

GREEN MARKETING AS AN IMPLEMENTATION OF INCREASING BUYING DECISIONS OF GENERATION Z IN MEDAN CITY

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Abstract: This study aims to analyze the application of green marketing strategies to the purchase decisions of generation Z at El's Coffee and Sushi Tei Medan, Medan City. Generation Z, who is known to have a high awareness of environmental issues, is increasingly inclined to choose environmentally friendly products in their purchasing decisions. Green marketing, which focuses on promoting products with sustainability and environmental preservation values, is expected to improve the purchasing decisions of these young consumers. This study concludes that green marketing can be an effective strategy in increasing the loyalty and purchase decisions of Generation Z in both restaurants. Therefore, companies need to develop and strengthen their commitment to sustainability to attract more young consumers and increase competitiveness in a market that is increasingly concerned with environmental issues.

Keywords: Green Marketing, Purchase Decisions, Generation Z, Sustainability

Introduction

The development of the culinary industry in Medan City is experiencing rapid growth, along with increasing demand and a variety of increasingly diverse choices. In this increasingly competitive environment, an effective marketing strategy is the main key to attracting consumers' attention. One of the marketing approaches that is starting to get a lot of attention is green marketing. This concept not only focuses on product promotion, but also emphasizes sustainability and environmental responsibility.

Generation Z, who are now the dominant consumers in the market, have a higher awareness of environmental and social issues. They tend to prefer products and brands that show concern for nature conservation, waste reduction, and the use of environmentally friendly materials. With these characteristics, the application of green marketing to culinary businesses in Medan City can be an effective strategy in increasing their buying decisions.

This article aims to discuss how the implementation of green marketing can influence the purchase decision of Generation Z in the culinary sector in Medan City. In addition, this article will also examine various elements in green marketing that can be applied in marketing strategies to attract young consumers who care about sustainability issues.

The objects of this study are El's Coffee and Sushi Tei Medan. The concept of El's Coffee is known for its cozy atmosphere and local coffee-based menu. They support local coffee farmers who are sustainable and use coffee beans that come from organic farming.

The focus of Green Marketing on El's Coffee is to implement sustainable practices in resource and waste management, as well as prioritizing the use of ethically produced coffee beans.

While Sushi Tei Medan concept used is to introduce a menu with more organic food ingredients and try to minimize plastic waste, the focus of green marketing on Sushi Tei offers a healthy menu with a focus on sustainability and the use of environmentally friendly packaging.

The culinary business of each product certainly requires product marketing so that the products produced can capture the market on target. From this step, a product marketing concept is needed which shows that the materials used do not damage the environment, this concept is usually called green marketing. Green marketing not only markets environmentally friendly products but also provides education on how the green product process is processed and how to distribute products. Green Marketing has begun to become the main focus in green product startups, which not only views green marketing as a minor marketing strategy, but green marketing is an important force in marketing products and in efforts to preserve the environment through the green product business (Asrianto, 2013).

The green marketing strategy is a new focus in doing business, especially on products. This statement has been widely discussed in several studies, where green marketing is a marketing approach that is currently trending. This shows that green marketing is a cornerstone in the shift in the consumer paradigm towards decisions in purchasing environmentally friendly products. Over time, public awareness of the importance of preserving the environment by supporting products or products that use environmentally friendly materials has increased. Green marketing is an effort to market products and services by paying attention to the sustainability environment to consumers, according to Grewal and Levy (2010).

Ottman (2006) also argues that green marketing also pays attention to the current environmental conditions into marketing activities on products and communication. El's Coffee and Sushi Tei Medan are one of the culinary businesses, where products are aimed at the community, especially generation Z in the city of Medan. Jacquelyn Ottman (1998) in her book "Green Marketing: Opportunity for Innovation" stated that consumer purchasing decisions are not only influenced by price and quality factors, but also by values related to sustainability and social responsibility. Consumers are increasingly inclined to buy products that not only meet their needs but also match their environmental values.

Green marketing is learning from all activities and efforts to consume, produce, distribute, promote, package and reclaim products in a way that is sensitive or responsive to environmental issues (Dahlstrom on Pongrante, 2020). Green marketing is a marketing strategy that supports the environment by creating benefits for the environment, it is based on what consumers expect (Salmon & Stewart, 2014). Based on the opinions of the experts above, the researcher concluded that green marketing is a marketing approach that focuses on environmental safety. Green marketing is not only about emphasizing environmental aspects, but also includes marketing strategies that are responsive to environmental issues and create profits in line with consumer expectations for sustainable business practices. (Rinaldi & Nanang Prayudyanto, 2021).

Literature Review

A. Green Marketing

1. Definition of Green Marketing

Green marketing can not only be seen from its profits as the company's only goal, but there is an additional concern for the environment. The goal of green marketing is to meet consumer satisfaction, needs and aspirations in the context of environmental protection and

preservation. Green marketing also has the ability to influence consumer emotions and purchase plans, so it can encourage purchase decisions. (John Grant, 2007 in his book *The Green marketing Manifesto*) divides the goals of green marketing into 3 stages, namely:

a. Aim in the direction to communicate that the brand or company is environmentally conscious. This stage is the initial stage for companies that implement the concept of green marketing.

b. In addition to commercialization as the main goal of the company, but also to achieve goals that affect the environment. Companies are trying to change the way consumers consume/use products. For example, paper saving, using used paper or recycled paper. Saving water, electricity, air conditioning usage, etc.

c. The company is trying to change consumer culture in a direction that cares more about the environment. The expected consumer culture is concern for the environment in all activities without being affected by the company's products offered.

2. Principles of Green Marketing

a. Green marketing involves the development and marketing of products that have a lower environmental impact than similar products.

b. Consumer Empowerment Provides consumers with clear information regarding the sustainability of products and gives them the power to make sustainable choices.

c. Waste reduction Focus on reducing production waste and the use of recyclable raw materials.

d. Sustainable innovation Encourage innovation to develop more environmentally friendly products and processes.

3. Green Marketing Indicators

There are several indicators that can describe green marketing. Green marketing can be described by the existence of 4 indicators (Mahendra & Nugraha, 2021), namely:

a. Green Product Dimensions Green product dimensions are products sold by the company that must not contain animal or animal elements, then the product also has a long durability and the raw material components used in the product are safe for consumers.

b. Green Price Dimension The green price dimension is a pricing that is in accordance with the quality of the products offered by the company to consumers.

c. Green Place Dimension The green place dimension is a product distribution that makes it easier for consumers to obtain products so that consumers do not need to spend fuel that can damage the environment.

d. Green Promotion Dimension The green promotion dimension is the use of promotional media as a tool in changing people's perceptions to love the environment more. For example, by using environmentally friendly shopping bags.

4. Benefits of Green Marketing

a. Environmental Sustainability

Encourage more sustainable use of resources and reduce negative impacts on the environment.

b. Business Advantages

Consumers are increasingly aware of environmental issues, and companies that adopt green marketing can gain a competitive advantage.

c. Improved Corporate Image

Green marketing can improve the company's image as an organization that cares about environmental and social issues.

B. Purchase Decision

1. Definition of Purchase Decision

Purchase decisions are influenced by unforeseen circumstances. The expected revenue, expected costs, and anticipated benefits of a product are all factors that consumers can use to formulate their purchase intent. According to (Kotler & Armstrong, 2018). The behavior of purchasing decisions towards a product occurs after the consumer experiences a series of thoughts in his mind that there is a consumer perception of the brand and the environment that affects it, which will then result in a behavior on the choice of brand. Before someone decides to make a purchase, then there will be a buying interest in the consumer's mind (Kotler, 2013)

2. Purchase Decision Indicators

According to Kotler and Keller, purchasing decision indicators consist of: product choice, brand choice, distributor choice, purchase amount, purchase time and payment method (Basuki & Nurafni, 2021)

a. Product choice How consumers consider a product and its alternatives provided by the seller. This is the main concern of a company to focus on the quality of their products.

1) Product superiority, how the quality of a product is expected by consumers on the products needed from various variations.

2) Product benefits, how a product has a usability value that can be obtained by consumers in a variety of product choices to meet their needs.

3) Price suitability, consumers pay close attention and consider the price with the quality and benefits of the products offered by the seller.

b. Brand choice At this point, companies must know the best way or technique in making consumers drop their choice on their brand, namely:

1) Interest in brands, brand image is needed for consumers to be confident in the products they use.

2) Brand habits, A brand image that has been built well will cause consumers to choose the brand to meet their needs.

3) In accordance with the price, consumers tend to consider the price offered by the seller with the quality they will get.

c. The choice of distributor Consumers in buying a product pay great attention to the best distributor or distributor in terms of strategic location, economical price, completeness of availability of goods, many choices of variety, and excellent service provided.

1) Ease of getting products, Consumers will easily decide to buy a product if they feel comfortable with the distribution place and strategic location.

2) The service provided to consumers must be able to make consumers comfortable so that consumers will continue to buy products in that place.

3) Product availability, the needs of each consumer are different. These needs and desires cannot be predicted when they will occur. So with the availability of sufficient products, consumers will be comfortable to make purchases in that place.

d. The amount of purchases The Company must determine the amount of its product inventory carefully. This will affect the availability of products needed and desired by consumers so that there will be no shortage of product inventory. Consumers will determine:

1) Deciding on the number of purchases, consumers can determine how many products are purchased as needed.

2) Purchase decisions for inventory, consumers can buy products for the availability of goods in the future.

e. Purchase Time Purchases made by consumers vary, namely:

1) Conformity with needs, when consumers need products, sellers are able to meet the needs of those consumers.

2) Reasons for buying, all products have a reason to be able to meet consumer needs when needed.

f. Payment Methods A complete payment medium provided by the seller can make it easier for consumers so that consumers will always decide to buy at the place. These payment media such as: Cash, Debit Card, Credit Card, QR, and various other E-Money.

C. Generation Z

Schmidt (2000) said a generation is a group of individuals who identify groups based on the year of birth, age, location, and events in the life of the group of individuals that have a significant influence on the growth phase. In generation theory, Codrington et al. (2004) stated that human generations are divided into 5 based on the year of their birth, namely: baby boomer generation born 1946-1964, generation X born 1965-1980, generation Y born 1981-1994, often called the millennial generation, generation Z born 1995-2010 also called iGeneration, iNet generation, internet generation and alpha generation born 2011-2025. The five generations have different personality developments.

Stillman's research (2017) stated that generation Z is the latest working generation, born between 1995 and 2012, also called the net generation or internet generation. Based on the research, generation Z is different from generation Y or millennials. In his book Stillman (2017) *How the Next Generation Is Transforming the Workplace* explained the differences, one of the differences between gen Y and gen Z is that generation Z masters technology more advanced, is more open-minded and does not care too much about norms. According to Noordiono (2016), generation Z is the generation that has known technology and the internet as early as possible, a generation that is thirsty for technology. The new technology is fresh water that must be sipped immediately to feel the benefits. Generation Z or better known as the digital generation grows and develops with a dependence on technology and various kinds of technological tools.

Easier access makes it easier for all students to easily explore the virtual world. These students, who are classified as Generation Z, do not like the process, are generally less patient and prefer things that are instant (Rini and Sukanti, 2016). Noordiono (2016) stated that this generation has a strong intuition towards technology, without looking at the guide will understand how to use something. Always connected is the logo of this generation, wherever and whenever must be connected to the internet. Generation Z has similarities with Generation Y, but Generation Z is able to apply all activities at one time such as tweeting using a mobile phone, browsing with a mobile device, and listening to music using a headset.

Whatever is done is mostly related to cyberspace. Since childhood, generation Z has been familiar with technology and is familiar with sophisticated gadgets that indirectly affect their personality. At this age, generation Z is categorized as the age of adolescents who at this age experience rapid changes in physical, emotional, social, moral and intellectual. Adolescents are divided into 3 categories of adolescence, namely early adolescence at the age of 12-15 years, mid-adolescence at the age of 15-18 years and late adolescence at the age of 18-21 years (Monks, et al. 2002).

Putra (2016) showed that there are significant differences in the characteristics of generation Z with other generations, one of the main differentiating factors is the mastery of information and technology. Generation Z and technology are things that have become part

of life, because Generation Z was born where access to information, specifically the internet has become a global culture, thus affecting values, views, and goals in life. The emergence of Generation Z also poses new challenges for management practices in organizations, especially for human resource management practices. Social media is a medium for a person or group to interact, socialize and share with others.

According to Tuten & Solomon (2018) social media can be defined as an online means of communication, a means of transportation, collaboration and cultivation between interconnected networks, communities and organizations enhanced with technological capabilities and mobility. According to Kotler and Keller (2016) social media is a medium used by consumers to share text, images, sounds, and video information both with other people and companies and vice versa. Kaplan and Haenlein (2010) describe social media as an internet group application that facilitates the production and transmission of user content produced, in other words the main principles of Web 2.0. Web 2.0 is a term used to describe a trend in the use of World Wide Web (WWW) technology and web design to share information, creativity and collaboration between users. This idea has led to the development and advancement of web-based societies such as SNS (Social Networking Sites).

Andrea et al. (2016) found that millennials (including Generation Z) are individuals who are overconfident, able to communicate well, be creative, and think about future careers. Cseh-Papp et al. (2017) also found that Generation Z is a generation that attaches importance to career and personal relationships, and has high confidence. Arar and Yüksel (2015) found that generation Z prefers a flexible work environment, few rules, and provides high authority in decision-making compared to previous generations. Kubátová (2016) also found that Generation Z prefers personal communication, using the internet to search for information, and autonomy in carrying out tasks.

Method

A qualitative approach can also be used to dig deeper into the perception and attitude of Generation Z towards green marketing implemented by El's Coffee and Sushi Tei. Interviews and focus group discussions can provide in-depth insight into the factors that influence purchasing decisions. The research methods used are:

1. Descriptive Research: This study aims to describe how the green marketing strategy implemented by El's Coffee and Sushi Tei influences the purchase decision of Generation Z. The researcher will collect data on consumer behavior, attitudes towards green marketing, and its influence on purchase decisions.
2. Explanatory Research: This research can also be explanatory, aiming to explain the cause-and-effect relationship between the implementation of green marketing and Generation Z purchasing decisions in the two restaurants.

Results and Discussion

A. The Influence of Green Marketing on Purchasing Decisions

Green marketing products affect product purchase decisions. By being aware of environmental issues among consumers such as conveying information about the impact of products on the environment, companies can motivate consumers to make more sustainable choices. Green marketing also provides consumers with clear information about the product, allowing them to make smarter purchasing decisions and align with their environmental values. Through a green marketing strategy that includes product innovation and sustainable

cultural promotion, companies can influence consumer lifestyles. For example, reducing waste, using high-durability products, or adopting more sustainable consumption habits. Research on green marketing on purchase decisions has been researched by (Karlina & Setyorini, 2018) and found that there is a significant influence between green marketing on purchase decisions.

B. The Influence of Green Products on Purchase Decisions

Ridwan, Fauzi, and Bafadhal (2018) stated that the green product variable was stated to have a significant effect on purchase decisions. This shows that the better the green product, the higher the decision to purchase the product. The results of this study show that the perception of green products, environmentally friendly packaging and green labels on products can encourage product purchase decisions.

C. The Effect of Green Promotion on Purchase Decisions

Arianty, Nel (2016) stated that the green advertising variable was declared significant. This shows that the higher the green advertising, the higher the decision to buy the product, the results of the study show that the purpose of advertising invites consumers to care about the environment, the message framework in the advertisement, the message elements in the advertisement, the benefits and supporting factors are able to encourage product purchase decisions. Arianty, Nel (2023), green promotion has a significant effect on repurchase intention in the New Normal in Huta Bayu Raja District, Simalungun Regency..

Conclusion

In the context of implementing green marketing at El's Coffee and Sushi Tei Medan, which focuses on improving the purchase decisions of Generation Z, it can be concluded that a marketing strategy that emphasizes sustainability and environmental aspects plays an important role in attracting attention and increasing the loyalty of these young consumers. Here are some of the main conclusions from the implementation of green marketing in the two restaurants:

1. Increasing Environmental Awareness Generation Z
Generation Z in Medan City, especially those who are customers of El's Coffee and Sushi Tei, are increasingly concerned about sustainability issues. They prefer environmentally friendly products, both in terms of raw materials, packaging, and production processes. By implementing green marketing, these two brands can raise awareness about the positive impact that their products have on the environment, such as the use of organic materials, waste reduction, and eco-friendly packaging.
2. More Positive Brand Trust and Image
The implementation of green marketing at El's Coffee and Sushi Tei has increased the trust of Generation Z in these two brands. Generation Z tends to prefer brands that have a real commitment to environmental conservation. For example, the use of sustainably sourced foodstuffs or the provision of recyclable food containers increases the brand's positive image in the eyes of these young consumers.
3. The Influence of Social Media in Green Marketing Promotion
Social media plays a huge role in influencing the purchase decisions of Gen Z. By using platforms such as Instagram, TikTok, and YouTube to highlight green marketing initiatives, both El's Coffee and Sushi Tei can reach young audiences directly. Gen Z tends to seek information through social media and share their experiences with sustainability-supporting products, which in turn can influence their friends' purchasing decisions.

4. Product Differentiation with a Focus on Sustainability
El's Coffee and Sushi Tei that adopt green marketing can create product differentiation, which provides more value for Generation Z. For example, Sushi Tei that uses fresh ingredients with a focus on responsible sourcing or El's Coffee which provides organic coffee with fair trade principles can attract the attention of Generation Z who prefer products that support sustainability and ethics.

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