



The Role of Emotional Response in Mediating the Influence of Green Product and Green Promotion to Sales Performance, A Study on Dairy Products Marketed in Modern Market Channels

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ABSTRACT

This study aims to analyze the role of emotional response in mediating the influence of green products and green promotion on sales performance. This quantitative research with a causality design uses a sample of dairy product customers sold in modern market channels and is analyzed using the Structural Equation Model. The results of the study show that green products and green promotion directly have a positive effect on emotional response and sales performance. Emotional response is proven to affect sales performance and can mediate the influence of green products and green promotion on sales performance. Empirical evidence shows that the implementation of green products and green promotions can increase consumer emotional response and have an impact on improving sales performance. This study implies that the green marketing approach can enhance the integration of environmental issues in all aspects of the company's activities, from strategy formulation, planning, and production to distribution, which positively impacts sales performance. This green marketing concept is very relevant in answering fierce business competition declining global economic conditions and helping companies improve customer service and satisfaction with going green

INTRODUCTION

Marketing is a fundamental business activity for the achievement of company growth, the tightness between business competitors in the company today accompanied by the global economy which has experienced a very drastic decline, forcing the company to implement its best business strategy. Companies must provide the leading and best service in providing satisfaction to consumers. Several Dairy Products companies experienced a decline in sales due to the impact of the Covid-19 pandemic and tended to stagnate afterwards. Sales performance has an important role in a company so research in the field of marketing management that tries to examine the factors that have an impact on improving sales performance according to (Evans et al., 2012). According to (Kesidou & Demirel, 2012), the green marketing approach in the product area can be believed to increase the integration of environmental issues in all aspects of all company activities, Dairy products lack attention to *green marketing aspects* starting from the pattern of strategy formulation, planning, preparation, to production and distribution with *customers* or customers. For this reason, the mention of *the term green marketing* is one of the efforts to create businesses that lead to environmental and health issues, which have been introduced in the late 1980s to early 1990s.

The results of the study (Wulandari & Widodo, 2018) show that based on variables measured simultaneously, the implementation of green products and *green promotions* has a significant effect with variables bound to purchase decisions. But in terms of variables that are partially tested, four variables have an influence on purchasing decisions, namely green products and *green promotions*. The magnitude of this influence on purchasing decisions is 41.7%. The conclusion of the study is that the respondents' responses to the *green product* and *green promotion* variables on the continuum are categorized as "Good". With a percentage level of 79.55%, in this case the respondents assessed that the implementation of green products and *green promotions* carried out by the companies studied was good. According to (Hosany, 2012) in this case, there needs to be a strategy in *marketing* to improve sales performance. According to (Singh, 2010), green promotion is the promotion of products and services targeted to the market, including advertising, public relations, in this case sales promotion, direct marketing and onsite promotion. How to promote relates to how companies are changing people's perceptions and mindsets about environmentally friendly products.

LITERATURE REVIEW

Sales performance is the most important element in a company and to measure the effectiveness of sales performance can be described in a thorough evaluation of the organization's business results, which is estimated in several indicators: absolute supply volume, overall industry portion, cost, ROA, benefit commitment, and consumer loyalty (Evans et al., 2012). In research (Echdar, 2017), Sales transactions are characterized in three significant value sections, namely: transaction volume, transaction development, and client development. These qualities depend on the benefits of the organization. The volume of the bid indicates how much value or number of units of goods are sold, then, at

that time, the development of the bid indicates how much there is an increase in the supply of similar goods compared to a particular unit of time. Client development shows how much commitment an item overwhelms the client on a comparative item in contrast to competitors.

Green marketing is rapidly in line with consumer attention to health and environmental issues. The meaning of *green marketing* is one of the efforts to create performance based on the environment and health that was known in the late 1980s and early 1990s. The reasons why companies use the use of *green marketing* as one of them are an opportunity that can be used to achieve the goals of the company, which is stated in *The American Marketing Association* quoted in (Ansar, 2013). In research (Maichum et al., 2016), Green marketing is a promotional technique effort to make change that demonstrates the fulfillment of hierarchical and individual goals to maintain, secure, and regulate the actual climate. In research (Lozada & Mintu-Wimsatt, 2010), advertisers will find answers to ecological boundaries through displaying procedures, items, and administrations to stay competitive .

Green products are goods that are not harmful to the ecosystem are goods that are made and maintained in such a way as to limit the impacts that can be detrimental and detrimental to the climate, both ongoing, spread and utilization. For this situation, the use of reusable raw materials (Ansar, 2013). According to (Biswas & Roy, 2015), Green products are products that are safe and comfortable for humans and their environment, do not use excessive resources, do not produce waste that can be detrimental, and do not cause cruelty to animals. Green Products must consider ecological perspectives in the life chain cycle of items so that they can affect the impact on nature in the opposite way. Efforts to limit damage to the climate to urge all gatherings are linked to creating innovations towards goods that are harmless to ecosystems and further valuable to life.

Promotion (*green promotion*) is the activity of promoting products and services to the target market including advertising, *public relations*, sales promotion, direct marketing, and onsite promotion. Companies can change buyers' views about not being harmful to ecosystem products. An organization that is concerned about buyers and the climate will take constant correspondence seriously to expand public understanding of harmless ecosystem goods, smart *green markers* will be able to make environmental credibility by using sustainable marketing and communication tools and practices. The key to the success of *green marketing* is credibility.

The definition of emotional response is the level of feelings of participants by behaving and can be given orally or a written report on their condition (Hosany, 2012) after experiencing treatment, in this case after seeing an advertisement in the form of the format of their choice. These prior empirical results allowed to assume the following research hypotheses:

The Effect of Green Products on Emotional Response

The marketing strategy that can affect consumers in decision-making is the product marketing mix evaluated by customers (do Paço et al., 2013). *Green consumers* are consumers who are popular in getting environmentally friendly

products (green products) for their desired needs. The need for *green consumers* to meet the needs of green products, *suspects* that there is a closeness between green products *and* emotional response. *Therefore*, green products have a positive influence on emotional response. This is in line with research conducted by (Sreen et al., 2018), (Supriadi et al., 2017), (Santoso & Fitriani, 2016), (Wulandari & Widodo, 2018), (LARASATI, 2017), (Hisam et al., 2020), (Soedargo et al., 2018), (Eneizan et al., 2016), (Al-Hersh & Aburoub, 2015), (Abzari et al., 2013), (Mukonza & Swarts, 2020) which shows that green products have an effect on emotional response. Based on this, it can be hypothesized as follows: H1: *Green Product* affects Emotional Response

The Effect of *Green Promotion* on Emotional Response

Green promotion is a promotion to change public perception of environmentally friendly products by utilizing media such as electronic media (Television and the internet). Advertising of these products that do not have an impact on the environment, prioritizes using electronic media advertising rather than advertising using print media, in this case according to (Singh, 2010), green promotion is promoting products and services to the target market including advertising, *public relations*, sales promotion, direct marketing and at the promotion place. The way of promotion is also related to how marketers change people's mindset about products that are more environmentally friendly and do not damage nature through emotional response. Promotion aims to inform, influence consumer decisionmaking to increase purchasing power to improve sales performance and arouse consumers' recollection of the *products* or services offered. According to (Basha, 2015) green promotion has a positive influence on consumer attitudes towards brands. This is in line with research conducted by (Khairani & Sari, 2016), (Wulandari & Widodo, 2018), (Hisam et al., 2020), (Al-Hersh & Aburoub, 2015), (Abzari et al., 2013), (Mukonza & Swarts, 2020) with the effect of *green promotion* on emotional response. Based on this, hypotheses can be drawn: H2: *Green Promotion* has an effect on Emotional Response

The Influence of Green Products on Sales Performance

According to (Sdrolia & Zarotiadis, 2019), Green product is concern for environmental issues, knowledge, attitudes, values and awareness, and effectiveness in people's mindsets. These things can generally be connected to environmentally friendly mindsets and behaviors. However, it is complex when other factors arise such as social and cultural factors that can factor in the purchase decision. Therefore, green products have a positive influence on purchasing decisions to improve sales performance. This is in line with research conducted by (Sreen et al., 2018), (Santoso & Fitriani, 2016), (Wulandari & Widodo, 2018), (LARASATI, 2017), (Hisam et al., 2020), (Soedargo et al., 2018), (Eneizan et al., 2016), (Al-Hersh & Aburoub, 2015), (Abzari et al., 2013) where *Green Product* Affects Sales Performance. Based on this, hypotheses can be drawn: H3: *Green Product* affects Sales Performance

The Effect of *Green Promotion* on Sales Performance

Advancing products and administration in acquiring business sectors should be possible with publications, advertising, promotion of offers, direct marketing, and promotion of locations. Advertisers who promote brilliant

green products will really want to use the friendliness of the product on the buyer's impression of the climate by using special equipment and practices that feature economical. According to (Singh, 2010), Green promotion is promoting products and services whose target market includes publications, advertising, offer promotion, live viewing, and location promotion. According to (Setyawati et al., 2020) the results of the study show that green products, green promotions, and green prices have a positive relationship with company performance. The development method is identified with how organizations change individuals' views of goods that are harmless to ecosystem goods through passionate reactions through emotional responses. Promotion aims to inform, influence consumer decision-making to increase purchasing power to improve sales performance. This is in line with research conducted by (Khairani & Sari, 2016), (Hisam et al., 2020), (Soedargo et al., 2018), (Eneizan et al., 2016), Hersh (2015), (Abzari et al., 2013) where *green promotion* affects sales performance. Based on this, eating can be hypothesized to be drawn: H4 : Green promotion affects sales performance

The Effect of Emotional Response on Sales Performance

According to (Hosany, 2012) Emotional response is the enthusiastic reaction of the tendency of members through the way they act and can be verbally or recorded as a hard copy of their own condition, after facing this after seeing an advertisement in the organization of their choice. According to (Dellarmelin et al., 2018). In this case, the role of emotional response in mediating green marketing is very influential to make consumer emotions to foster a sense of trust in green marketing given to consumers through the green product, green price movement in the green promotion presented. Based on this, hypotheses can be drawn: H5: Emotional Response affects sales performance

The Influence of Green Product on Sales Performance through the Role of Emotional Response

According to (Sdrolia & Zarotiadis, 2019), Green product is a concern for environmental issues, knowledge, attitudes, values, awareness, and the effectiveness of the customer's mindset. This can generally be connected to environmentally friendly mindsets and behaviors. However, it becomes more complex when other factors arise such as social factors and cultural factors that can affect purchase decisions. Therefore, green products have a positive effect on purchasing decisions to improve sales performance (Kumar & Ghodeswar, 2015)

Based on this description, green products affect purchasing decisions through Emotional Response to improve sales performance. This is in line with research (Wang et al., 2017) which states that attitudes and perceived values have a significant mediating effect on the relationship between green products and emotional response. Based on this, hypotheses can be drawn: H6: Green Product Affects Sales Performance through the Role of Emotional Response

The Effect of Green Promotion on Sales Performance through the role of Emotional Response

Promotion aims to inform, influence consumer decisionmaking to increase purchasing power to improve sales performance. According to (Singh, 2010),

green promotion is promoting products and services to the target market including advertising, public relations, sales promotion, direct marketing and onsite promotion. The way of promotion is related to how companies change people's perception of environmentally friendly products through emotional response. According to ((Setyawati et al., 2020) The results of the study show that green products, green promotions, and green prices have a positive relationship with company performance. Therefore, green promotion has a positive effect on purchase decisions through Emotional Response to improve sales performance. Based on this, hypotheses can be drawn: H7: Green Promotion Affects Sales Performance through the Role of Emotional Response

The relationship between the role of emotional response, green product, green promotion and sales performance based on theory and research can be systematically described in the framework of thinking as shown in the image below:

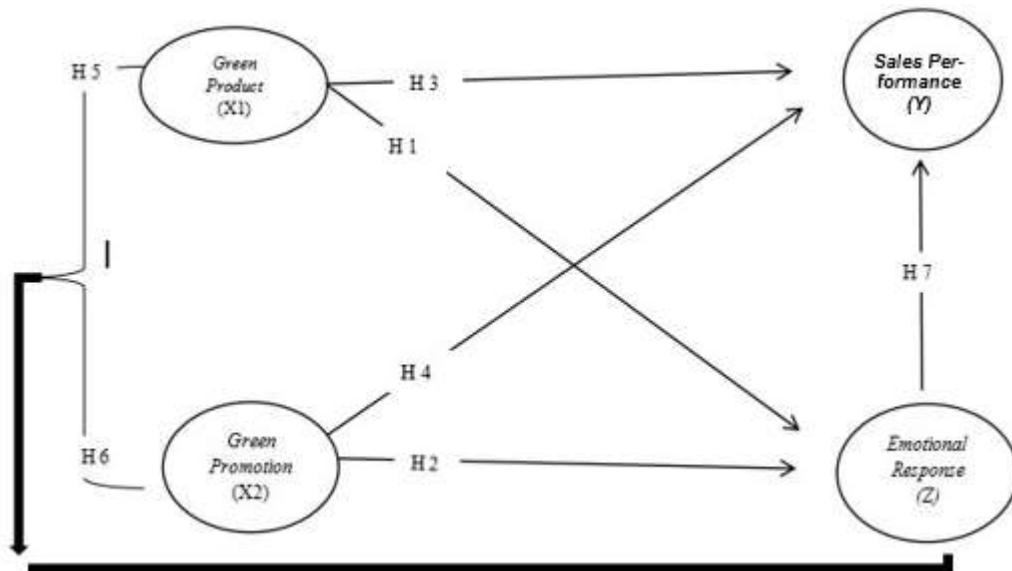


Figure 1. The Effect Of Green Promotion On Sales Performance

METHODOLOGY

This study is a quantitative research with a causality approach. Customer research sample of Dairy products totaling 150 respondents. Data analysis was used with a Structural Equation Model with variance based SEM. The object of the study was dairy product customers and respondents were randomly taken from 150 respondent customers.

Based on the results of the questionnaire on the characteristics of the gender of the respondents in this study consisted of 150 respondents, as many as 46 people were men and 104 women, Based on the results The comparison between the ages of the respondents was quite high. Of the 150 respondents, 133 people are 15-30 years old, 11 people are 31-45 years old, 2 people are >45 years old, Based on the results of the questionnaire, the comparison between the income of the respondents is quite high. Of the 150 respondents, 60 people have

an income of 500,000 – 1,000,000, 54 people have an income of > 1,000,000 – 5,000,000, 25 people have an income of > 5,000,000 – 10,000,000, 5 people have an income of > 10,000,000 – 15,000,000 and 6 people have an income of > 15,000,000 This result shows that many of the respondents in this study have an income of 500,000 - 1,000,000. The operational definition of the variables in this study is as follows:

Table 1. Variable Operationalization

Variable	Concept Definition	Indicator	Source
<u>Green Product (X1)</u>	<i>Green product</i> is concern for the environment, knowledge, attitudes, values, awareness, and effectiveness of consumer perception. These factors can generally be associated with the perception and behavior of environmental friendliness, the need for green products, indicating the proximity between green products and purchasing decisions to improve sales performance	<ul style="list-style-type: none"> a. <i>Healthy product</i> (has maximum effect on health). b. <i>Perception</i> of environmentally friendly products (perception that products do not have adverse effects on the environment). c. Products that are safe for <i>consumers</i> (products with minimal risk). d. Resource efficiency (product packaging recycling). e. Influencing consumer loyalty 	(Sdrolia & Zarotiadis, 2019) (Wong, 2012)
<u>Green Promotion (X2)</u>	Promotion (<i>green promotion</i>) is the activity of promoting products and services to the target market including advertising, <i>public relations</i> , sales promotion, direct marketing, and at the promotion site.	<ul style="list-style-type: none"> a. The accuracy of advertising media b. Environmentally friendly product messages c. Advertising strengthens <i>the product image</i> d. Advertising becomes a guide for information. e. Influencing consumer loyalty 	(Hosseinzadeh & Azizpour, 2013) (Spais, 2011)
<u>Emotional Response (Z) Mediating Variables</u>	Emotional Response (ER) is an emotional response felt by consumers with <i>pleasure</i> and <i>arousal dimensions</i> . <i>Pleasure</i> or pleasure refers to a personal emotional response in the form of a feeling of pleasure, full of joy, happiness related to the situation.	<ul style="list-style-type: none"> a. The level of consumer emotion towards environmentally friendly products b. The level of consumer feelings towards environmentally friendly products c. Consumer satisfaction with products, promotions and prices 	(Ernst et al., 2011)
<u>Sales</u>	Sales performance is the	a. Ability to generate high	

<u>Performance (Y)</u>	most important element in a company and to measure the effectiveness of sales performance can be described as an evaluation of the overall sales results of an organization or company, which is usually measured through several indicators: total sales volume, market portion, cost, ROA, profit contribution and customer satisfaction	revenue, b. Ability to sell products with high profit margins, b. Ability to sell above the set sales target c. Ability to sell new products quickly.	(Sumirat et al., 2017)
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RESULTS AND DISCUSSION

Respondent Characteristics

Based on the results of the questionnaire, the comparison between male and female respondents is quite high. Of the 150 respondents, 46 people were men and 104 women. These results show that many of the respondents in this study are men. Presentation by gender of respondents can be seen in Table 3 below:

Table 2. Characteristics of Respondents

Gender	Sum	%	Age	Sum	%	Income	Sum	%
Male	44	30%	15-30	134	89%	500.000 - 1.000.000	60	40%
Woman	104	70%	30-45	14	9%	> 1.000.000 - 5.000.000	54	36%
			>45	2	1%	> 5.000.000 - 10.000.000	25	17%
						> 10.000.000 - 15.000.000	5	3%
						> 15.000.000	6	4%
Sum	150	100%		150	100%		150	100%

Source : Data processed

Validity Test

Analysis of data testing in a study that uses *first order confirmatory*. In this study, the exogenous construct consists of *Green Marketing*. *Green Marketing* is explained by 2 subvariables, namely *Green Product* and *Green Promotion*. In this study, the endogenous constructs are *Emotional Response*, and *Sales Performance*. The latent construct of *Green Product* is measured by X1.1-X1.5, *Green Promotion* is measured by the indicator X2.1-X2.5.

The latent construct of *Emotional Response* is measured by the indicator Z.1-Z.4, and the construct of *Sales Performance* is measured by the indicator Y.1-Y.5. Before analyzing the path model and testing the hypothesis, validity and reliability tests were carried out on each dimension and its indicators using the help of Smart PLS 3.3.3 software. Individual reflexive measures are declared valid if they have a *loading* value with a latent variable that wants to be

measured with a value of ≥ 0.5 , if one of the indicators has a *loading value* with a $nii < 0.5$ then the indicator must be eliminated (dropped) because it is interpreted that the indicator is not good enough to be able to measure the latent variable accurately. The following are the results of the *loading factor output*:

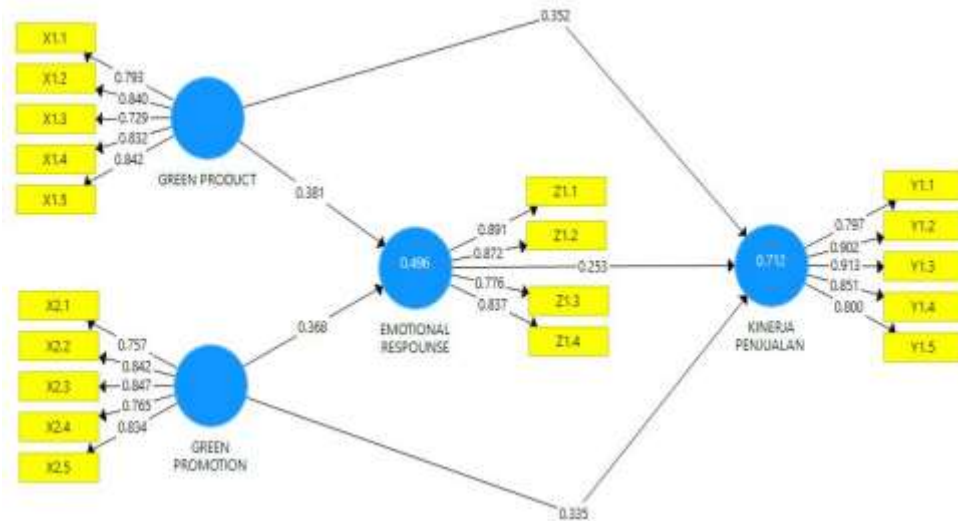


Figure 2. Loading Factor of Research Variables
Source: Results Processed by Smart PLS

Based on the results of the *output* in the path diagram image above, the *loading factor* in the *second order* has met *convergent validity*, namely having an indicator value that meets the criteria above 0.5. The following is a *resume* of the *output table* for validity and reliability testing.

Table 3. Validity Test

Construction	Indicator	Outer Loading	Information
Green Product (X1)	X1.1	0.793	Valid
	X1.2	0.840	Valid
	X1.3	0.729	Valid
	X1.4	0.823	Valid
	X1.5	0.842	Valid
Green Promotion (X2)	X2.1	0.757	Valid
	X2.2	0.842	Valid
	X2.3	0.847	Valid
	X2.4	0.765	Valid
	X2.5	0.834	Valid
Sales Performance (Y)	Y1.1	0.797	Valid
	Y1.2	0.902	Valid
	Y1.3	0.913	Valid

Construction	Indicator	Outer Loading	Information
	Y1.4	0.851	Valid
	Y1.5	0.800	Valid
Emotional Response (Z)	Z1.1	0.891	Valid
	Z1.2	0.872	Valid
	Z1.3	0.776	Valid
	Z1.4	0.837	Valid

Source: Data Processed

Reliability Testing

In the research test, a variable is stated to be quite reliable if the variable in the study has a *construct reliability* value of 0.6. The following is a table of the results of reliability tests carried out on each dimension on the latent variables of *green product*, *green promotion*, sales performance and emotional response.

Table 4. Reliability Testing

Variable	AVE	Composite Realibility	Cronbachs Alpha
Green Product (X1)	0.653	0.904	0.866
Green Promotion (X2)	0.656	0.905	0.858
Sales Performance (Y)	0.729	0.931	0.906
Emotional Response (Z)	0.714	0.909	0.865

Source: Data processed

Based on the results of the reliability output above, it can be concluded that for all variables *Green Product*, *Green Promotion*, *Performance Acquisition* and *Emotional Response* have a *composite reliability* value of more than 0.7 so that it can be interpreted that the indicators used in each variable have good enough realism or are able to measure their construction.

Evaluasi Goodness Of Fit Model Stuctural (Inner Model)

The evaluation of the goodness of fit structural model was measured using the *predictive-relevance* (Q2) value. The *predictive relevance* (Q2) value is calculated using the following formula:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1) (1 - R^2_2) \\
 Q^2 &= 1 - (1 - 0.496) (1 - 0.712) \\
 &= 1 - (0.504) (0.288) \\
 &= 1 - 0.145 \\
 &= 0.855
 \end{aligned}$$

Where R^2_1 and R^2_2 are the endogenous variable *R Square* in the model. The interpretation of Q^2 is the same as the total determination coefficient in the path analysis (similar to R^2 in regression). R^2 is the coefficient of determination which is part of the total variation in the dependent variable explained by the variation in the independent variable. The following table describes the results of the determination coefficient analysis of the research variables:

Table 5. R Square

Variable	R Square
Emotional Response	0.496
Sales Performance	0.712
Predictive-Relevance (Q2)	0.855

Source: Data processed

Based on the determination coefficient in the table above, the R2 value for the Emotional Response variable is 0.496 which means that the value indicates that the Emotional Response variable can be explained by the Sales Performance variable by 50% while the remaining 50% is influenced by other variables that are not included in the research model. The R2 value for the sales performance variable is 0.712 which means that the Sales Performance variable is explained by the Emotional Response variable by 71% while the remaining 29% is influenced by other variables that are not included in the research model. The evaluation of *the inner model* is quite good in explaining the variables of Emotional Response and Sales Performance. Meanwhile, the *predictive-relevance value* for the structural model in this study is 0.855 or 86%, meaning that the model is able to explain the phenomenon of sales performance that is mediated on by emotional responses associated with several variables, namely Sales Performance. Therefore, the model can be said to be good, or the model has a good predictive value. Ultimately the model can be used for hypothesis testing.

Hypothesis Testing

In the hypothesis test, all indicators on each variable must have a Tstatistic greater than 1,660 (Ttable) so that these indicators can be said to be able to measure each construct. Meanwhile, to test the relationship between variables (hypothesis test), the Tstatistical value of the Smart PLS output was used which was compared with the Ttable value (Wati, 2017). To test the hypothesis in this study, the Tstatistical value on each direct influence path is partially used. The following is an image describing the *path* diagram for testing.

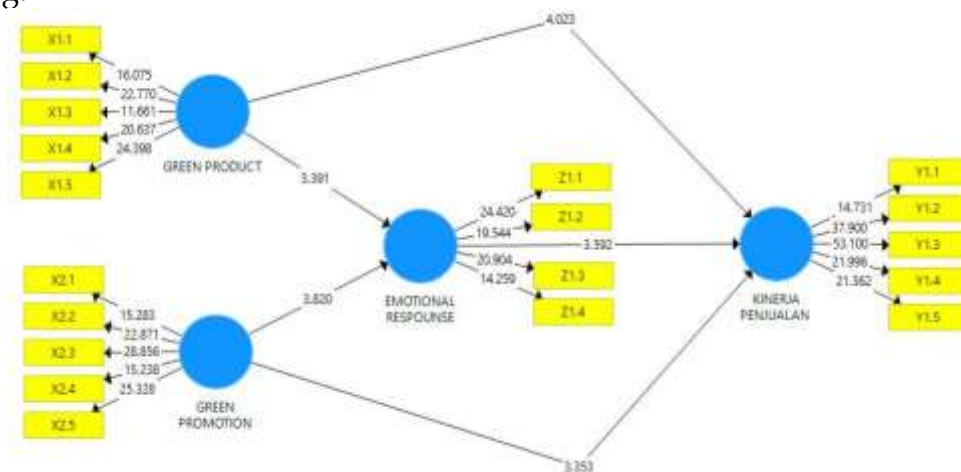


Figure 3. Research Path Diagram Output

Source: Data Processed

Based on the diagram of the path of hypothesis testing above, all dimensions in each variable have a Tstatistics value of more than 1,660. To test the relationship between variables (hypothesis test), the statistical value of the Smart PLS output is used which is compared with the value of the table. The following is a table that provides the results of the relationships between constructs (variables).

Tabel 6. Path Coefficients (Mean, STDEV, T-Values)

Relationship Between Variables	Koefisien parameter	T Statistic	P Value	Result
Green Product → Emotional Response	0.381	3.391	0.000	Accepted***
Green Promotion → Emotional Response	0.368	3.820	0.000	Accepted***
Green Product → Sales Performance	0.352	4.023	0.000	Accepted***
Green Promotion → Sales Performance	0.335	3.353	0.000	Accepted***
Emotional Response → Sales performance	0.253	3.592	0.000	Accepted***
Green Product → Emotional Response → Sales Performance	0.096	2.618	0.005	Accepted***
Green Promotion → Emotional Response → Sales Performance	0.093	2.470	0.007	Accepted***

*** Significant at levels at 1%, **5 %, *10%

Based on table 8 above, the regression coefficient for all variables, both direct and indirect, has a positive and significant value at alpha 1% which shows that all research hypotheses are accepted where green promotion and green product have a significant positive effect on both emotional response and sales performance. Emotional response affects sales performance and is able to mediate the influence of green promotion and green product on sales performance.

The research model of the hypothesis testing results is:

$$ER = 0.381 \text{ Product} + 0.368 \text{ Promotion} + \varepsilon_1 \dots (3.1)$$

$$KP = 0.352 \text{ Product} + 0.335 \text{ Promotion} + 0.253 \text{ ER} + 0,096 \text{ Product ER} + 0.093 \text{ Promotion ER} + \varepsilon_2 \dots (3.2)$$

DISCUSSION

The effect of green products on emotional response, the results of hypothesis testing show that there is a significant positive influence of green products on sales performance, meaning that the better the green product, the higher the emotional response. The results of this study support the research documented by (Sreen et al., 2018), (Supriadi et al., 2017), (Santoso & Fitriani, 2016), (Wulandari & Widodo, 2018), (LARASATI, 2017), (Hisam et al., 2020), (Soedargo et al., 2018), (Eneizan et al., 2016), (Al-Hersh & Aburoub, 2015),

(Abzari et al., 2013), (Mukonza & Swarts, 2020) which shows that green products have an effect on emotional response.

The effect of green promotion on emotional response, green promotion has a positive influence on emotional response, this is because at this time the level of consumer awareness of green products is increasing, so there is a tendency for consumers to pay more attention to those who label them as product greems and run marketing campaigns using the green promotion approach. Products that use the green promotion campaign approach will get more attention from consumers who love green products so that emotionally green promotion has a positive influence on green fragrance, meaning that the higher a product runs a marketing campaign using *the* green promotion approach , it will affect the increase *in the emotional* increase of the consumer. The results of this study are in line with the research documented by (Khairani & Sari, 2016), (Wulandari & Widodo, 2018), (Hisam et al., 2020), (Al-Hersh & Aburoub, 2015), (Abzari et al., 2013), (Mukonza & Swarts, 2020) with the effect of green promotion on emotional response.

The influence of green products on sales performance, the results of hypothesis testing show that there is a positive influence between *green products* on sales performance, meaning that the higher the implementation of *green products* , the higher the sales performance will increase. This empirical evidence is in line with studies documented by (Sreen et al., 2018), (Santoso & Fitriani, 2016), (Wulandari & Widodo, 2018), (LARASATI, 2017), (Hisam et al., 2020), (Soedargo et al., 2018), (Eneizan et al., 2016), (Al-Hersh & Aburoub, 2015), (Abzari et al., 2013) with the influence of *green products* on sales performance.

The effect of green promotion on sales performance, the results of the hypothesis test show that there is a positive influence between green promotion on sales performance, meaning that the higher the *green promotion*, the better the sales performance will be. This is in line with the research documented by (Khairani & Sari, 2016), (Hisam et al., 2020), (Soedargo et al., 2018), (Eneizan et al., 2016), Hersh (2015), (Abzari et al., 2013) with the influence *of* green promotion on sales performance.

Promoting a product to gain market through advertising or other promotional things by emphasizing the credibility of environmentally friendly products by using communication tools and practices. According to (Singh, 2010), Green promotion is promoting products and services to the target market including advertising, *public relations*, sales promotion, direct marketing and onsite promotion. The way of promotion is related to how companies change people's perception of environmentally friendly products through emotional response. Promotion aims to inform, influence consumer decision-making to increase purchasing power to improve sales performance.

The effect of emotional response on sales performance, the results of the hypothesis test show that there is a positive influence between emotional response and sales performance, meaning that the higher *the* emotional response , the better the sales performance will be. Expansion in emotional response , sales performance will be well built

According to (Hosany, 2012), emotional response is the level of feelings that follow through the way of behaving and can be expressed in oral form or written reports related to one's own condition, after experiencing what treatment is obtained in this case after seeing an advertisement in the form of the format of one's choice, in this case the role of emotional response Mediating Green Marketing is influential to make consumer emotions in fostering a sense of trust in the selected product can indirectly grow to the sales performance.

The influence of green product on sales performance through the role of emotional response, results show that there is a positive and significant influence of green products on sales performance through emotional response. Green product is concern for environmental issues, as well as knowledge, attitudes, values, awareness, and effectiveness of the consumer's mindset. in general, these things can be associated with environmentally friendly mindsets and behaviors (Larasati, 2017). However, it will be more complex when other things arise such as social and cultural factors that can influence purchase decisions Therefore, green products can have a positive effect on purchase decisions through Emotional Response to improve sales performance.

The effect of green promotion on sales performance through the role of emotional response, the test results showed that there was a positive and significant influence of green promotion on sales performance through emotional response. Green promotion is promoting a product and service that is targeted by the market, including advertising, *public relations*, in this case sales promotion, direct marketing and those in the promotion place. The way of promotion in offering products is related to how companies change people's mindset about environmentally friendly products with feelings through emotional response (Singh, 2010).

CONCLUSIONS

Based on hypothesis testing, all hypotheses of this research were accepted where green promotion and green product had a significant positive effect on both emotional response and sales performance. Emotional response affects sales performance and is able to mediate the influence of green promotion and green product on sales performance. By increasing green products and green promotions, customers will feel the role of emotional response in this green marketing. Customers will know information and insights about green products so that they are interested in buying the products offered, which has an impact on increasing sales volume which indirectly improves the company's sales performance.

This green marketing strategy can influence consumers, especially consumers in the intention to buy green products. With the results of the variable analysis of green products, marketers are expected to attract the impression and attention of all consumers, not only consumers for product purchases by providing advertising information about the advantages of the product so that it will attract consumers to buy the product. Furthermore, marketers can innovate by making attractive promotions so that consumers can

feel the positive impact of the promotion on environmental awareness through emotional response, not only in general but also focused on green marketing campaigns that can affect sales performance.

The limitation of this study is that it only uses subvariables green product and green promotion in researching green marketing, and the research is only conducted with the target respondents in one city and without conducting interviews to strengthen empirical evidence due to the Covid-19 pandemic. Further research can add other green marketing variables, namely green price and green place. Increase the number of respondents with different target markets for a wider scope of green marketing. The data collection method using the distribution of questionnaires is very possible for subjective data, for that it is better if an interview method is added so that the results of the research test obtained are more complete

Marketing is a fundamental business activity for the achievement of company growth, the tightness between business competitors in the company today accompanied by the global economy which has experienced a very drastic decline, forcing the company to implement its best business strategy. Companies must provide the leading and best service in providing satisfaction to consumers. Several Dairy Products companies experienced a decline in sales due to the impact of the Covid-19 pandemic and tended to stagnate afterwards. Sales performance has an important role in a company so research in the field of marketing management that tries to examine the factors that have an impact on improving sales performance according to (Evans et al., 2012). According to (Kesidou & Demirel, 2012), the green marketing approach in the product area can be believed to increase the integration of environmental issues in all aspects of all company activities.

Dairy products lack attention to green marketing aspects starting from the pattern of strategy formulation, planning, preparation, to production and distribution with customers or customers. For this reason, the mention of the term green marketing is one of the efforts to create businesses that lead to environmental and health issues, which have been introduced in the late 1980s to early 1990s. However, the concept of green marketing is still considered to be a failure or unsuccessful by other researchers in contributing more to raising environmental issues and integrating potential advantages in competing with environmental issues as a business strategy to increase sales (Boztepe, 2012); (Hawken et al., 2013); (Coşkun & Özbük, 2019); (Cai & Aguilar, 2013). In Indonesia, the green promotion methodology has begun to be carried out by organizations or advertisers. Regardless of whether identified with green information sources, green cycles, or green outcomes or in the matter of identifying with organizations that do not damage the climate brought by the organization. The main motivation behind the various techniques in selling and advancing an organization's items with the ultimate goal of achieving execution in transactions.

The results of the study (Wulandari & Widodo, 2018) show that based on variables measured simultaneously, the implementation of green products and green promotions has a significant effect with variables bound to purchase decisions. But in terms of variables that are partially tested, four variables have an influence on purchasing decisions, namely green products and green promotions. The magnitude of this influence on purchasing decisions is 41.7%. The conclusion of the study is that the respondents' responses to the green product and green promotion variables on the continuum are categorized as "Good". With a percentage level of 79.55%, in this case the respondents assessed that the implementation of green products and green promotions carried out by the companies studied was good. According to (Hosany, 2012) in this case, there needs to be a strategy in marketing to improve sales performance. According to (Singh, 2010), green promotion is the promotion of products and services targeted to the market, including advertising, public relations, in this case sales promotion, direct marketing and onsite promotion. How to promote relates to how companies are changing people's perceptions and mindsets about environmentally friendly products.

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