CAN GREEN MARKETING BE ACHIEVED? DRIVEN BY SOCIAL CAPITAL TOWARDS PRODUCT INNOVATION AND CUSTOMER ORIENTATION

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ABSTRACT

Business development activities that care about the environment are certainly important for a business, and environmentally friendly activities have led to awareness of the practice green marketing. The application of green marketing is not only intended for a better environment but also as a competitive advantage towards better marketing performance. This study analyzes customer orientation, product innovation moderated by social capital on the implementation of green marketing for non-culinary SMEs. Data were collected from 100 SMEs from various sectors, and collected using a 5-point Likert scale questionnaire with Google for media, analyzed using SEM-PLS, SmartPLS as tools. The results show that social capital is a moderator in the relationship between customer orientation, product innovation and green marketing. The direct relationship between marketing orientation and innovation has a significant positive impact on Green Marketing. Social capital becomes a bridge for exchanging information between customers, the product to be purchased, and how the product will be marketed. The existence of information from one individual to an individual or group makes positive energy that is very important in growing concern for the environment.

Keywords: *Green Marketing, Social Capital, Customer Orientation, Innovation Product*

INTRODUCTION

Covid-19 pandemic has posed its own challenges for business people, especially for those working in the MSME industry (Micro, Small and Medium Enterprises). The Ministry of Cooperatives and SMEs noted that at least 37,000 MSME players felt the impact of this pandemic. Meanwhile, according to the Indonesian Retail Entrepreneurs Association, changes in consumer behavior patterns have a direct impact on modern retail, resulting in a drop in transactions of 80-85% for non-food products and 30-40% for food products since the implementation of the PSBB took effect (Soelton et al., 2021). The movement of the economy seems to be gradually recovering as we enter the new normal era; this is a pattern of change for small business actors in producing products to satisfy their customers. Attention to the environment is an important strategy in developing the business itself and how to attract the attention of consumers (Gazzola et al., 2020).

The government is ready to equip MSMEs to face the new normal era, by recognizing changes in consumer behavior and transforming them proactively. The COVID-19 pandemic has significantly changed the way businesses interact with their customers. Therefore, it is important for MSMEs to map patterns of changes in consumer behavior in this era, including the desires, expectations and needs of consumers in undergoing the new normal. Blum et al. (2019) Indonesian consumer behavior also reports that 30% of respondents admit that they have increased their online shopping activities and 40% say that they will continue to make purchases online even after the pandemic ends which is in line with the new normal concept, so MSMEs must strengthen their digital marketing strategy to stay connected with customers, facing the global pandemic and the current new normal situation, business people must find ways to stay connected with customers. Leverage your social media platform as a whole, not only to offer the latest products or services, but also to create a network of loyal customers

who are not only interested in your existing offerings, but also your business (Lee and Lee, 2020). Customer interest in how to shop online also directs businesses, including MSMEs, to expand their scope to the digital world with all the conveniences offered.

Public awareness of the environment has an impact on the tendency of companies to care more about protecting the environment as their social responsibility (Sharma, 2019). Even though people have awareness about the impact of using products on the environment, companies still need to provide complete information so they can gain trust from customers for the products being marketed (Severo et al., 2021). This information can be provided by companies through green marketing strategies (Szabo & Webster, 2021). This means that companies must provide reliable information to their consumers in order to reduce the risks of using these products (Remko, 2020).

Expectations for green products are often damaged by the perception that these products are of low quality or do not really realize the promises mentioned in promotions that their products are environmental (Montecchi et al., 2019). Marketers must realize that consumers are not only focused on the issue of environmentally friendly products, but they must also remember that consumers are unlikely to compromise on traditional product attributes, such as value, quality, price, and performance (Montecchi et al., 2021). Green products must not be inferior to the non-green product attributes to attract consumers (Zulfikar & Mayvita, 2018).

Recently, most consumers have realized that their buying behavior has a direct impact on the emergence of various environmental problems (Song et al., 2019). Consumers are adapting to this new threatening situation by taking environmental issues into account when they shop. The methods used, for example, are checking whether the products purchased contain materials that can be recycled, and only buying items that are environmentally friendly products (CFC-free hair spray, coffee filters without bleach). Perhaps the most convincing evidence of one form of support for emergence of consumer behavior that cares about the environment is the increasing number of individuals who are willing to pay more for environmentally friendly products (Li et al., 2020). It is a fact that can be considered, that most of the western world market has been influenced by eco-friendly consumer behavior, which means behavior that reflects concern about the effects of manufacturing and consumption on the natural environment (Dong et al., 2018).

In addition to changes in behavior, more than a decade ago many companies began to feel the impact of market pressures, such as changing buying habits towards environmentally oriented consumers and boycott behavior which resulted in reports to the mass media and pressure on group activities (Lee et al., 2022). As it is known that more than 70 percent of consumers sometimes consider environmental issues in their purchasing behavior (Kautish et al., 2018). Marketing designed to demonstrate a company's goal of minimizing the environmental impact of its products and services (Lin and Niu, 2018).

There are phenomena in the field related to non-food products and previous research findings, so the purpose of this study was to examine the role of social capital in encouraging customer orientation and product innovation in improving green marketing performance.

LITERATURE REVIEW

2.1 Green Marketing

In all dimensions of marketing activities, the green marketing mechanism is considered as the marketing of environmentally safe products. Through the implementation of a green marketing strategy that combines various activities that are more environmentally friendly, including product modifications, production process changes, packaging changes, and advertising modifications (Deepak & Jeyakumar, 2019). Based on the American Marketing Association, there are three fundamental aspects of green marketing, namely: Retailing, namely the marketing of products that are considered safe for the environment; Social marketing, namely the development and marketing of products designed to minimize

negative impacts on the environment; and Environments, namely the company's efforts to manufacture, promote, package, and reclaim products in a way that is sensitive or responsive to ecological concerns (Okoli et al., 2022).

Internal components are determining factors in the application of green branding. An important aspect that must be considered in implementing green marketing is environmental awareness which is one way to understand the fragility of the surrounding environment and the importance of protecting it (Santoso et al., 2019). Environmentally friendly products alone are not enough for sustainable development. Environmental awareness is also needed in product consumption activities. Environmental awareness introduces us to use environmentally friendly products that do not contain hazardous materials for the environment and human health. Green Product Features a good product needs to have advantages over other products (Ahmad et al., 2019). This can be assessed in terms of quality, design, shape, size, packaging, service, warranty, and taste that can attract consumer interest. Products that support sustainable development can carry out the basics of product management which include: Recyclable or reusable, Efficient products, Accountable packaging, Does not contain hazardous materials, Uses green labels, Organic products, Service that offers or lends products, as well as products that have been certified. Green Product Price is an important element in marketing that can influence consumers on the quality of a product (Hossain & Khan, 2018). Not a few consumers are willing to pay a higher price for a product that is considered to have more value. Many consumers think that green products have value and benefits for themselves and the environment because they come from natural ingredients. Therefore, green product consumers think that the money they spend is proportional to the benefits they will receive from the product they buy. Green Product Promotion & Advertising Finally, a factor that needs to be taken into consideration in green marketing is the promotion of green products (Liao et al., 2020). Increasing public attention to environmental issues has made many companies choose to introduce their products to consumers through environmental advertisements in electronic and print media. Environmental advertisement aims to influence consumer behavior by encouraging them to buy environmentally friendly products and directing their attention to the positive impact of their consumption behavior on themselves and the environment. The environmental advertisement component in a green marketing strategy generally contains three elements, namely the advertisement contains the company's statement of environmental concern (Sandi et al., 2021). Advertisements describe the company's way of changing procedures that show the company's concern and dedication in improving the environment. The advertisement depicts an action or act of caring for the environment, which describes the company being involved in environmental activities and showing the results.

2.2 Relationship between Variables and Hypothesis
2.2.1 Customer Orientation, Innovation Product and Green Marketing

There are many ways to prevent the effects of global warming and further climate change. One way is to buy products for everyday needs that are more environmentally friendly. Therefore, the application of green marketing by various companies is now increasingly widespread (Naidoo & Gasparatos, 2018). This social phenomenon makes green branding an added value for a company in increasing competitiveness while producing environmentally friendly goods. The purpose of green marketing refers to the satisfaction, needs, desires and desires of consumers in relation to the maintenance and preservation of the environment, so that green marketing becomes a necessity in today's business world (Nozari et al., 2021).

This condition can be seen from companies that are increasingly competing to meet consumer desires for environmentally friendly products (Mulyani et al., 2020). Various companies are slowly adopting green marketing activities in their projects as part of social awareness. They are required to reach consumers with green marketing messages. Green marketing is also able to influence consumers' emotional feelings and plans that have an impact on purchase intention (Zhu et al., 2020); (Sun et al., 2020). The emergence of

products labeled go green has the aim of conveying that when consumers consume them, there will be added value and benefits besides being satisfied and the feeling that these consumers have contributed to protecting the environment (Cheung & To, 2019); (Ikram et al., 2019). Therefore, the concept of green branding exists to refer to fulfilling consumer needs by minimizing the impact of damage to the environment (Sanchez-Sabate & Sabaté, 2019).

Green Investment Strategy Green Marketing Components The main components of green marketing include Eco-label, Eco-brand, and Environmental Advertisement. These three components are green branding tools that can make perception easier and increase awareness of eco-friendly product features and aspects (Alamsyah et al., 2021). The application of these green marketing components plays an important role in diverting consumer behavior to buy environmentally friendly products in order to reduce the side effects of the production process on the environment. Based on studies, there are factors as the main determinants of green branding that can influence the purchase and consumption of green products. Ref (Zhang et al., 2020) stated that the environment, knowledge, attitudes, values, awareness, and the effectiveness of consumer perceptions are the main factors that most influence the purchase of green products. While the results of other studies according to (Nozari et al., 2021) which explain that environmental awareness, green product features, green prices, and green promotion are factors in the green marketing strategy that are considered by consumers in choosing environmentally friendly products.

H1: Customer orientation has a positive effect on green marketing

The concept of green marketing is becoming increasingly attractive to various groups, ranging from academics, practitioners, public regulators, consumers, and people who care about the environment (Nguyen et al., 2019). The application of green marketing is very important for the main reason, namely limited resources. From the company's point of view, limited resources will make companies look for new ways to meet consumer needs and wants. The concept of green marketing is here to be an alternative for marketers in carrying out marketing activities by utilizing limited resources effectively and efficiently. Ref (Szabo & Webster, 2021) some of the benefits derived from implementing green marketing directly are: Products produced are environmentally friendly, Manufacturers and advertisers develop products that they seek to fulfill the desires of consumers who care about the environment, and Love for the environment will make companies more innovative. Innovative in input, output processes, and marketing strategies, Examples of Green Marketing Implementation Before adopting the concept of green marketing, of course, a company needs to find out in advance what values and benefits can be obtained. Based on (Kaur et al., 2022) which compared companies that adopted green marketing (Love Beauty Planet) with companies that did not adopt green marketing, the results presented showed that in terms of product prices, Mustika Ratu was indeed more affordable and easy to find. However, when viewed from the superiority of the product, the Love Beauty Planet brand is more in demand because the brand adopts an environmentally friendly program, starting from the product packaging and raw materials.

Love Beauty Planet products are also more in demand for reasons of the unique aroma of each product and ingredients that are safe for the skin, so that they can immediately attract many consumers from the first purchase. Other research regarding the application of green marketing was also found in research conducted by (Fauziah & Mulyana, 2018), concerning "The Impact of Green Marketing on Purchase Decisions for The Body Shop Products". Many consumers agree that the use of a green brand is able to reduce the impact of environmental damage, so it is recommended that the company always educate consumers about the importance of caring for skin beauty with The Body Shop products. Green trust also has a significant effect on consumer decisions in buying The Body Shop products. So it is suggested that the company continues to maintain cooperation with environmental organizations to spread environmental care campaigns and waste management produced by The Body Shop so that customers will increasingly believe in the

company's commitment to preserving the environment. Finally, green advertising also gains benefits for companies in order to grow consumer awareness to continue to consume environmentally friendly products. It is recommended that companies increase green advertising, especially through social media to educate and provide information related to company products (Szabo & Webster, 2021).

**H2: Product Innovation has a positive effect on Green Marketing**
2.2. 2 Social Capital

Ref (Belso-Martínez et al., 2020) having an extensive network is an important component of the company, both external and internal components of the company. The external component is the relationship that exists with parties outside the company obtained from the existing community or network. Ref (Yong et al., 2020); (Demirel & Kesidou, 2019) a very broad relationship will affect a company's green marketing strategy, including; 1) Paying Customer Paying customers in green marketing refers to anyone who belongs to the group of green consumers with various levels of 'green' and the types of products they need; 2) Providers refer to how 'green' the suppliers of raw materials, energy and office equipment are; 3) Politicians are related to how quickly this can push the government in drafting and enacting regulations regarding the environment, as well as how far government regulations will influence companies to implement these regulations; 4) Pressure Groups Pressure groups in green marketing are parties that have a stake in putting pressure on companies to become 'green'; 5) Problems The problems referred to include various kinds of environmental problems and social problems related to the company's involvement in one or more of these problems; 6) Predictions Companies must be able to predict problems that may be faced by the company in the future; 7) Partners or partners are third parties who have relationships with companies or other agencies that have environmental and social problems.
H3: Social capital moderates customer orientation and green marketing
H4: Social capital moderates product innovation and green marketing

Figure 1. Conceptual Framework
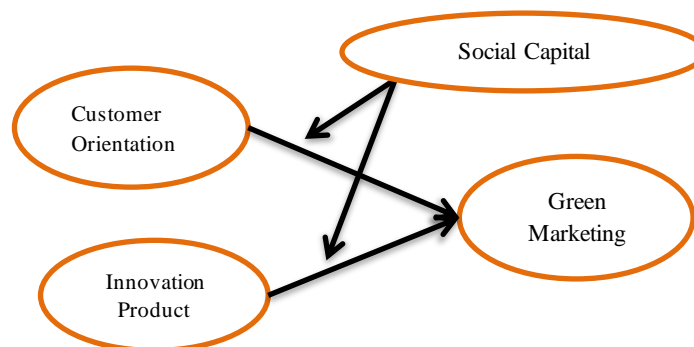
METHOD

The approach used in this study is quantitative by carrying out the principle of positivism, carried out to confirm data and theory through hypothesis testing, where the analytical technique used is SEM-PLS, as a SmartPLS processing tool. This study will examine research variables to be placed in customer orientation models, product innovation and social capital in promoting green marketing, as a form of marketing that cares for the environment. This research was conducted during the Covid-19 pandemic and the new normal era in Bali Province. The population in this study was non-culinary small business actors spread throughout Bali with a total of 200 informants. The result of obtaining a sample is 100, citing Hair et al., (2014), that the sample is obtained from the number 5 multiplied by the number of indicators (20 indicators), so that a sample of 100 samples is obtained. Data was obtained by distributing research questionnaires via Google form to MSME actors, with a Likert scale

of 1-5.

RESULTS AND DISCUSSION

4.1 Model Test
4.1.1 Convergent validity

Can be seen from the Composite Reliability and Average Variance Extracted (AVE) values. Based on the Composite Reliability values presented in Table 1, it shows that the 10 constructs have Composite Reliability above 0.90, meaning that the indicators set can measure each construct well or the measurement model is reliable. The better the Convergent Validity value is indicated by the higher the correlation between the indicators that make up a construct. In this study, the AVE value of each construct was above 0.60. Therefore, there is no convergent validity problem in the model tested (Chin, 1998).

Table 1. Construct Reliability and Validity Test

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Orientation (X1)	0.825	0.833	0.878	0.591
Innovation Product (X2)	0.812	0.817	0.869	0.571
Social Capital (M)	0.849	0.857	0.893	0.786
Green Marketing (Y)	0.830	0.835	0.882	0.602

Source: Results of Data Processing

Structural Model Test
R-Square ($R2$)

$R\text{-}Square$ used to determine the weakness and reliability of the relationship between exogenous and endogenous variables. The R-Square value ($R2$) is the coefficient of determination in the endogenous construct. Shows the strength and weakness of the influence caused by variations in exogenous variables on endogenous variables. $R2$ greater than 0.50 is categorized as a strong model. $R2$ is the coefficient of determination in the endogenous construct. According to Chin (1998), $R2$ 0.67 (strong), 0.33 (moderate) and 0.19 (weak). $R2$ of each endogenous variable is presented in Table 2.

Table 2 R Square

Variabel	R Square	R Square Adjusted
Green Marketing (Y)	0.742	0.726

Source: Data Processing Results

Table 2 shows that the endogenous variable, namely the green marketing variable, has R^2 at a strong level, which is above 0.70. Thus it can be said that the model formed by the 3 variables is strong.

Q-Square (Q^2)

Q2 measures how well the observed values are generated by the estimation model and its parameters. Q^2 value > 0 indicates the model has good predictive relevance. Conversely, if the Q^2 Value < 0 indicates that the model has poor predictive relevance. The Q^2 value can be calculated as follows:

Q2 = 1- (1-R^{2}1) (1-R^{2}2)
Q2 = 1- (1- 0.742)
Q2 = 1 – (0.258)
Q2 = 0.742

The Q-square calculation produces a value of 0.742 or 74.2% which means the model has a very good observation value. This means that 74.2% of the relationship between variables can be explained by the model. Based on the 2 results of the Inner Model assessment above where R2 is at a moderate and strong level and Q2 is at a very good level.

Path Coefficient

The results of statistical tests of the relationship between variables (Estimate for Path Coefficients) the significance of the path coefficient values which indicate the strong influence of exogenous constructs on endogenous constructs carried out by the Bootstrapping procedure in the Partial Least Square (PLS) application program. The bootstrap process can produce an overview of the research model (See Figure 2). The results of testing the significance of the path coefficients of the research model using Smartpls, are recapitulated in Table 3.
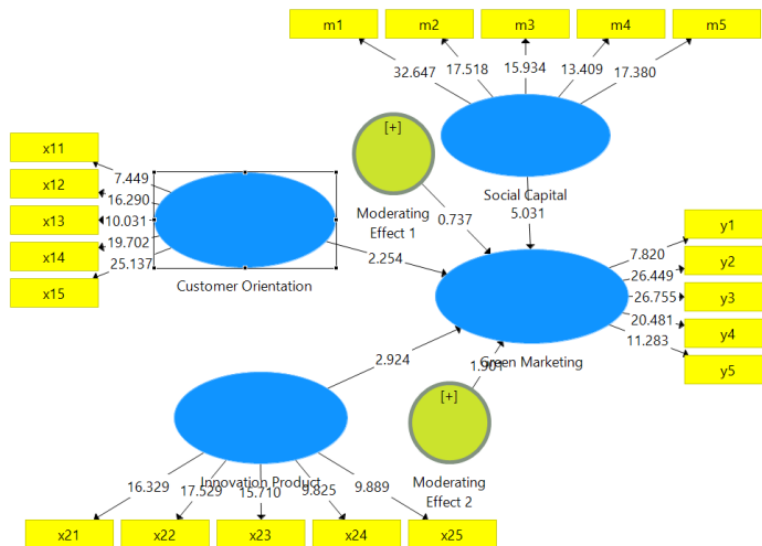

Figure 2 Structural Model

Table 3. Hypothesis Results

Direct Relationship Hypothesis						
	Original sample	Sample Means	Standard Deviation	T-Statistic	P-Value	Description
Costumer Orientation➔ Green Marketing	0.173	0.168	0.077	2.254	0.025	Not Significant
Innovation Product➔ Green Marketing	0.160	0.262	0.091	2.924	0.004	Significant
Costumer Orientation➔Social Capital➔ Green Marketing	0.049	0.038	0.067	0.737	0.462	No Mediation
Innovation Product➔Social Capital➔ Green Marketing	0.128	0.136	0.068	1.901	0.058	No Mediation

Table 3 shows that of the 2 direct causal relationships between exogenous and endogenous variables, the relationship between product innovation and green marketing is accepted as significant (hypothesis accepted) at α <0.05 with a statistical value >1.96. While the relationship between customer orientation and green marketing is rejected. Conversely, there is a moderating relationship between exogenous variables and endogenous variables that are unable to moderate (the hypothesis is rejected) at α > 0.05 with a statistical value of <1.96.

DISCUSSION

The results of the research hypothesis can be analyzed as follows.

1. Customer orientation towards green marketing has a significant positive effect. (H1). The results of this study are in line with the perspective (Cheung & To, 2019; Ikram et al., 2019) that the orientation of the customer is seen as a means to make green marketing successful. (Alamsyah et al., 2021).) the existence of customer knowledge on green products, products that are environmentally friendly will give a good image of receiving green advertisements. Customer orientation towards a product becomes a belief when it is supported by knowledge through the marketing media that is carried out. Advertisements provided as the responsibility of business actors provide their own impetus to customers in determining the suitability of the product to be purchased.

2. The results show that Innovation has a significant impact on green marketing (H2). The findings of this study indicate that (a) about the relationship between product and green marketing is proven. The findings of this study are supported by research (Cheung & To, 2019), which states that products where attributes related to durability and sustainability will be assessed, because green products are often perceived as safer, healthier, and gentler than other products (Ikram et al., 2019; Fauziah & Mulyana, 2018). Successful green marketing depends on good communication, where in conveying green advertising messages convey environmental benefits, promote sustainable lifestyles, and enhance a green brand image.

3. The results of the study show that social capital moderation is not able to moderate the customer orientation variables, product innovation towards green marketing (H3 and H4). Proximity in the network only really provides information to customers in adopting the products used, but this does not make suggestions that encourage in supporting green advertising of a product. Vice versa with innovation, an extensive network does not play a big role in creating product innovation to encourage the achievement of green marketing not support Reference (Yong et al., 2020; Demirel & Kesidou, 2019).

Green marketing is a digital era marketing strategy that always pays attention to impact sustainability green marketing itself will provide new knowledge for customers about the suitability of the product. Customer expectations will provide a new mechanism for describing a green product from innovations that will ultimately create sustainable green marketing.

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