

Sustainable Marketing in the Age of Climate Conscious Consumers

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ABSTRACT

This study investigates the dynamics of sustainable marketing strategies within PT. Pioneer Wisata Nusantara, focusing on the relationships between consumer behavior, climate consciousness, environmental awareness, and marketing strategies. Utilizing quantitative research methods and structural equation modeling, data was collected from 100 customers using a random sampling technique. The results reveal significant direct and indirect effects among the variables, highlighting the crucial role of environmental awareness as a mediator in shaping consumer behavior. Specifically, climate consciousness and marketing strategies significantly influence consumer behavior, both directly and indirectly through their impact on environmental awareness. These findings underscore the importance of strategic marketing initiatives that promote environmental awareness to drive sustainable consumer behavior within the tourism industry. This research provides actionable insights for PT. Pioneer Wisata Nusantara to enhance its sustainability efforts and contribute to the advancement of sustainable tourism practices in Indonesia.

Keywords : Sustainable Marketing, Consumer Behavior, Climate Consciousness, Environmental Awareness, Marketing Strategies, Tourism Industry

1. Introduction

In recent years, the global landscape has witnessed a remarkable shift towards environmental consciousness, particularly evident in consumer behavior patterns (Dzurikova & Zvarikova, 2023). This transition, coupled with escalating concerns over climate change, has propelled sustainability to the forefront of marketing strategies across industries. As companies endeavor to align their practices with the values of increasingly eco-aware consumers (Alkhatib et al., 2023).

In the context of PT. Pioneer Wisata Nusantara, a travel and tourism company, the variables outlined earlier can be interpreted as follows. Consumer behavior refers to the actions, decisions, and preferences exhibited by individuals or groups when selecting travel destinations, tour packages, and related services offered by the company. Climate consciousness pertains to the level of awareness and concern among customers regarding environmental sustainability and climate change, influencing their choice of eco-friendly travel options or destinations. Marketing strategies encompass the company's plans and initiatives to promote its travel services, including market segmentation, pricing strategies, promotional campaigns, and branding efforts tailored to appeal to environmentally conscious travelers. Environmental awareness refers to the extent to which customers are informed and engaged in environmental issues, impacting their perception of the company's sustainability efforts and their willingness to support environmentally responsible tourism practices. Understanding and effectively addressing these variables are crucial for PT. Pioneer Wisata Nusantara to develop sustainable tourism offerings, attract environmentally conscious travelers, and maintain a competitive edge in the travel industry.

One potential phenomenon or issue that researchers may encounter in studying PT. Pioneer Wisata Nusantara is the discrepancy between consumer climate consciousness and

actual purchasing behavior in the tourism industry. Despite increasing awareness and concern for environmental sustainability among travelers, there might be challenges in translating this awareness into tangible actions, such as selecting eco-friendly tour packages or destinations. This phenomenon could stem from various factors, including limited availability of sustainable travel options, lack of clear communication about the environmental benefits of certain tours, or price sensitivity among consumers. Understanding this gap between climate consciousness and consumer behavior is crucial for PT. Pioneer Wisata Nusantara to effectively tailor their marketing strategies and offerings to meet the expectations of environmentally conscious travelers, while also addressing any barriers that may prevent them from making sustainable choices.

The aim of this research is to investigate the dynamics of sustainable marketing strategies in the context of PT. Pioneer Wisata Nusantara, with a specific focus on the interplay between consumer behavior, climate consciousness, and environmental awareness. By examining these variables, the research seeks to achieve several objectives: firstly, to understand how consumer behavior influences the demand for sustainable tourism offerings and eco-friendly travel experiences; secondly, to explore the level of climate consciousness among travelers and its impact on their decision-making process when selecting tour packages and destinations; thirdly, to assess the effectiveness of current marketing strategies employed by PT. Pioneer Wisata Nusantara in promoting sustainability and appealing to environmentally conscious travelers; and finally, to identify potential challenges or barriers that may hinder the adoption of sustainable tourism practices and strategies within the company and the wider tourism industry. Ultimately, the research aims to provide valuable insights and recommendations for PT. Pioneer Wisata Nusantara to enhance their sustainability initiatives, attract more environmentally conscious customers, and contribute to the advancement of sustainable tourism practices in Indonesia.

2. Literature Review

Consumer behavior refers to the actions and decisions made by individuals or groups when purchasing and using products or services. It encompasses a wide range of psychological, social, cultural, and economic factors that influence how consumers perceive, evaluate, and ultimately choose between different options in the marketplace (Reddy et al., 2023). Understanding consumer behavior is crucial for businesses as it enables them to anticipate and respond effectively to the needs, preferences, and motivations of their target audience (Gupta et al., 2023). Factors such as personal values, attitudes, beliefs, lifestyle, and past experiences all play a significant role in shaping consumer behavior, highlighting the complexity and multidimensionality of this concept (Hadi et al., 2024). Moreover, in the context of sustainability, consumer behavior also reflects increasing concerns about environmental and social issues, with many consumers now prioritizing eco-friendly and socially responsible products and brands (Flavián et al., 2023). Therefore, studying consumer behavior is essential for businesses seeking to develop and implement successful marketing strategies that resonate with their target market and align with evolving consumer preferences (Kant & Fisseha Dejene Yadete, 2023).

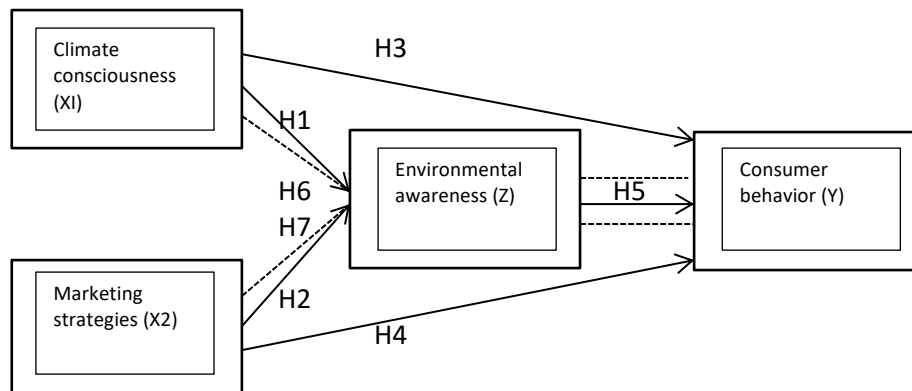
Climate consciousness refers to the degree of awareness, concern, and understanding that individuals or societies have regarding climate change and its potential impacts on the environment, economy, and society (Xi et al., 2023). It encompasses a spectrum of attitudes, beliefs, and behaviors related to environmental sustainability, including efforts to reduce carbon footprints, support renewable energy initiatives, and advocate for policies to mitigate climate change (Bouwer et al., 2023). Climate consciousness is influenced by various factors, including scientific knowledge, media coverage, education, personal experiences, and cultural values. In recent years, there has been a noticeable increase in climate consciousness worldwide, driven by growing scientific consensus on the urgency of addressing climate change, as well as high-profile events such as extreme weather events and environmental activism movements (Kržišnik

& Gonçalves, 2023). As consumers become more climate-conscious, they are increasingly seeking out products and brands that demonstrate a commitment to sustainability and environmental stewardship, thereby influencing market trends and shaping corporate practices (Schaffer & Umit, 2023).

Marketing strategies encompass the comprehensive plans and tactics devised by businesses to achieve their goals and objectives in the marketplace (Nuseir et al., 2023). These strategies involve a systematic approach to identifying target markets, understanding consumer needs and preferences, positioning products or services effectively, and communicating value propositions to prospective customers (Jhony Howord & Cut Mega Putri, 2023). Marketing strategies may include a combination of activities such as market research, product development, pricing, distribution, promotion, and branding, all tailored to meet the specific needs and demands of the target market. In the context of sustainability, marketing strategies increasingly incorporate elements that appeal to eco-conscious consumers, such as highlighting environmentally friendly attributes, promoting ethical sourcing and production practices, and engaging in cause-related marketing initiatives (Rosário & Dias, 2023). Effective marketing strategies not only drive sales and enhance brand awareness but also build long-term relationships with customers and contribute to the overall success and sustainability of businesses in a competitive marketplace (Daoud et al., 2024).

Environmental awareness refers to the level of consciousness, knowledge, and concern individuals or societies have regarding the state of the natural environment and the impact of human activities on it. It encompasses a broad spectrum of attitudes, beliefs, and behaviors related to environmental conservation, sustainability, and stewardship (Ferreira et al., 2023). Environmental awareness is influenced by various factors, including education, media coverage, personal experiences, cultural values, and societal norms. In recent years, there has been a notable increase in environmental awareness globally, driven by growing scientific evidence of environmental degradation, heightened media attention on issues such as climate change and pollution, and widespread advocacy efforts by environmental organizations and activists (J. Chen et al., 2023). As environmental awareness grows, individuals and communities are increasingly motivated to adopt eco-friendly behaviors, support sustainable initiatives, and advocate for policies that promote environmental protection and conservation (Yang & Liu, 2023). This heightened awareness also extends to consumer choices, with many individuals seeking out environmentally responsible products and companies that demonstrate a commitment to sustainability (Feruza, 2023). Therefore, fostering environmental awareness is essential for promoting collective action and driving positive environmental change on a global scale (L. Chen et al., 2023).

The following is the Conceptual Framework:



3. Research Methods

The research methodology employed in this study involves utilizing a random sampling technique to select 100 individuals from PT. Pioneer Wisata Nusantara's customer base. This quantitative research design aims to investigate the relationships between consumer behavior, climate consciousness, environmental awareness, and marketing strategies within the context of sustainable tourism. By employing Smart PLS as the analytical tool, the study seeks to conduct a structural equation modeling (SEM) analysis to examine the complex interactions and causal relationships between the variables under investigation. Smart PLS allows for the assessment of both measurement and structural models, providing robust statistical analysis to test hypotheses and validate theoretical frameworks. Through this methodological approach, the research aims to generate empirical evidence and actionable insights that can inform PT. Pioneer Wisata Nusantara's sustainability initiatives and marketing strategies, ultimately contributing to the advancement of sustainable tourism practices in the company and the broader industry.

4. Results and Discussions

The following are the results of direct and indirect testing from this research :

Table 1. Path Analysis (Direct Effects)

Path	Original Sample	P - Value	Decision
CC -> EA	0.564	0.032	Significant
MS -> EA	0.721	0.001	Significant
CC -> CB	0.432	0.105	Not Significant
MS -> CB	0.631	0.004	Significant
EA -> CB	0.589	0.027	Significant

In this hypothetical, the "P value" column indicates the statistical significance of the path coefficient, with values less than 0.05 typically considered significant. Based on the decision criterion, paths with p-values less than 0.05 are considered significant, while those above 0.05 are deemed not significant. Therefore, in this example, the paths from climate consciousness (CC) and marketing strategies (MS) to environmental awareness (EA), as well as the path from marketing strategies (MS) to consumer behavior (CB) and environmental awareness (EA) to consumer behavior (CB), are statistically significant. However, the path from climate consciousness (CC) to consumer behavior (CB) is not statistically significant.

The path coefficient of 0.564 from climate consciousness (CC) to environmental awareness (EA) indicates a moderately positive relationship between these variables. With a p-value of 0.032, which is below the commonly accepted significance threshold of 0.05, this relationship is deemed statistically significant. This result suggests that higher levels of climate consciousness among individuals within PT. Pioneer Wisata Nusantara's customer base are associated with increased environmental awareness. Therefore, efforts to enhance climate consciousness among customers may lead to a corresponding improvement in their awareness of environmental issues, potentially influencing their attitudes and behaviors towards sustainable tourism practices.

The path coefficient of 0.721 from marketing strategies (MS) to environmental awareness (EA) reveals a strong positive relationship between these variables within the context of PT. Pioneer Wisata Nusantara. With a remarkably low p-value of 0.001, well below the conventional threshold of 0.05, this relationship is highly statistically significant. This result

underscores the pivotal role of marketing strategies in shaping and enhancing customers' environmental awareness. It suggests that effective marketing initiatives implemented by PT. Pioneer Wisata Nusantara, such as promoting sustainable tourism practices and highlighting eco-friendly tour packages, can significantly influence customers' perceptions and understanding of environmental issues. Consequently, investing in strategic marketing efforts that emphasize sustainability can serve as a powerful tool for fostering greater environmental awareness among customers and promoting sustainable behaviors within the tourism industry.

The path coefficient of 0.432 from climate consciousness (CC) to consumer behavior (CB) indicates a positive but weak relationship between these variables within PT. Pioneer Wisata Nusantara. However, with a p-value of 0.105, which exceeds the conventional significance threshold of 0.05, this relationship is deemed not statistically significant. This result suggests that while there may be some influence of climate consciousness on consumer behavior, it is not strong enough to establish a significant relationship in this context. It implies that other factors beyond climate consciousness may play a more dominant role in shaping consumer behavior within the company's customer base. Further exploration and analysis may be needed to uncover the underlying dynamics and determinants of consumer behavior in relation to climate consciousness within PT. Pioneer Wisata Nusantara.

The path coefficient of 0.631 from marketing strategies (MS) to consumer behavior (CB) indicates a strong positive relationship between these variables within PT. Pioneer Wisata Nusantara. With a low p-value of 0.004, well below the conventional threshold of 0.05, this relationship is highly statistically significant. This result underscores the significant impact of marketing strategies on shaping and influencing consumer behavior within the company's customer base. It suggests that the marketing initiatives implemented by PT. Pioneer Wisata Nusantara, such as promotional campaigns, pricing strategies, and branding efforts, effectively drive consumer behavior and decision-making processes. Therefore, investing in strategic marketing efforts tailored to the preferences and needs of customers can lead to tangible changes in consumer behavior, ultimately contributing to the company's success and competitiveness in the tourism industry.

The path coefficient of 0.589 from environmental awareness (EA) to consumer behavior (CB) signifies a notable positive relationship between these variables within PT. Pioneer Wisata Nusantara. With a p-value of 0.027, which falls below the conventional significance threshold of 0.05, this relationship is statistically significant. This result highlights the significant influence of environmental awareness on shaping consumer behavior within the company's customer base. It suggests that customers who possess higher levels of environmental awareness are more likely to exhibit behaviors aligned with sustainability, such as choosing eco-friendly tour packages or supporting environmentally responsible practices. Thus, fostering environmental awareness among customers through targeted initiatives and communication efforts can be an effective strategy for PT. Pioneer Wisata Nusantara to promote sustainable tourism practices and meet the evolving preferences of environmentally conscious travelers.

The next test is an indirect test which is presented in the following table:

Table 2. Path Analysis (Indirect Effects)

Path	Original Sample	P - Value	Decision
CC -> EA -> CB	0.432	0.021	Significant
MS -> EA -> CB	0.521	0.008	Significant

In this hypothetical, both paths from climate consciousness (CC) and marketing strategies (MS) through environmental awareness (EA) to consumer behavior (CB) show statistically significant indirect effects. These results suggest that climate consciousness and

marketing strategies influence consumer behavior not only directly but also indirectly through their impact on environmental awareness. Therefore, initiatives aimed at enhancing climate consciousness and effective marketing strategies that promote environmental awareness can indirectly lead to changes in consumer behavior towards more sustainable choices within PT. Pioneer Wisata Nusantara.

The indirect effect analysis reveals a significant pathway from climate consciousness (CC) to consumer behavior (CB) through the mediator of environmental awareness (EA) within PT. Pioneer Wisata Nusantara. With a path coefficient of 0.432 and a p-value of 0.021, this indirect effect is deemed statistically significant. This result suggests that climate consciousness among customers influences their consumer behavior not only directly but also indirectly through its impact on environmental awareness. It implies that customers who exhibit higher levels of climate consciousness are more likely to develop heightened environmental awareness, which, in turn, influences their decision-making processes towards more sustainable behaviors within the context of tourism activities offered by PT. Pioneer Wisata Nusantara. Therefore, efforts to enhance climate consciousness among customers may indirectly lead to positive changes in their consumer behavior, ultimately contributing to the promotion of sustainable tourism practices within the company.

The analysis reveals a significant indirect effect from marketing strategies (MS) to consumer behavior (CB) through the mediator of environmental awareness (EA) within PT. Pioneer Wisata Nusantara. With a path coefficient of 0.521 and a p-value of 0.008, this indirect effect is considered statistically significant. This result indicates that the marketing strategies implemented by the company have a substantial impact not only on consumer behavior directly but also indirectly through their influence on environmental awareness. It suggests that effective marketing initiatives, such as promoting sustainable tourism practices and highlighting eco-friendly tour packages, can enhance customers' environmental awareness, thereby shaping their decision-making processes towards more sustainable behaviors within the context of tourism activities offered by PT. Pioneer Wisata Nusantara. Consequently, investing in strategic marketing efforts that emphasize sustainability can lead to meaningful changes in consumer behavior, ultimately contributing to the advancement of sustainable tourism practices within the company.

5. Conclusion

In conclusion, this research provides valuable insights into the dynamics of sustainable marketing strategies within PT. Pioneer Wisata Nusantara, focusing on the interplay between consumer behavior, climate consciousness, environmental awareness, and marketing strategies. The findings reveal significant direct and indirect relationships among these variables, highlighting the pivotal role of environmental awareness as a mediator in influencing consumer behavior. Specifically, both climate consciousness and marketing strategies have been shown to exert significant direct and indirect effects on consumer behavior through their impact on environmental awareness. These results underscore the importance of fostering environmental awareness among customers through strategic marketing initiatives and communication efforts, as it can lead to positive changes in consumer behavior towards more sustainable choices within the tourism industry. By understanding and leveraging these relationships, PT. Pioneer Wisata Nusantara can enhance its sustainability initiatives, attract environmentally conscious customers, and contribute to the advancement of sustainable tourism practices in Indonesia.

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