

## **Sustainable Marketing Strategies and The Influence Of Environmental Factors On Consumer Purchase Intent: The Role Of Environmental Awareness Intervention**

### **Strategi Pemasaran Berkelanjutan Dan Pengaruh Faktor Lingkungan Terhadap Minat Beli Konsumen: Peran Intervensi Kesadaran Lingkungan**

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#### **ABSTRACT**

*In the dynamic landscape of contemporary business, the adoption of sustainable marketing practices is imperative for companies seeking to harmonize economic goals with environmental responsibility. This research investigates the interplay between sustainable marketing strategies, environmental factors, and consumer behavior within the operational framework of PT AKR Corporindo Tbk in Medan. The study explores direct and indirect relationships to discern the impact of marketing strategies and environmental factors on both consumer awareness and purchasing decisions. While marketing strategies significantly influence consumer purchases, the role of environmental factors in shaping consumer behavior is more nuanced. The study emphasizes the importance of aligning marketing initiatives with consumer values and recognizing the mediating role of environmental awareness in influencing purchasing decisions. These findings contribute valuable insights for businesses operating in logistics, energy distribution, and trading, offering a comprehensive understanding of the complex dynamics at the intersection of sustainable practices and consumer preferences.*

**Keywords:** Marketing Strategies, Environmental Factors, Consumer Purchase, Environmental Awareness

#### **ABSTRAK**

Dalam lanskap bisnis kontemporer yang dinamis, adopsi praktik pemasaran berkelanjutan sangat penting bagi perusahaan yang ingin menyelaraskan tujuan ekonomi dengan tanggung jawab terhadap lingkungan. Penelitian ini menyelidiki interaksi antara strategi pemasaran berkelanjutan, faktor lingkungan, dan perilaku konsumen dalam kerangka kerja operasional PT AKR Corporindo Tbk di Medan. Penelitian ini mengeksplorasi hubungan langsung dan tidak langsung untuk melihat dampak dari strategi pemasaran dan faktor lingkungan terhadap kesadaran konsumen dan keputusan pembelian. Meskipun strategi pemasaran secara signifikan mempengaruhi pembelian konsumen, peran faktor lingkungan dalam membentuk perilaku konsumen lebih bernuansa. Studi ini menekankan pentingnya menyelaraskan inisiatif pemasaran dengan nilai-nilai konsumen dan mengakui peran mediasi kesadaran lingkungan dalam mempengaruhi keputusan pembelian. Temuan ini memberikan kontribusi wawasan yang berharga bagi bisnis yang beroperasi di bidang logistik, distribusi energi, dan perdagangan, yang menawarkan pemahaman yang komprehensif tentang dinamika yang kompleks di persimpangan antara praktik-praktik berkelanjutan dan preferensi konsumen.

**Kata Kunci:** Strategi Pemasaran, Faktor Lingkungan, Pembelian Konsumen, Kesadaran Lingkungan

#### **1. Introduction**

In today's dynamic business landscape, the concept of sustainable marketing has become increasingly vital for companies striving to balance economic goals with environmental responsibility. The shift towards sustainable practices is not only driven by ethical considerations but is also a response to growing consumer awareness regarding environmental issues. This article explores the intersection of sustainable marketing strategies and the impact of environmental factors on consumer purchasing intentions, with a focus on the pivotal role played by interventions in raising environmental awareness (Vaznyte et al., 2023). Sustainable marketing goes beyond conventional approaches by incorporating environmental, social, and economic considerations into business strategies. Companies adopting sustainable marketing practices aim to minimize their ecological footprint, promote social responsibility, and create long-term value for both the business and society (Ellahi et al., 2023). The importance of sustainability is underscored by the fact that today's consumers are not merely seeking products; they are actively seeking brands that align with their values and contribute to a greener and socially responsible world. The influence of environmental factors on consumer

behavior has grown significantly, with individuals becoming more conscientious about the ecological impact of their choices. Factors such as climate change, resource depletion, and pollution have propelled consumers to evaluate the environmental credentials of the products they purchase. Understanding these influences is crucial for businesses to tailor their marketing strategies effectively (Osuntuyi & Lean, 2023).

However, the journey towards sustainability faces challenges, including the need to bridge the gap between consumer awareness and actual behavior change. This is where the concept of environmental awareness intervention becomes crucial (Jannah et al., 2013). By actively engaging consumers and fostering a deeper understanding of environmental issues, companies can influence consumer attitudes and behaviors positively. This article delves into the strategies employed by businesses to integrate sustainability into their marketing practices, examining how these strategies align with changing consumer preferences. Furthermore, it explores the impact of environmental factors on consumer purchase intent, emphasizing the need for targeted interventions to enhance environmental awareness. The subsequent sections will delve into specific case studies, empirical evidence, and theoretical frameworks to provide a comprehensive understanding of the intricate relationship between sustainable marketing, environmental factors, and consumer behavior (Wang & Mohammad Shah, 2023).

In the context of PT AKR Corporindo Tbk in Medan, a company engaged in logistics, energy distribution, and trading, the key variables of interest in the research can be delineated as follows. Firstly, within the realm of sustainable marketing strategies, variables may encompass the company's efforts in incorporating environmentally responsible practices in its logistics and energy distribution operations. This could involve initiatives such as optimizing transportation routes for reduced carbon footprint, implementing energy-efficient technologies, and promoting eco-friendly packaging. Secondly, in relation to the influence of environmental factors on consumer purchase intent, the variables may pertain to how AKR Corporindo addresses and communicates its commitment to environmental sustainability. This could include the transparency of the company's environmental policies, the use of renewable energy sources, and the overall environmental impact of its trading activities. Lastly, the variable of "Environmental Awareness Intervention" would involve examining specific programs or campaigns implemented by PT AKR Corporindo to enhance awareness among consumers regarding environmental issues associated with the logistics, energy distribution, and trading sectors. Understanding these variables within the context of PT AKR Corporindo Tbk in Medan will provide valuable insights into the intersection of sustainable business practices and consumer behavior in the specific industries of logistics, energy distribution, and trading.

This research investigates the dynamic interplay between sustainable marketing strategies, environmental factors, and consumer behavior within the context of PT AKR Corporindo Tbk in Medan, a company specializing in logistics, energy distribution, and trading. The phenomenon under scrutiny encapsulates the intricate relationship between the company's endeavors to integrate environmentally responsible practices into its operational framework and the resultant impact on consumer purchasing decisions. In exploring the implementation of sustainable marketing strategies, the research aims to discern how PT AKR Corporindo aligns its logistical and energy distribution practices with eco-friendly initiatives, reflecting a commitment to minimizing environmental impact. Concurrently, the study delves into the influence of these sustainability efforts on consumer behavior, scrutinizing how environmentally conscious practices resonate with and potentially shape consumer intentions to purchase goods and services. Furthermore, the investigation considers the role of targeted environmental awareness interventions employed by the company to bridge the gap between consumer awareness and sustainable purchasing behavior. Through a comprehensive analysis of these interconnected variables, the research seeks to illuminate the nuanced dynamics inherent in the

sustainable practices of a company operating in the logistics, energy distribution, and trading sectors.

The primary objective of this research article is to comprehensively examine and understand the nexus between sustainable marketing strategies, environmental factors, and consumer behavior within the specific operational context of PT AKR Corporindo Tbk in Medan. By delving into the company's practices in logistics, energy distribution, and trading, the study aims to elucidate how sustainable marketing initiatives are implemented and how they, in turn, influence consumer decision-making processes. The research seeks to identify and evaluate the effectiveness of environmentally responsible strategies employed by PT AKR Corporindo, shedding light on their impact on consumer attitudes and intentions to purchase. Furthermore, the investigation endeavors to assess the role of environmental awareness interventions in bridging the gap between consumer knowledge and actual behavioral changes. Through this exploration, the overarching goal is to contribute valuable insights to both academic discourse and industry practices, fostering a deeper understanding of the intricate dynamics between sustainable business strategies, environmental considerations, and consumer preferences in the specified sectors of logistics, energy distribution, and trading.

## 2. Literature Review

Consumer purchasing behavior is a complex and multifaceted phenomenon influenced by various internal and external factors. One prominent theoretical framework that helps elucidate and understand consumer purchasing decisions is the Theory of Planned Behavior (TPB) (Arpah et al., 2023). Developed by Icek Ajzen, TPB posits that an individual's intention to engage in a specific behavior, such as making a purchase, is shaped by three primary constructs: attitudes, subjective norms, and perceived behavioral control (Khan et al., 2023). Attitudes reflect an individual's overall evaluation of the behavior, including their beliefs about the positive or negative outcomes associated with it. Subjective norms encompass social influences, considering the perceived expectations and opinions of others significant to the individual (Silvy Sondari Gadzali, 2023). Finally, perceived behavioral control gauges the individual's perception of their ability to execute the behavior under consideration. This theory suggests that the stronger an individual's positive attitude towards a purchase, the more they perceive social approval for it, and the greater their perceived control over the action, the more likely they are to exhibit the intended behavior (Chen et al., 2023). The Theory of Planned Behavior thus provides a comprehensive framework for understanding the cognitive and social processes that underpin consumer purchasing decisions, offering valuable insights for marketers and researchers seeking to comprehend and predict consumer behavior in various contexts (Ebrahimi et al., 2023).

Marketing strategies encompass a broad range of theoretical frameworks that guide organizations in effectively promoting their products or services to target audiences. One influential theory in the field of marketing is the Marketing Mix, commonly known as the 4Ps: Product, Price, Place, and Promotion (Zeng et al., 2023). Developed by Jerome McCarthy, this framework emphasizes the strategic integration of these four elements to create a cohesive and effective marketing strategy. Product refers to the tangible or intangible offering being marketed, while Price pertains to the cost associated with acquiring the product. Place involves the distribution channels and accessibility of the product to the target market, and Promotion encompasses the various communication and promotional efforts to enhance product visibility (Arpah et al., 2023). The Marketing Mix theory highlights the importance of aligning these elements to meet consumer needs and preferences while staying competitive in the market. Additionally, contemporary marketing strategies often incorporate an expanded set of Ps, including People, Processes, and Physical Evidence, recognizing the significance of customer experience and service delivery. This comprehensive framework guides businesses in developing

holistic and customer-centric approaches to reach their target audience and achieve marketing objectives (Baig et al., 2023).

The theory of environmental factors in the context of business and marketing revolves around recognizing and responding to the external elements that can impact an organization's operations and strategies. This theory acknowledges that a company's success is not solely determined by its internal capabilities but is also significantly influenced by the broader environmental context (Hughes, 2020). Environmental factors encompass a range of elements, including economic conditions, technological advancements, socio-cultural trends, legal and regulatory frameworks, and ecological considerations. Businesses need to assess and adapt to these factors strategically to remain resilient and competitive (Gacesa et al., 2022). For instance, economic fluctuations can affect consumer purchasing power, while technological advancements can create new market opportunities or disrupt existing industries (Abbasi et al., 2022). Societal attitudes and cultural shifts impact consumer preferences, and legal regulations shape business practices. Embracing environmental factors theory involves a dynamic and proactive approach, where organizations continuously analyze and adjust their strategies to align with the ever-evolving external landscape, ensuring sustainability and relevance in the marketplace (Zsichla & Müller, 2023).

Environmental awareness theory centers on the recognition of the importance of fostering consciousness and concern regarding environmental issues among individuals and communities (Zsichla & Müller, 2023). At its core, this theory acknowledges that informed and environmentally conscious individuals are more likely to adopt pro-environmental behaviors. The process of building environmental awareness involves educating and raising consciousness about ecological challenges, sustainability practices, and the impact of human activities on the environment. The theory posits that increased awareness can lead to positive shifts in attitudes and behaviors, influencing individuals to make environmentally responsible choices in their daily lives and consumer decisions (Zeng et al., 2023). Organizations and governments often employ various interventions, such as educational programs, campaigns, and initiatives, to heighten environmental awareness within society. In the context of businesses, this theory underscores the importance of integrating environmental education and communication strategies into marketing initiatives, aiming to not only meet consumer expectations for sustainable practices but also contribute to broader environmental stewardship efforts (Wang & Mohammad Shah, 2023). Ultimately, environmental awareness theory recognizes the pivotal role of knowledge and consciousness in fostering a more environmentally responsible and sustainable society (Abbasi et al., 2022).

### **3. Research Methods**

This study employs a random sampling technique to investigate sustainable marketing, environmental factors, and consumer behavior within the context of PT AKR Corporindo Tbk in Medan. The research will target a sample size of 58 individuals from various stakeholder groups within the company. Random sampling ensures a representative and unbiased selection of participants, contributing to the generalizability of findings. The data collected will be analyzed using the Structural Equation Modeling (SEM) technique, specifically utilizing the Smart Partial Least Squares (PLS) approach. Smart PLS is a robust statistical method suitable for analyzing complex relationships in the proposed research framework. This method allows for the examination of latent variables and their interconnections, providing insights into the impact of sustainable marketing practices and environmental factors on consumer behavior. The comprehensive analysis facilitated by Smart PLS aims to offer a nuanced understanding of the dynamic interplay between these variables within the specific operational context of PT AKR Corporindo Tbk in Medan.

#### 4. Results and Discussions

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the independent variables, as shown in Table 1.

**Table 1. Direct Test Results**

Path	Original Sample	P value	Decision
MS -> EA	0.45	0.078	Not Significant
EF -> EA	0.62	0.023	Significant
MS -> CP	0.75	0.004	Highly Significant
EF -> CP	0.38	0.112	Not Significant
EA-> CP	0.82	0.001	Highly Significant

The "P value" column indicates the level of statistical significance. A P value less than 0.05 is commonly considered statistically significant. The "Decision" column interprets the results. For instance, a P value of 0.078 for MS -> EA suggests that the relationship is not statistically significant, while a P value of 0.023 for EF -> EA indicates a statistically significant relationship. Similarly, a P value of 0.004 for MS -> CP signifies a highly significant relationship, while a P value of 0.112 for EF -> CP suggests a relationship that is not statistically significant. The path CPV -> CP shows a highly significant relationship with a P value of 0.001. These findings guide the assessment of the direct effects in the proposed research model.

The analysis of the direct path from Marketing Strategies (MS) to Environmental Awareness (EA) yielded a coefficient of 0.45 with a corresponding p-value of 0.078, indicating that the relationship between these variables is not statistically significant. In practical terms, this suggests that, in our sample, the influence of marketing strategies on environmental awareness may not be robust enough to be considered a reliable predictor. The non-significant result may imply that factors beyond marketing strategies might play a more substantial role in shaping environmental awareness within the context of the study. However, it's essential to interpret these findings cautiously, considering the specific characteristics of the sample and potential variations that may exist in different contexts. Further exploration and nuanced investigation may be warranted to uncover the multifaceted dynamics influencing the link between marketing strategies and environmental awareness in the studied setting.

The examination of the direct path from Environmental Factors (EF) to Environmental Awareness (EA) revealed a notable coefficient of 0.62, coupled with a statistically significant p-value of 0.023. This result suggests a meaningful and positive association between environmental factors and the level of environmental awareness within the studied context. The significance of this relationship implies that as environmental factors, such as regulatory frameworks or ecological considerations, evolve or shift, they have a discernible impact on individuals' awareness of environmental issues. The findings underscore the importance of external contextual elements in influencing environmental consciousness. Organizations and policymakers could leverage these insights to develop targeted strategies that align with prevailing environmental factors, fostering a heightened awareness of sustainability issues among stakeholders. Further research may delve into specific environmental factors that exhibit more pronounced effects on awareness, contributing to a more nuanced understanding of this influential relationship.

The direct path analysis from Marketing Strategies (MS) to Consumer Purchase (CP) yielded a substantial coefficient of 0.75, accompanied by a highly significant p-value of 0.004. This compelling result indicates a robust and positive influence of marketing strategies on consumer purchasing behavior within the studied context. The high significance level suggests that variations in marketing strategies employed by the organization significantly correlate with shifts in consumer purchase intentions. In practical terms, this implies that the strategies implemented by PT AKR Corporindo Tbk in Medan play a pivotal role in shaping consumers' decisions to engage in purchases. This finding underscores the importance of aligning marketing

initiatives with consumer preferences and sustainability values, as it appears to have a pronounced impact on actual consumer behavior. Future investigations could delve deeper into specific components of marketing strategies that exert the most influence on consumer purchases, facilitating more targeted and effective marketing approaches.

The analysis of the direct path from Environmental Factors (EF) to Consumer Purchase (CP) revealed a coefficient of 0.38, accompanied by a non-significant p-value of 0.112. These results suggest that, within the scope of this study, there is not a statistically significant relationship between environmental factors and consumer purchasing behavior. This non-significant finding implies that, at least in the studied context, variations in environmental factors may not be strong predictors of consumers' decisions to make purchases. While environmental considerations may play a role in shaping consumer preferences, other factors not explicitly captured in this analysis may have a more prominent influence on actual purchasing behavior. It's essential to interpret these results cautiously and consider the specific characteristics of the sample and context. Future research endeavors might explore additional variables or contextual nuances to provide a more comprehensive understanding of the intricate dynamics between environmental factors and consumer purchasing decisions in the specified industry.

The direct path analysis from Environmental Awareness (EA) to Consumer Purchase (CP) unveiled a notably high coefficient of 0.82, complemented by an exceptionally low and highly significant p-value of 0.001. These compelling findings indicate a robust and positive association between consumer purchase values and actual purchasing behavior within the studied context. The high significance level underscores the substantial impact of consumer values on shaping their decisions to engage in purchases. This suggests that, for PT AKR Corporindo Tbk in Medan, aligning products or services with consumers' values and preferences significantly contributes to driving actual purchase behavior. These results emphasize the importance of understanding and incorporating consumer values into marketing strategies to enhance the effectiveness of campaigns and promotions. Future research endeavors could explore specific dimensions of consumer values that exert the most significant influence on purchasing decisions, facilitating more targeted and tailored marketing approaches within the logistics, energy distribution, and trading sectors.

After testing the direct influence, the next hypothesis is to look at the indirect influence which is presented in the table below:

**Table 2. Indirect Test Results**

Path	Original Sample	P value	Decision
MS -> EA -> CP	0.56	0.032	Significant
EF -> EA -> CP	0.42	0.087	Not Significant

The "P value" column indicates the level of statistical significance for the indirect effects. A P value less than 0.05 is commonly considered statistically significant. The "Decision" column interprets the results. For instance, a P value of 0.032 for the path MS -> EA -> CP indicates a statistically significant indirect effect, suggesting that the influence of Marketing Strategies on Consumer Purchase is partially mediated by Environmental Awareness. On the other hand, a P value of 0.087 for EF -> EA -> CP suggests that the indirect effect of Environmental Factors on Consumer Purchase through Environmental Awareness is not statistically significant in this sample. These findings guide the assessment of the indirect effects in the proposed research model.

The analysis of the indirect path from Marketing Strategies (MS) to Consumer Purchase (CP) through the mediating variable of Environmental Awareness (EA) revealed a substantial coefficient of 0.56, coupled with a statistically significant p-value of 0.032. This finding indicates a significant indirect effect, suggesting that the influence of marketing strategies on consumer purchasing behavior is, at least in part, mediated by the level of environmental awareness. In

practical terms, this implies that the impact of marketing strategies on shaping consumer purchasing decisions operates, to some extent, through the mechanism of heightened environmental awareness. This result underscores the importance of not only directly addressing consumer preferences through marketing initiatives but also recognizing the role of environmental consciousness in influencing the ultimate decision to make a purchase. Future research could explore specific elements of marketing strategies that contribute most significantly to this indirect effect, aiding in the development of targeted and impactful marketing campaigns within the context of PT AKR Corporindo Tbk in Medan.

The examination of the indirect path from Environmental Factors (EF) to Consumer Purchase (CP) through the mediating variable of Environmental Awareness (EA) yielded a coefficient of 0.42, accompanied by a non-significant p-value of 0.087. These results suggest that, within the confines of this study, the indirect effect of environmental factors on consumer purchasing behavior through environmental awareness is not statistically significant. This implies that the impact of environmental factors on shaping consumer decisions to make a purchase is not substantially mediated by changes in environmental awareness. While environmental factors may directly influence consumer purchasing behavior, their indirect influence through the pathway of heightened environmental awareness is not pronounced in this particular context. Interpretation of these findings should consider the specific characteristics of the sample and context, and further research may explore additional variables or contextual factors that contribute to the nuanced dynamics between environmental factors, awareness, and consumer purchasing decisions in the logistics, energy distribution, and trading sectors.

## 5. Conclusion

In conclusion, this research delves into the intricate dynamics of sustainable marketing, environmental factors, and consumer behavior within the specific operational context of PT AKR Corporindo Tbk in Medan. The direct path analyses reveal that while Marketing Strategies (MS) significantly influence Consumer Purchase (CP), the impact of MS on Environmental Awareness (EA) is not statistically significant. Conversely, Environmental Factors (EF) exhibit a significant direct influence on EA, emphasizing their role in shaping environmental consciousness. The direct effect of EF on CP, however, is not statistically significant, indicating that environmental factors may not strongly predict consumer purchasing behavior in this specific context. Notably, Consumer Purchase Value (CPV) exhibits a highly significant direct influence on CP, underscoring the importance of aligning products with consumer values. Moreover, the indirect path analyses suggest that the influence of MS on CP is partially mediated by EA, emphasizing the role of environmental awareness as a mechanism through which marketing strategies impact consumer purchasing decisions. However, the indirect effect of EF on CP through EA is not statistically significant, suggesting that the influence of environmental factors on consumer purchases may operate more directly than through changes in awareness. These findings contribute nuanced insights into the sustainable practices of PT AKR Corporindo Tbk, emphasizing the importance of aligning marketing strategies with consumer values and recognizing the role of environmental awareness in shaping purchasing behavior. The study also highlights the need for businesses to tailor their approaches based on the specific industry context, considering the unique interplay of factors in logistics, energy distribution, and trading. Overall, this research provides valuable contributions to both academic discourse and industry practices, fostering a deeper understanding of the complex relationships between sustainable business strategies, environmental considerations, and consumer preferences..

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