



## The Effectiveness of Green Marketing on Consumer Loyalty to The Body Shop Consumers in Medan City

Natasya Agatha Sagala<sup>1\*</sup>, Feronica Simanjorang<sup>2</sup>  
Department of Business Administration, Faculty of Social and Political Sciences,  
University of North Sumatra

**Corresponding Author:** Natasya Agatha Sagala [agathanatasya019@gmail.com](mailto:agathanatasya019@gmail.com)

---

### ARTICLE INFO

*Keywords:* Green Marketing, Consumer Loyalty

*Received :* 12, December

*Revised :* 15, January

*Accepted:* 27, February

©2024 Sagala, Simanjorang: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The environmental crisis that is getting worse and detrimental to society has encouraged the emergence of environmentally friendly marketing strategies, namely green marketing. One company that is famous for implementing green marketing in Indonesia is The Body Shop. This study aims to determine the effect of green marketing on consumer loyalty of The Body Shop in Medan City. Primary data for this study were obtained from direct interviews while secondary data were obtained through literature studies. Secondary data is obtained through literature study. This research uses a qualitative approach with an interview method with 24 related respondents conducted from April 2023 to May 2023. The results showed that green marketing has a positive effect on consumer loyalty.

---

## **INTRODUCTION**

As the industry develops, it also hurts the environment. Industry is also the fifth major source of air pollution due to the use of diesel generators, transportation equipment, and open burning of waste and organic waste in landfills (VOA Indonesia, 2019). The global cosmetics industry, which is an industry that has been increasingly growing in recent years, produces more than 120 billion units of packaging every year and most of that packaging cannot be recycled (Minderoo Foundation, 2021). Plastic waste from the beauty industry has reached 6.8 million tons but 70 percent of it is not managed properly (Defitri, 2023).

Indonesia is the second largest contributor to plastic waste in the world producing 64 million tons of plastic waste every day according to IHC Telmed (2021), even though plastic waste has a bad impact on health such as plastic waste that produces carcinogenic substances that cause cancer, the risk of miscarriage for mothers, and the risk of pregnancy and so on. Given that the environmental crisis is getting worse and detrimental to society, business owners are implementing one of the marketing strategies, namely green marketing

Marketing according to Sunyoto (2015: 191) can be interpreted as a business function that provides an understanding of the needs and desires of consumers, which makes it a tool to meet needs, be it a type of goods or services. Marketing according to Soraya & Siregar (2021) is a way for groups or individuals to process and manage their needs, either by creating products, offering or exchanging products of value to other parties, and all activities that are in line with introducing products and services from producers to consumers.

Green marketing has the meaning of building organizational or business activities that design, promote, set prices, and distribute goods without harming the environment. Sukiman and Salam (2021) also argue that green marketing is a marketing strategy that protects the environment while generating economic benefits for the environment to influence purchasing decisions. According to the results of researchers' observations, one of the companies that implement green marketing in Indonesia is The Body Shop. The Body Shop is an exclusive manufacturer of cosmetics and skin care products such as body wash, perfume, and body butter which are widely used by Indonesians according to the ZAP Beauty Index in 2018-2019. The Body Shop associates all their products with the concept of green.

Some of the green marketing applications carried out by The Body Shop include the "Bring Back Our Bottles" program since 2008. This program invites the public to bring back used bottles of The Body Shop products which can be exchanged for points to get prizes, so that plastic packaging that has been used does not become waste that accumulates in landfills. Since 2008, this program has reduced 9 million plastic waste in landfills because The Body Shop has taken the initiative to recycle used packaging products obtained from consumers (Puspitoningrum, 2022). Thus, The Body Shop's contribution in reducing waste has received an award from the Ministry of Environment and

Forestry as a retailer with sustainable waste management initiatives in 2016 (Agmasari, 2016).

Another application of The Body Shop's green marketing is actively holding the #Pay4Plastic campaign with the Indonesian Plastic Bag Diet Movement (GIDKP) organization. The #Pay4Plastic campaign is The Body Shop Indonesia's effort to educate and invite the public to jointly take action to reduce plastic bags by signing a paid plastic petition. The #Pay4Plastic campaign managed to get a lot of public support in collecting paid plastic petitions because in 2016 Indonesia became the second largest contributor to plastic waste in the world after China. Even the #Pay4Plastic campaign was followed up and has been responded to by KLHK on December 30, 2015, by issuing a circular letter under the Director General of Waste Management, Waste, and Hazardous Toxic Materials (Number: SE-06/PSLB3-PS/2015) addressed to regional heads and actors (Hardhiyanti and Rasyid, 2018).

The Body Shop's product prices tend to be higher because it implements green marketing so that it has a green price where the green price tends to be more expensive because the company incurs more costs in implementing green marketing to obtain certification. But previous research by Sharma and Trivedi (2016) said that the biggest obstacle to buying green products is the high price. (Marwah & Siregar, 2022) say that consumers often compare the cost of one product with similar goods in the market due to price competition. This is by Hardiyanti and Madiawati's (2021) research, which shows that some consumers of The Body Shop are still attracted by promos provided by other brands and switch to consuming other products because of more affordable price offers.

On the other hand, according to Farahrozi and Vernita (2020), there is a large global demand for green products, namely from more than 60% of the countries surveyed, this shows that green products have a fairly high purchase and repurchase power. According to Abdullah (2022), every time a consumer purchases a product, the consumer has the potential to repurchase, and the repurchase has the potential to create consumer loyalty. This shows that green marketing can directly or indirectly affect consumer loyalty, either increasing or decreasing consumer loyalty.

## **THEORETICAL REVIEW**

Yola Berliana Bhaswara and Finisica Dwijayati Patrikha (2021) conducted a study entitled "The Effect of Green Marketing and Brand Image on Consumer Loyalty". The results show that green marketing affects consumer loyalty. According to Aldoko, et al. Indah Maharani Wulandari (2022) conducted a study entitled "The Influence of Green Marketing on Customer Loyalty". Green Marketing on Customer Loyalty The Body Shop Padang City Mediated by brand Image". The results showed that green marketing has a significant effect on customer loyalty at The Body Shop in Padang City.

(Gultom and Widodo, 2021), the four dimensions of green marketing are as follows: green product, green price, green place, and green promotion. Indicators of consumer loyalty according to Gennie (2019) consist of

satisfaction, trust, Choice Reduction and Habit, emotional bonding, and history with the company/product.

(Janah and Nugroho, 2023) argue that based on environmental sustainability, green marketing is one of the drivers of customer satisfaction with a product. Based on environmental sustainability as well, green marketing can also form emotional bonds. Both of these are factors of consumer loyalty according to Gennie (2019).

The belief that is believed and closely held by the community is that the products resulting from the application of green marketing are healthier and pay attention to environmental issues. Trust can influence an individual's desire to be loyal to a product or service based on the positive things obtained from these products and services (Kumar et al. in Ramadhani & Siregar (2022). Trust is also one of the factors of consumer loyalty according to Gennie (2019).

H<sub>a</sub>1: There is an influence of Green Marketing on Consumer Loyalty (Study on The Body Shop Consumers in Medan City)

H<sub>0</sub>1: There is no effect of Green Marketing on Consumer Loyalty (Study on The Body Shop Consumers in Medan City)

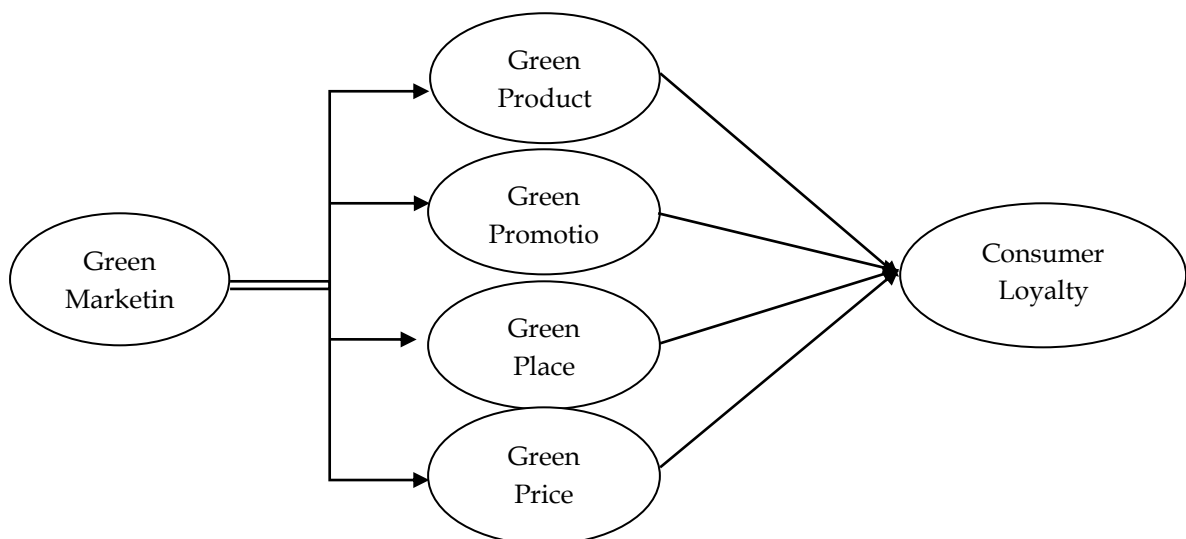


Figure 1. Conceptual Framework

## METHODOLOGY

The research method used in this research is qualitative research with a descriptive approach. According to Sugiyono (2013: 8), qualitative research methods are research methods based on the philosophy of postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization. Researchers obtained primary data through interviews and direct observation of consumers of The Body Shop in Medan City and secondary data obtained from journals and related previous research.

## RESULTS

According to Sugiono (2019), the research results are declared valid if there is a similarity between the data collected and the reality data on the research object. The validity test assessment criteria are:

1. If  $r_{\text{count}} > r_{\text{table}}$ , then the questionnaire item is valid.
2. If  $r_{\text{count}} < r_{\text{table}}$ , then the questionnaire item is invalid.

**Table 1. Validity Test**

No		$r_{\text{table}}$	$r_{\text{count}}$	Description
1	Consumers believe that The Body Shop products use ingredients that are safe for the skin and the environment	0,512	0,200	Valid
2	Consumers realize the effects of global warming after seeing posts on The Body Shop's social media regarding global warming	0,514	0,200	Valid
3	Is it easy for consumers to find The Body Shop outlets	0,632	0,200	Valid
4	Consumers still buy green products from The Body Shop even though the prices tend to be expensive	0,549	0,200	Valid

It is known that all statement items on the Green Marketing variable have a  $r_{\text{count}}$  value score exceeding the value of 0,200. Referring to these results, the 4 statements contained in the Green Marketing variable are said to be valid so they are suitable to be used as instruments for measuring variables in this study.

The following are the results of the percentage of answers to several related questions that have been compiled by researchers before being submitted to 24 respondents who are consumers of The Body Shop in Medan City using an interview methods:

**Table 2. Consumers of The Body Shop in Medan City**

No	Green Marketing Component	Percentage of respondents' answers
1	Green Product	68.7
2	Green Promotion	54.2
3	Green Place	71.9
4	Green Price	54.1

From this data, it can be concluded that of the four green marketing components used as indicators, green product has the greatest influence, namely 68%, while green price has the least influence, namely 54.1%.

## **DISCUSSION**

### ***Green Marketing***

The green marketing indicators used by researchers are the dimensions of green marketing according to Aldoko, et al. (Gultom and Widodo, 2021), namely green product, green promotion, green place, and green price.

### ***Green product***

Green product is any product that does not harm the environment and consumers and serves as a preventive measure against the negative side effects of a product, Gunawan, et al., (2023). According to Dianti and Paramita (2021), green products do not cause damage to nature, resources and do not cause pollution.

Analysis was conducted through interviews with the question "Do consumers believe that The Body Shop products use ingredients that are safe for the skin and the environment". The result is that the majority of consumers agree with a percentage of 45.8% coupled with a strongly agreed answer of 22.9%. This shows that green products affect the trust of 68.7% of consumers.

Based on the survey results, consumers believe The Body Shop products use ingredients that are safe for the skin as well as for the environment. There is a considerable consumer desire to choose green products because consumers believe that consuming green products will make a good contribution to themselves and the environment. Trust is one of the indicators of consumer loyalty according to Gennie (2019)

### ***Green promotion***

According to Hasan and Ali (2022), green promotion is a marketing method starting from products, ideas, services, and the company's concern and efforts for the environment. Shill (2020) says that green promotion functions to organize media and promotional tools such as advertising, marketing materials, web pages, public relations, sales promotion, direct marketing, and video.

Analysis was conducted through interviews with the question "Do consumers realize the effects of global warming after seeing posts on The Body Shop's social media regarding global warming". The results show that the majority of consumers agree with a percentage of 43.8% agreeing plus 10.4% strongly agreeing. This shows that green promotion affects the emotions of 54.2% of consumers. The results of this survey are the opinion of Ankit and Mayur (2020) who say that significant green promotion media in conveying promotional messages can lead to the purchase desires of consumers who care about the environment.

Based on the results of brief interviews with respondents, the message of environmental care in green promotion can affect the emotions of consumers who are not aware of the environmental crisis to become more aware of the environmental crisis. For consumers who care about the environment, green

promotion can form an emotional bond with consumers because they feel that The Body Shop understands the psychological need to care about the environment and does not feel guilty when using a product. Emotional bonding is one of the factors that influence consumer loyalty according to Gennie (2019).

### *Green place*

Place is the location where to buy products which means physically or virtually. Pramisti et, al (2022) argue that green place is an environmentally safe distribution channel that can be in the form of outlets or online stores. Green place organizes logistics to reduce energy consumption and emissions which aims to reduce the carbon footprint that causes air pollution (Dwara, 2020). Green place consists of warehouses, supplies, transportation, logistics, and order receivers (Salsabila and Rubiyanti, 2022).

Analysis was conducted through interviews with the question "Is it easy for consumers to find The Body Shop outlets". The result is that the majority of consumers agree with a percentage of 41.7%, coupled with a strongly agreed answer of 30.2%. This shows that 71.9% of consumers think The Body Shop outlets are easy to find. The Body Shop outlets can almost be found in every mall, where the mall is one of the strategic places, easy for consumers to find and visit when looking for certain products. In addition, The Body Shop outlets have a green design and color that is synonymous with nature so that these outlets are easier for consumers to recognize and find.

Consumers find it easy to buy The Body Shop products because The Body Shop outlets are easy to find. In addition, The Body Shop is available on various e-commerce platforms such as Tokopedia, Shopee, and The Body Shop website which can make it easier for consumers to find The Body Shop products. Convenience is one of the factors that influence consumer loyalty according to Gennie (2019).

### *Green price*

According to Pramisti et, al (2022), the green price is the price set by the company for a green product. According to Dwara (2020), the green price considers the 3P concept, namely people, planet, and profit, which is aimed at the welfare of employees, and society and ensuring production efficiency. So the green price tends to be higher because the company incurs more costs in implementing green marketing to obtain certification (Sawitri and Rahanata, 2019).

The analysis was conducted through an interview with the question "Do consumers still buy green products from The Body Shop even though the prices tend to be expensive". The result is that the majority of consumers disagree with a percentage of 29.1%, coupled with a disagree answer of 14.6% and a strongly disagree answer of 10.4%. This shows that green price affects the loyalty of 54.1% of consumers.

Consumers consider not always buying green products from The Body Shop because prices tend to be expensive and The Body Shop refills which are slightly cheaper are only available at certain The Body Shop outlets, this is in line with the opinion of Soraya and Suryadi (2022) that The Body Shop's

products are indeed considered one of the brands with a fairly high price. This causes The Body Shop consumers to not be loyal because they are still interested in promos provided by other brands and use other products because they offer more affordable prices. Consumers think they want to buy The Body Shop's green products only when they have more budget. The number of new personal care brands with the concept of green beauty that are more affordable has made some consumers of The Body Shop choose to look for alternatives to The Body Shop products.

### ***Consumer Loyalty***

The indicators of consumer loyalty used by researchers are factors that influence consumer loyalty according to Gennie (2019), namely consisting of satisfaction, trust, choice reduction and habit, emotional bonding, and history with the company/product.

### ***Satisfaction***

Nisa & Siregar (2022) argue that customer satisfaction is also very important, this is one of the main reasons why customers buy a product more than once. If the product or service does not meet expectations, consumers will feel unhappy. As a result, consumers will not make more purchases or even choose products or services from other companies. Factors such as location, product quality, and service quality can contribute to overall consumer satisfaction.

### ***Trust***

This component is related to emotional bonds, trust is a person's willingness to support a particular company or brand to perform certain functions. Consumers prefer brands that these consumers already trust, even brands that are trusted by many people can influence potential consumers to trust the brand as well.

### ***Choice Reduction and Habit***

Consumers will feel comfortable with a brand when the company offers convenience in transactions. Part of consumer loyalty, such as regular product purchases can be distributed to daily activities

### ***Emotional Bonding***

Where a consumer can be influenced by a brand that has a unique appeal so that consumers can recognize the brand because the brand can highlight the character of the consumer concerned. Emotional bonding can also arise from brands when a consumer experiences a close bond with another consumer of the brand.

### ***History With Company/Product***

Any personal experience with the company or product used can shape behavior. When consumers receive good service from the company, consumers will repeat the transaction. This also happens when consumers receive what

you expect from the product you use, in which case consumers will feel like making another transaction on the product.

## CONCLUSIONS AND RECOMMENDATIONS

Green marketing is defined by Aulia and Hidayat (2018) as an organizational or business activity that designs, promotes, sets prices, and distributes goods without harming the environment. The goal of green marketing is to do business but care about the environment. Meanwhile, according to Griffin's definition (Abdullah, 2022), consumer loyalty is a commitment to persist in purchasing goods or services that will be available in the future consistently even though there are circumstances that have the potential to change future behavior.

Green Marketing partially has a positive and significant effect on Consumer Loyalty. Sinulaki & Siregar (2023), According to Kotler and Keller (2018: 138) the notion of consumer loyalty is a deeply held commitment to rebuy or patronize a preferred product or service in the future despite situational influences and marketing efforts have the potential to cause switching behavior. Customer loyalty is people who regularly repurchase products or there is a condition that requires customers to buy at least twice in a certain time interval (Griffin, 2015: 5).

Based on these results,  $H_{a1}$  is accepted and  $H_{01}$  is rejected. This shows that the better the implementation of green marketing, the more consumer loyalty can increase. The results of this study are in accordance and line with previous research from Wulandari (2022), this previous research also has similarities with research conducted by researchers, namely the same research on the effectiveness of green marketing on The Body Shop consumers, where the results of both studies show that partially green marketing affects consumer loyalty The Body Shop. This means that if the application of green marketing is good, The Body Shop's consumer loyalty can increase.

One component of green marketing, namely green price, can directly affect consumer loyalty. Meanwhile, other green marketing components such as green products, green promotion, and green places can influence consumer loyalty factors consisting of satisfaction; trust; convenience; choice reduction and habit; emotional bonding, and history with the company/product, so that they can indirectly influence consumer loyalty.

The most influential green marketing component in this study is green products at 68.7%. Meanwhile, the green marketing component that has the lowest influence is the green price of 54.1%.

Based on the research results, consumers believe The Body Shop products use ingredients that are safe for the skin as well as for the environment. There is a considerable consumer desire to choose green products because consumers believe that consuming green products will make a good contribution to themselves and the environment. This shows that green products affect trust, and trust is a factor in consumer loyalty.

Based on the results of the study, green price tends to be a problem for consumer loyalty, this is because green price has a higher price because companies require more expensive costs to implement green marketing. The

Body Shop is considered one of the brands with a fairly high price, therefore consumers think that buying green products from The Body Shop is only when they have more budget. Moreover, currently, there are many choices of personal care brands with the concept of green products at more affordable prices, making some consumers of The Body Shop choose to look for alternatives to The Body Shop products. The Body Shop consumers are also still attracted by promos provided by other brands and use other products because of the more affordable price offer.

Based on the results of this study, to reduce the decline in consumer loyalty due to green prices, The Body Shop is expected to provide promotional prices more often to increase consumer and public enthusiasm in purchasing The Body Shop products. In addition, The Body Shop can increase the refill facility for The Body Shop products considering that refill facilities are not yet available in all The Body Shop stores, this refill facility can reduce consumer costs in buying The Body Shop products which are relatively more expensive.

#### **FURTHER STUDY**

This study has limitations, using the interview method to obtain primary information so that the information obtained tends to be subjective because it uses the interview method to obtain primary information. This is because all data and information obtained is based on the point of view and mindset of each source regarding the questions asked.

## REFERENCES

- Chairatul Nisa, T., & Marakali Siregar, O. (n.d.). pengaruh faktor lokasi, kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen pada UMKM sunthai tea stabat. *Jurnal Ekonomi Kreatif Dan Manajemen Bisnis Digital*, 1(2), 2022.
- Ifca, C., dan Arief, A. M. R. (2015). Faktor-faktor Yang mempengaruhi Loyalitas Pelanggan Garuda miles Pada Maskapai Penerbangan Garuda Indonesia Airways di Pekanbaru. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial dan Ilmu Politik*, 2(1), 1-9.
- Ilham, P., dan Yusiana, R. (2021). Analisis Green Marketing Mix Pada Perusahaan Love Beauty And Planet Kota Bandung Tahun 2020. *eProceedings of Applied Science*, 7(2).
- Khoiruman, M., dan Purba, S. D. A. (2020). Pengaruh green product, green price, dan green advertising terhadap keputusan pembelian produk essential oil di Rumah Atsiri Indonesia. *Kelola*, 7(1), 46-54
- Marwah, Adlina, H., & Siregar, O. M. (n.d.). Pengaruh harga dan fasilitas pantai terhadap daya tarik pengunjung wisata pantai sejarah. *Jurnal Ekonomi Kreatif Dan Manajemen Bisnis Digital*, 1(2), 118-133.
- Puspitoningrum, A. (2022, Juli 24). Bring Back Our Bottle The Body Shop Kurangi 9 Juta Sampah Plastik di TPA. Retrieved Mei 23, 2023, from [https://www.google.com/amp/s/jateng.idntimes.com/news/jateng/amp/ang\\_gun-puspitoningrum-1/bring-back-our-bottle-the-body-shop-kurangi-9-juta-sampah-plastik-di-tpa](https://www.google.com/amp/s/jateng.idntimes.com/news/jateng/amp/ang_gun-puspitoningrum-1/bring-back-our-bottle-the-body-shop-kurangi-9-juta-sampah-plastik-di-tpa)
- Ramadhani, S., & Siregar, O. M. (n.d.). Pengaruh perceived usefulness dan trust terhadap minat menggunakan kembali e-wallet dana (Studi Pada Mahasiswa Kota Medan). *Jurnal Ekonomi Kreatif Dan Manajemen Bisnis Digital*, 1(2), 229-238.
- Rizka, P. F., Satria, R., dan Muzdalifah, L. (2022). Pengaruh Green Marketing dan Brand Image Terhadap Keputusan Pembelian di Business Center Alamanda Delta Surya. *Jurnal Mahasiswa: Jurnal Ilmiah Penalaran dan Penelitian Mahasiswa*, 4(4)
- Salam, A., dan Sukiman, S. (2021). Pengaruh Green Marketing dan brand awareness Terhadap Keputusan Pembelian Konsumen Produk Merek Aqua. *Jurnal Ilmu Manajemen*, 11(1), 69-80
- Sinulaki, R., & Siregar, O. (2023). *The Effect of Price, Product Quality, and Brand Image on Consumer Loyalty: Study on Consumer Ouval Research on Jalan Dr. Mansyur Medan City*. 307-311.

- Soraya, A., & Siregar, O. M. (2021). 1st E-proceeding SENRIABDI 2021 Seminar Nasional Hasil Riset dan Pengabdian kepada. In *Masyarakat Universitas Sahid Surakarta* (Vol. 1, Issue 1)
- Suryadi, N. (2022). Pengaruh Harga, Celebrity Endorser, dan Social Media Marketing Terhadap Intention to Buy Produk The Body Shop. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 1(3).
- Voaindonesia. (2019, Juni 5). 10 Fakta Tentang Polusi Udara pada Hari Lingkungan Sedunia. Retrieved Maret 12, 2023, from <https://www.voaindonesia.com/a/sepuluh-fakta-tentang-polusi-udara-padahari-lingkungan-sedunia/4946494.html>
- Yahya, Y. (2022). Peran Green Marketing, Green brand Image Terhadap Purchase Intention dengan Green Trust sebagai Variabel Intervening. *Jurnal Ilmiah Manajemen dan Bisnis (JIMBis)*, 1(1), 17-38