmentally responsible behaviors, especially in using and aware of environmentally friendly products.

**Keywords:** *environmentally friendly product, consumer awareness, green marketing*

**Abstrak:** Kesadaran konsumen adalah salah satu sumber yang mendukung orang-orang untuk mengambil keputusan dan pilihan yang tepat. Penelitian ini berharap agar dapat memberikan informasi yang sangat berguna terkait dengan kesadaran konsumen terhadap produk ramah lingkungan, sehingga para pemasar dapat meningkatkan atau bahkan dapat berinovasi dengan strategi yang mereka gunakan untuk penjualan produk ramah lingkungan. Untuk mencapai tujuan penelitian, peneliti mendapatkan informasi dari 15 orang narasumber, dengan menggunakan metode qualitative, yaitu wawancara penelitian. Sementara itu, wawancara dilakukan untuk mengumpulkan informasi dari masyarakat kota Manado, yang adalah konsumen dari produk ramah lingkungan. Hasil penelitian menunjukkan bahwa konsumen yang ada di kota Manado masih kurang akan kesadaran terhadap penggunaan produk ramah lingkungan. Hal itu dapat di buktikan dengan tingkah laku mereka yang menunjukkan rendahnya pemakaian akan produk ramah lingkungan. Penelitian ini menganjurkan agar masyarakat bisa lebih teredukasi dengan masalah-masalah yang terjadi di lingkungan dan bisa memberikan usaha yang lebih agar dapat fokus untuk memperhatikan kelestarian lingkungan. Sama juga seperti terlibat dan termotivasi untuk aktif berpartisipasi dalam tanggung jawab akan kegiatan penjagaan lingkungan, khususnya dalam kesadaran dan penggunaan produk ramah lingkungan.

**Kata Kunci:** *produk ramah lingkungan, kesadaran konsumen, green marketing*

## INTRODUCTION

### Research Background

Due to the fact that consumers around the globe started showing concern for environmental protection and started avoiding the products that are harmful to the environment; awareness of the destruction of natural resources has raised the issue of environmental protection, which in turn has created eco-friendly consumption called “green consumerism” (Moisander, 2007). Marketers responded to the growing environmental consciousness of consumers by adopting green practices and developing environment-friendly products. Thus, it lead to the aim of green marketing. Green marketing generally aims to encourage environmentally friendly products and a safe environment where people can stay.

At present green marketing is broadly becoming a phenomenon throughout the world as the public’s concerns and awareness of the environment have begun in the past few decades. Every year the populations of people who are rotating towards green brands or eco-friendly products are increasing thus magnifying the phenomenon. The need for sustainable business practices by corporations around the world is identified to be a result of the increase of consumer’s awareness of environmental protection and social inequities. Thus, businesses in nearly every industry nowadays want to protect “green” features of their products and services in every chance they get. The success of any green marketing strategy is heavily dependable on its target consumers.

The core idea of green marketing is to create awareness among people on the issues of environment and how consumers would be helping the environment if they switch over to green products. Thus green marketing aims to provide more information to people and also gives consumers more choices to switch over to eco-friendly lifestyle. Driven by the green consumption, enterprises begin to take consumers as the guide of the green marketing strategy. Due to the fact that green consumer can be identified as the one who avoids any product which may harm damage to any living organism. That is why consumer’s behavior towards eco-friendly products always be an important thing for the green-based business to develop a business. Along with the various types of consumer behavior toward green products, the awareness of eco-friendly products is one of the important points that matter to be analyzed. That is why marketers these days need to learn more about consumer awareness, to gain more ideas in creating marketing strategy; especially for environmentally friendly products. On the other side, awareness of environmentally friendly products is also becoming the most up-to-date issue that people have been facing these days and necessary to be solved. Since human has to save the earth and keep the environment sustainable for the livings.

### Research Objective

To know-how is the consumer awareness of environmentally friendly products in Manado.

## THEORETICAL REVIEW

### Marketing

In this era marketing approach is one of the most important things that matter for people. Marketing activities become common, that can be easily found those in people daily life. The definition of marketing itself does not define just as the activities of selling and promoting products but more than that. According to Kotler and Amstrong (2018), marketing is the process by which companies engage customers, build strong customer relationships, and create customer value to capture value from customers in return.

### Green Marketing

Peattie and Charter (2003) defined green marketing as the holistic management process responsible for identifying, anticipating and satisfying customer needs in profitable and sustainable manners. So this definition emphasizes the holistic approach towards green marketing. It means green marketing involves green strategies from new product development to modifications in the marketing mix, from packaging to advertisement.

### Environmentally Friendly Product

Environmentally friendly product is known as a green product as well. For some people, they also knew it as environmental segmentation product. The concepts of these types of products are the same, which is to create a “zero waste” consumerism activities. It is expected that in the industrial processes as well as in product

consuming activities; business people and consumers can carry out prevention strategies, to reduce and eliminate the conformation of waste as the environmental pollutants. Ottman (1933) and Pavan (2010) stated that eco-friendly products itself defined as a product that is typically nontoxic, originally grown, recycle/reusable, not tested on animals, not polluting the environment and minimally packaged; and contains natural ingredients, recycled content and approved chemicals.

### Consumer Behavior

Consumer behavior defined as the actions that people take and choices they make – to consume certain products and services or to live in certain ways rather than others – all have direct and indirect impacts on the environment, as well as on personal (and collective) well-being (Jackson, 2005).

### Consumer Awareness

Consumer awareness is the source that supports people to make a decision and make the right choice. Consumer awareness is about making the consumer aware of his/her rights. It is a marketing term defined that consumers are aware of products or services, its characteristics and the other marketing P's; place to buy, price, and promotion (Suganya, 2017).

### Previous Research

From the previous research by Asha and Rathiha(2017), this research has studied about the impacts of respondents' demographic variables on their awareness towards green products, consumer awareness of consequences of environmental degradation and how consumers according to their gender identify green products and rating the attributes of green products. This research itself was conducted in Kanyakumari District. One of the results that proved in this study is 60 percent of the post-graduate respondents are aware of the usage of green products. Regarding the married respondents 59 percentage are familiar with the need to use green products. Another interesting fact is 49 percent of the respondents working in private organizations are aware of the need to use green products. Most of the respondents that are 64 percent, in the group of income 21,000-30,000, have awareness of the usage of green products. It is hearting to note the fact that the young generations in the group of 21-30 are aware (54 percent) are aware of the usage of green products. From these results, the researcher can measure the level of awareness from consumers toward environmental segmentation products.

Another previous research is by Suganya (2012). The researcher is trying to identify the sources of consumer awareness by ratings them. It stated that the sources of consumer green awareness are from friends and relatives, advertisements, hoardings and so on. The findings show that 72% of the respondents are aware by advertisements, 23% of the respondents are aware by friends & relatives, 3% of the respondents are aware by the other media, and only 2% of the respondents are aware by hoardings. Most of the respondents (72%) are aware because of advertisements.

### Conceptual Framework

Conceptual framework explains about the relation between the variables in this research.



**Figure 1. Conceptual Framework**

*Source: Data Processed, 2019*

## RESEARCH METHOD

### Research Approach

This research uses qualitative methodology to discover consumer's awareness of green products. Qualitative research is especially important in the behavioral sciences where the aim is to discover the underlying motives of human behavior (Kothari, 2004). Descriptive research was undertaken to meet the objectives of this study. Descriptive research is used to obtain information concerning the current status of the

phenomena to describe “what exists” in correlation to variables or conditions in a situation (Mardalis, 2003).

### **Population, Sample and Sampling Technique**

Any inferences from a sample refer only to the defined population from which the sample has been properly selected. The population for this research is all the consumers of household products in Manado. In qualitative researches, samples usually use a small number of non-representative cases and the respondents are selected based on their experience. The sampling technique that will be used in this research is convenience and snowball sampling. Snowball sampling and convenience sampling process are used as a nonprobability sampling method.

### **Data Collection Method**

The data collection method plays an important role in impact evaluation by providing useful information to understand the process behind the observed result. In this part data collection method divided into primary and secondary data. The primary data for this research was collected through an interview designed for a sample of 15 respondents in Manado.

### **Operational Definition of Research Variables**

The variables of this research are consumer awareness and eco-friendly products. Consumer awareness is a state wherein a (consumer) is aware of some information when that information is directly available to bring to bear in the direction of a wide range of behavioral processes. So, consumer awareness in this research is consisting of three indicators, which are; environmental degradation concern, group reference and social media. The second variable is the eco-friendly product, which consists of two indicators that are; green product attributes and price.

### **Instrument Testing**

The key instrument of this research is the researcher. The researcher is trained and has understanding of all aspects of this research. The researcher was equipped with a notebook, a recorder, and a camera in conducting an interview.

### **Data Analysis Method, Validity and Reliability**

In this qualitative data analysis, there are explanations in detail of the process after collecting data until getting conclusions. According to Miles and Huberman in Sekaran and Bougie (2010: 46), there are generally steps in qualitative data analysis: data collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measure and is a way of assessing the quality of the measurement procedure used to collect data. Also, the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

## **RESULT AND DISCUSSION**

### **Result Informant 1**

Informant 1 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to reduce emissions and prevent reductions of natural resources. According to her, public awareness of the eco-friendly product is still lacking, so that they cannot influence each other. Social media have an important role in influencing people but the products campaign and promotion are still less. She mentioned that the attributes of green products are reusable, recycle, save energy and did not contain plastics. In her opinion, the prices of environmentally friendly products are more expensive.

### **Informant 2**

Informant 2 mentioned that he does not frequent in using environmentally friendly products, it is only 0-5 products in a week. He thinks that green products are meaning to prevent toxic substances in the environment. According to him, he used that kind of product because she was influenced by his parents. Social media have an important role in influencing people because people tend to follow the trend in social media. He mentioned that

the attributes of green products are reusable, packaged with eco-friendly packaging and non-toxic for the environment. In his opinion, the prices of environmentally friendly products are affordable for the high-end market.

### **Informant 3**

Informant 3 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to prevent toxic substances in the environment and to prevent hazardous waste. According to her, she used that kind of product because she was influenced by the people around. Product's promotion and campaigns in social media are satisfying because it provides many contents of environmentally friendly products that can be express references to people. She mentioned that the attributes of green products are non-toxic for the environment and made from recycled waste or made from natural or renewable materials. In her opinion, the prices of environmentally friendly products are more expensive.

### **Informant 4**

Informant 4 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to prevent toxic substances in the environment and to prevent health issues to human beings. According to her, she used that kind of product because she was influenced by the government. Promotion and campaign in social media is increasing these days, as public awareness of environmental degradation is increasing as well. She mentioned that the attributes of green products are non-toxic for the environment, made from recycled waste, or made from natural or renewable materials and did not contain plastics. In her opinion, the prices of environmentally friendly products are more expensive.

### **Informant 5**

Informant 5 mentioned that she pretty frequent in using environmentally friendly products, which are 6-10 products in a week. She thinks green products are meaning to prevent health issues to human beings, prevent toxic substances in the environment and prevent hazardous waste. According to her, public awareness of the eco-friendly product is still lacking, so that they cannot influence each other. The promotion in social media is only impacting mostly to a younger generation and did not work that well for the adults. She mentioned that the attributes of green products are made from recycled waste. In her opinion, the prices of environmentally friendly products are still affordable.

### **Informant 6**

Informant 6 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to reduce global warming and to reduce plastics waste. According to her, she used that kind of product because she was influenced by her closest ones. Promotion and campaign in social media are increasing these days, as public awareness of environmental degradation is increasing as well. She mentioned that the attributes of green products are made from recycled waste or made from natural or renewable materials and did not contain plastics. In her opinion, the prices of environmentally friendly products are still affordable.

### **Informant 7**

Informant 7 mentioned that she pretty frequent in using environmentally friendly products, which are 6-10 products in a week. She thinks green products are meaning to prevent health issues to human beings and prevent toxic substances in the environment. According to her, she used that kind of product because she was influenced by the government. Promotion and campaign in social media are increasing these days, as the number of users in social media that also increasing; as well as the better utilization of social media performance. She mentioned that the attributes of green products are made from recycled waste or made from natural or renewable materials and did not contain plastics. In her opinion, the prices of environmentally friendly products are expensive.

### **Informant 8**

Informant 8 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to reduce global warming. According to her, she

used that kind of product because she was influenced by her closest ones. Social media have an important role in influencing public awareness because it provides easy access of much information about eco-friendly products. She mentioned that the attribute of green products is recyclable. In her opinion, the prices of environmentally friendly products are more expensive.

#### **Informant 9**

Informant 9 mentioned that he does not frequent in using environmentally friendly products, it is only 0-5 products in a week. He thinks that green products are meaning to reduce plastic waste, reduce the excessive use of energy and to prevent health issues to human beings. According to him, he used that kind of product because she was influenced by the government. Social media have an important role in influencing people because people tend to follow the trend in social media. He mentioned that the attributes of green products are made from recycled waste or made from natural of renewable materials and non-toxic for the environment. In his opinion, the prices of environmentally friendly products are more expensive rather than regular products.

#### **Informant 10**

Informant 10 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to prevent decreasing of natural resources, reduce the excessive use of energy and to prevent toxic substances in the environment. According to her people, awareness of the eco-friendly product is still lacking so that they cannot influence each other. Social media is giving a big impact on public awareness of environmentally friendly products because these days, there are more innovations of green products successfully promoted through it. She mentioned that the attributes of green products are recyclable, low embodied energy, labeled as eco-products and using eco-friendly packaging. In her opinion, the prices of environmentally friendly products are more expensive rather than regular products.

#### **Informant 11**

Informant 11 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to prevent reductions of natural resources. According to her, she used that kind of product because she was influenced by other businesses that implement eco-based. Social media promotion and campaign for environmentally friendly products is too excessive. Since, the campaign usually did not provide solutions for people, only blaming the public awareness of those kinds of products that are still lacking. She mentioned that the attributes of green products are non-toxic for the environment and non-polluting. In her opinion, the prices of environmentally friendly products are more expensive rather than regular products.

#### **Informant 12**

Informant 12 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to reduce global warming and reduce plastics waste. According to her, she used that kind of product because she was influenced by her friends. Social media have an important role in influencing public awareness because it provides easy access to much information about eco-friendly products. She mentioned that the attributes of green products are products with natural ingredients and did not contain plastics material. In her opinion, the prices of environmentally friendly products are more expensive rather than regular products.

#### **Informant 13**

Informant 13 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to prevent environmental pollution and reduce global warming. Public awareness of eco-friendly product is still lacking so that they cannot influence each other. Also, social media have an important role in influencing people because people tend to follow the trend in social media. She mentioned that the attributes of green products are reusable, a product with natural ingredients and non-polluting. In her opinion, the prices of environmentally friendly products are still affordable.

#### **Informant 14**

Informant 14 mentioned that she does not frequent in using environmentally friendly products, it is only 0-5 products in a week. She thinks green products are meaning to prevent environmental pollution. According to her, public awareness of the eco-friendly product is still lacking, however family and friends are the best

influencers. Social media have an important role in influencing people but the products campaign and promotion are still less. She mentioned that the attributes of green products are recyclable, reusable, made from recycled waste or made from natural or renewable materials and did not contain plastics material. In her opinion, the prices of environmentally friendly products are more expensive.

### **Informant 15**

Informant 15 mentioned that she usually uses eco-friendly products, which are 6- 10 products in a week. She thinks green products are meaning to prevent environmental pollution and reduce global warming. According to her, public awareness of eco-friendly product is still lacking and people need more real actions from the government. Promotion and campaign in social media is increasing these days, as public awareness of environmental degradation is increasing as well. She mentioned that the attribute of green products are recyclable and made from recycled waste or made from natural or renewable materials. In her opinion, the prices of environmentally friendly products are still affordable.

### **Discussion**

From all the theories and previous researches, there are considerations adopted as the basic idea and foundation for this research. There are some aspects and points that can be concluded in terms of the relation of the journals and online reviews related to consumers' awareness of environmental segmentation products. Thus, are also applied to form the conceptual framework. Same conclusion with one of the previous research; it is found that the attitude of the consumers towards the environment and subsequently their contribution by making the green marketing initiatives successful is of paramount importance. Most of the retailers' opinion that green products are liked by consumers but because of poor awareness and high prices has not been fully adopted by them. As far as consumers are concerned the awareness level is increasing and has started implementing them in their normal life and also government intervention is needed to implement a proper price in the market.

The research from Asha and Rathih (2017), also has indicated that certain groups and the media have played a major role in enhancing the environmental awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environmental behavior of consumers across countries, educational levels, and age and income groups may differ, environmental concerns are increasing worldwide. The same thing with the interview result of this study, which also shows that consumer concerns of environmental concerns are increasing, especially the awareness in social media.

After conducting interviews for 15 respondents, the result shows that consumers in Manado are still lacking of environmentally friendly products awareness. Proven by their behavior which shows the infrequently usage of environmentally friendly products. From the result of the interviews, it shows that the usage of environmentally friendly products is very deficient. The data showed that 13 from 15 informants only use 0-5 environmentally friendly products in a week. Then, 2 from 15 informants use 6-10 environmentally friendly products in a week.

### **Environmental Degradation Concern**

The result showed that informant 1, 2, 3, 4, 5, 6, 7, 9, 10, 12, 13, 14 opine that, the idea of using environmentally friendly products were meant to reduce emissions; especially plastics waste, prevent toxic substances in the environment and also to prevent environmental pollution. Then, informants 1, 10 and 11 also think that it works on preventing the decrease of natural resources. Meanwhile, informants 4, 5, 7, 9 agreed that the usage of environmentally friendly products will prevent health issues to human beings. Also, as for informant 6, 8, 12, 13, 15, it will be useful for reducing global warming. Therefore, there are only 5 consequences from 11 consequences of environmental degradation that have been mentioned by all the informants. Also, the interview results showed that the common opinion is environmentally friendly products were used to reduce plastics waste, emissions and pollution to the environment.

### **Group Reference**

The results showed that there are 6 of 15 informants opine that public awareness of environmentally friendly products is lacking so that people cannot influence each other for using environmentally friendly products. Those are informant 1, 5, 10, 13, 14, and 15. Meanwhile, informants 2, 3, 6, 8, 12 stated that they were influenced by their closest circles that they have; such as family, parents, friends and relatives. Moreover, for informant 4, 7, and 9, they were influenced by the government.

Lastly, for informant 11; she opines that businesses that use eco-friendly based in their daily operations

could influence people to use eco-friendly products. From these things, it is concluded that public awareness of environmentally friendly products in Manado is still lacking. However, the awareness of a person's inner circle plays an important role to influence the behavior of eco-friendly awareness.

### **Social Media**

According to interview results, it shows that social media plays an important role in impacting consumer awareness of environmentally friendly products. As for informants 2, 4, 6, 9, 13 and 15, they said that social media is a trend-maker. People tend to follow or wear all the things that booming in social media. The same with green behavior trends that people have created in social media and it is influencing many people to use eco-friendly products. Meanwhile, informant 3, 7, 8, 10, 12, thinks that social media can influence themselves and many other people to use environmentally friendly products. It is because of social media nails the contents' exposures; as well as information transfers and accesses that easier for many people.

On the other side, informants 1 and 14 argued that social media need to increase the contents of environmentally friendly products. Promotion and campaign of those kinds of products is still rare to found in social media. Different from other informants, informants 5 and 11 have their own opinions. Informant 5 thinks that the promotions and campaigns in social media did not give influence to the adults. Then, for informant 11 she thinks campaigns of environmentally friendly products in social media less encouraging people to have done concrete actions. It is because the campaigns usually just pointy blame the excessive use of plastics products without giving any real solutions. Anyway, the most common opinion of this indicator is social media have an important role in influencing people to use eco-friendly products.

### **Green Product Attributes**

Most of the informants identified eco-friendly products by knowing that a certain product did not contain plastics material. For the informants, it is one of the easiest ways to identify whether a product is eco-friendly or not. However, the interview result "made from recycled waste or made from natural or renewable materials" is the most mentioned attribute from the informants. Following the first and second points, which is "recyclable" and "non-toxic". So, the overall results show that the three eco-friendly product attributes that can easily be identified are "made from recycled waste or made from natural or renewable materials", "recyclable" and "non-toxic".

### **Price**

The last indicator is public opinions of environmentally friendly products' prices. The interview result shows that 10 from 15 informants say that generally environmentally friendly products have expensive prices. However, most informants agreed that it is reasonable if those kinds of products are more expensive. Some informants say that people need more creativity and skills in creating environmentally friendly products. Some agreed that the production process is taking more cost since, the raw materials usually more expensive than regular products; as well as the making process which takes more effort and time. Subsequently, 5 from 15 informants state that the prices of eco-friendly products are still affordable. However, view informants opine that it is affordable only for the high-end market.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

After conducting the research; defining the problem and learning from previous journals, articles, and books, here are the conclusion of the research.

1. The use of the eco-friendly product will help people to change their lifestyle into a green one. However, the awareness level on the usage of green products among the citizens in Manado is very limited. It is proven by the infrequently usage of environmentally friendly products.
2. There is a need to educate the people on the usage of green products. The inner circle is a powerful media for people to educate each other but unfortunately, the lack of awareness leads people to the attitude of ignorant. Also, government awareness and actions of environmentally friendly behavior need to be increased so that the people will be influenced as well.
3. Public awareness of eco-friendly product's attributes is already good enough. It is proven by the way they identify the green attributes of products they use. Pro-environmental values are more likely to result in more pro-environmental behavior when values and beliefs are specific enough, the green action aligns with consumers' subjective interests, and product attributes are positively perceived.

4. In the other side, environmentally friendly product prices become one of the obstacles for people to afford eco-friendly products in daily routine. It is because it cost more expensive rather than plastics based products or any other non-environmental products.

### Recommendation

This research has been conducted to explore consumer awareness of environmentally friendly products. As well as gaining a good understanding of consumer knowledge and behavior towards environmentally friendly products. Here are a few recommendations for the consumers, marketers, companies, and also for the government.

1. The better-educated consumers should understand the environmental issues and giving more effort to concern about the environment. As well as involved and motivated to participate in environmentally responsible behaviors, especially in using and aware of environmentally friendly products.
2. Since there is a lack of awareness regarding the availability of eco-friendly products, companies should focus on creating and innovating the types of environmentally friendly products. Also, companies need to create cheaper products and solved the environmentally friendly product-price issue.
3. Marketers should be more creative and innovative in promoting eco-friendly products so that consumers will be more interested in purchasing eco-friendly products. Promotional campaigns may be used for further promotion of eco-friendly products because consumer awareness of this type of product needs to be increased.
4. The government should be more active in influencing people to save the environment and using eco-friendly products. More regulations about environmentally friendly behavior might help society to be more aware and concern to the importance of environmental quality.
5. For the future researcher, the researcher hopes that this research will be beneficial for future researchers. As they creating research using the findings regarding the topic, and even help as guidance in selecting research methods for similar types of topics.

### REFERENCES

- Asha, P., and Rathiha, R. 2017. Consumer Awareness towards Green Products. Tamilnadu: *IAEME Publication. International Journal of Management (IJM)* Volume 8, Issue 5, pp.8–14, Article ID: IJM\_08\_05\_002. ISSN Print: 0976-6502. ISSN Online: 0976-6510. Available online at <http://www.iaeme.com/ijm/issues.asp?JType=IJM&VType=8&IType=5>. Accessed on September 2019.
- Mardalis. 2003. *Metode Penelitian: Suatu Pendekatan Proposal*. Bumi Aksara, Jakarta.
- Jackson, T. 2005. Motivating Sustainable Consumption: A Review of Evidence on Consumer Behavior and Behavioral Change. London: Policy Studies Institute. *ARTICLE*. Available from [http://sdrnadmin.rechord.com/wpcontent/uploads/motivatingscfinal\\_000.pdf](http://sdrnadmin.rechord.com/wpcontent/uploads/motivatingscfinal_000.pdf). Accessed on August 2019.
- Kotler, P., and Armstrong, G. 2018. *Principles of Marketing (7<sup>th</sup> ed.)*. ISBN 13: 978-1-292-22017-8. © Pearson Education Limited, London.
- Moisander, J. 2007. Motivational Complexity of Green Consumerism. *International journal of consumer studies; Helsinki School of Economics*. Available from <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1470-6431.2007.00586.x>. Accessed on November 2019.
- Ottman, J. A. 1998. *Green Marketing: Opportunity for Innovation*. NTC Business Books, Chicago.
- Pavan, M. P. S. 2010. Green Marketing in India: Emerging Opportunities and Challenges. *Journal of Engineering, Science and Management Education* 3: 9–14. Available at [https://www.scirp.org/\(S\(i43dyn45teexjx455qlt3d2q\)\)/reference/ReferencesPapers.aspx?ReferenceID=1590687](https://www.scirp.org/(S(i43dyn45teexjx455qlt3d2q))/reference/ReferencesPapers.aspx?ReferenceID=1590687). Accessed on August 2019.

Peattie, K., and Charter, M. 2003. *The Marketing Book: "Green Marketing"*, in Baker, M. (Ed.), 5th ed., Butterworth-Heinemann, Oxford.

Sekaran, U., and Bougie, R. 2010. *Research Methods for Business: A Skill Building Approach* (5th ed.). John Wiley and Sons Ltd, West Sussex.

Suganya, D., and Kavitha, S. 2017. A Study On Consumer Awareness Towards Eco Friendly Products At Coimbatore. *International Journal of Current Research and Modern Education (IJCRME)*. Volume 2 Issue 1, Page Number 237-241. Institute of Management, Coimbatore, Tamilnadu. Available at <http://ijcrme.rmodernresearch.com/wp-content/uploads/2017/07/184.pdf>. Accessed on September 2019.

