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Sipping Sustainability: Exploring the Green Marketing Mix Driving the Purchase of Oat M*lk Oatside

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Abstract
The issue of climate change due to global warming has occurred partly due to the significant increase in carbon emissions over the last few decades. This has created a market demand for products that have minimal adverse effects on the environment, also known as eco-friendly products. One of the popular eco-friendly products is oat milk. Despite the environmental issues highlighted and the product quality offered, the popularity of Oat M*lk Oatside remains low, and its higher price compared to cow's milk may influence purchasing decisions. This study aims to determine whether green product, green price, green place, and green promotion have an impact on the purchasing decisions of Oat M*lk Oatside. This study uses a quantitative approach, targeting the Instagram followers of @oatside, totaling 52,807, and a sample size of 100 people was obtained using purposive sampling, with criteria being Oat M*lk Oatside consumers residing in Jakarta. Data processing results show that Green Product and Green Promotion do not influence Purchasing Decisions, whereas Green Price and Green Place positively influence Purchasing Decisions. Green Price has a weak influence of 34.4%, and Green Place has a weak influence of 21.6% on Oat M*lk Oatside purchasing decisions.

Keywords
green product, green price, green place, green promotion, purchasing decision

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INTRODUCTION

The issue of climate change due to global warming is a real threat to humanity. These changes have occurred rapidly due to a drastic increase in greenhouse gas emissions over the last few decades (Kanellos et al., 2017). Currently, the livestock sector is a hot global issue as one of the largest contributors to carbon emissions in the form of methane, which causes global warming. Methane emissions are responsible for global warming 25 times greater than carbon dioxide (CO2), as stated by Human Society International (2014) in Dzuikhija (2017). Ruminant animals, such as cows, produce methane gas through their digestive processes. This methane gas is released into the atmosphere in the form of farts, belches, and feces. Thus, the livestock sector plays a significant role in global warming by releasing 86 million tons of methane into the atmosphere annually (Dzuikhija, 2017).

Consumer awareness of the environmental impact of their product choices is increasing. They are looking for more environmentally friendly products, often referred to as eco-friendly products. Eco-friendly products are designed and manufactured with consideration of their environmental impact during production, use, and post-use stages. Eco-friendly products cover various categories, including food and beverages. One example of an increasingly popular eco-friendly product is plant-based milk (S. Peattie & Peattie, 2003). One plant-based milk currently gaining popularity is oat milk (Amadea, 2022).

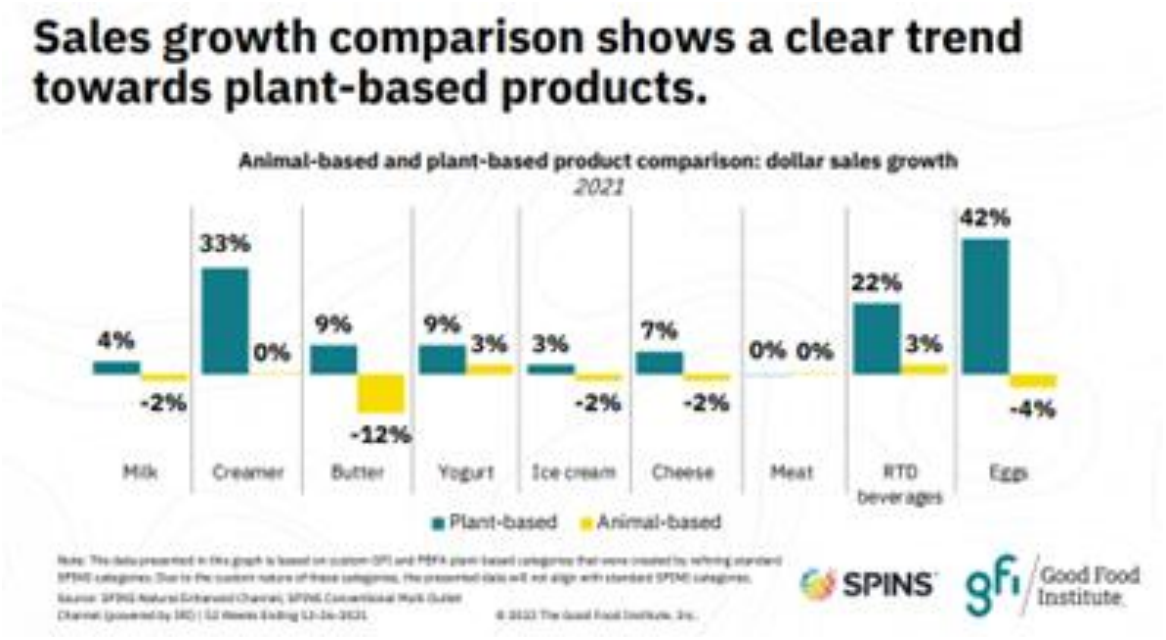

Figure 1. Comparison of Plant-Based Milk Sales Growth and Cow's Milk Sales Growth

Source: (Formanski et al., 2021)

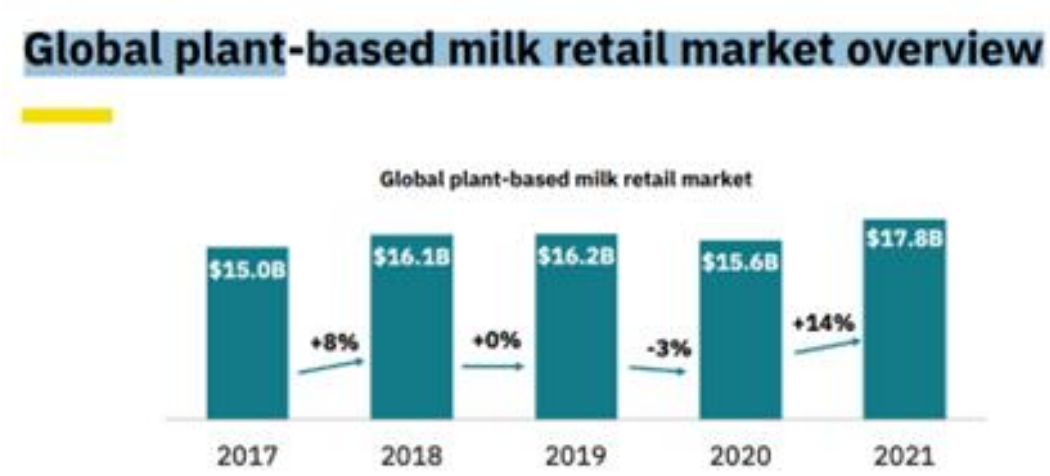

Figure 2 Growth of Plant-Based Milk Sales

Source: (Formanski et al., 2021)

One well-known oat milk brand in Indonesia is Oatside (Handayani, 2022). Oatside was founded in Singapore in 2020 with a mission to provide healthy and sustainable plant-based milk. As Asia's first 'full-stack' eco-friendly plant-based milk brand, Oatside is committed to producing the best quality oat milk with its production facilities equipped with advanced technology, using sustainable methods from whole oat seeds to ready-to-drink oat milk (JiwaGroup, 2022).

According to Oatside's website, in its production, Oatside uses three times less carbon emissions, eleven times less land use, and thirteen times less water consumption. Moreover, in its factory, Oatside uses a natural gas boiler instead of a conventional gas boiler to reduce carbon emissions. Oatside also uses recycled paper cartons certified by the Forest Stewardship Council (FSC) (Oatside, 2023).

This situation has raised consumer awareness of environmental sustainability. It has created a new demand for eco-friendly products. Consequently, eco-friendly marketing concepts, also known as green marketing, have emerged. Stanton & Futrell (1987) define green marketing as measures intended to replace current market demand with minimal adverse environmental effects.

Green marketing has four main elements, referred to as the green marketing mix. According to Dahlstrom (2010), the green marketing mix is a marketing mix (product, price, place, and promotion) applied in green marketing, which becomes green product, green price, green place, and green promotion.

A green product includes products or services designed with environmental impact in mind. Green price may involve fair pricing for sustainable products, while green place focuses on

distributing products in ways that reduce environmental impact. Green promotion involves messages and campaigns that emphasize the environmental benefits of the product (Putri, 2022).

Besides the aspect of the green product, in terms of the green place, Oat M*lk Oatside products are evenly distributed, and Oat M*lk Oatside can be found and purchased on e-commerce platforms and offline platforms such as supermarkets. Its green distribution is also highlighted by its production location in Bandung, Indonesia, to reduce production costs if all production were conducted in its home country, Singapore, and to reduce distribution costs and carbon emissions (Her World Indonesia, 2023).

For Oatside's communication strategy as a form of green promotion, Oatside uses social media channels like Instagram and its website as storytelling media to convey product information and content. On Instagram, Oatside has 66,615 followers as of April 19, 2024. Content explaining the background of Oatside's establishment, product information such as facts behind the product, and intermezzo content like recipes using Oat M*lk Oatside as an ingredient or addition, as well as other interesting content, are packaged in the form of Instagram feeds and stories saved in its highlights, as shown in Figures 3 and 4.

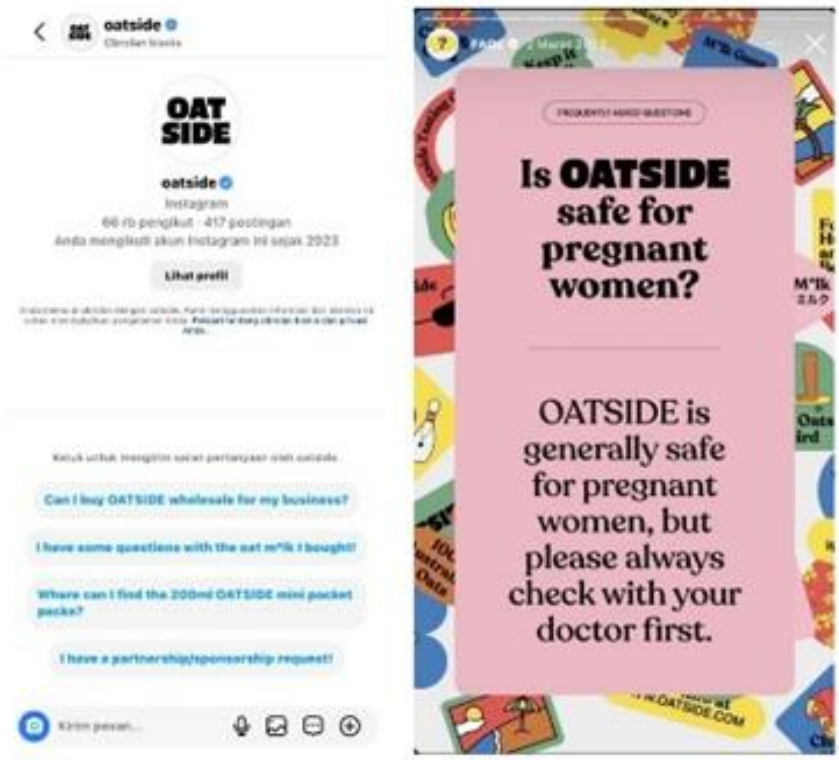

Figure 3 Oatside Brand and Product Information Content

Source: (Oatside, 2023)

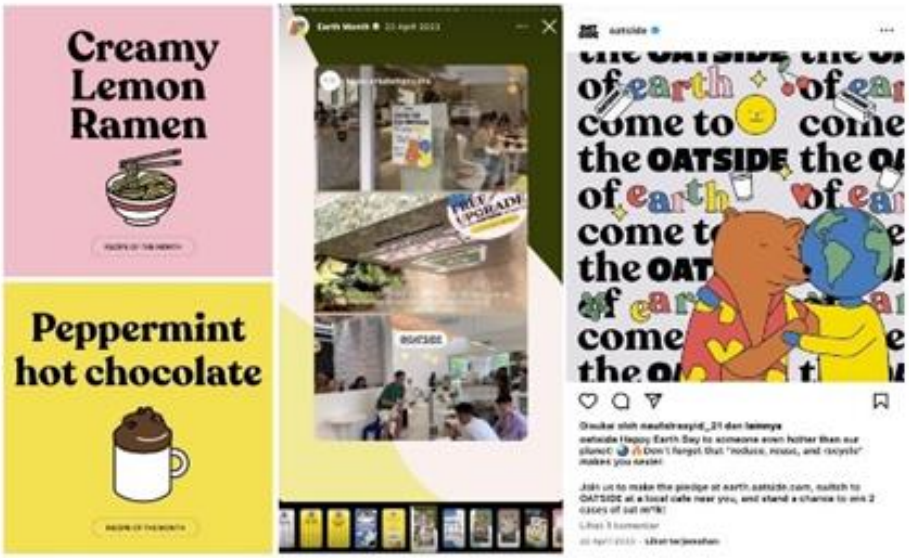

Figure 4 Intermezzo Content and Environmental Campaign on Earth Day

Source: (Oatside, 2023)

Furthermore, Oatside also runs campaigns to celebrate Earth Day every year. Oatside actively communicates with its audience through comments and direct message features. Oatside's goal is not only to attract customers but also to create a positive impression of Oatside (Subakti, 2023).

Figure 5 Communication Between Oatside and Its Audience

Source: (Oatside, 2023)

However, aside from the positive aspects mentioned, oat milk is more expensive than cow's milk. According to Rufaida (2022), "Plant-based milk, such as oat milk, is generally more expensive than cow's milk..." Based on data from the Alfamart app, Alfagift, as of November 16, 2023, a 1-liter pack of Oat M*lk Oatside is sold for Rp43,000, while a 200 ml variant is available for Rp8,900, and Rp9,900 for the coffee variant. On the other hand, a 1-liter pack of cow's milk from the Diamond brand is offered at Rp22,000, while Ultra Milk cow's milk can be purchased for Rp20,900.

Moreover, the popularity of oat milk in Indonesia is still low, as evidenced by Figure 1.6, showing that cow's milk brands still dominate the popularity of milk in Indonesia, with no plant-based milk brands in the Top Brand Index for "Ready-to-Drink Packaged Milk in Indonesia."

SUSU CAIR DALAM KEMASAN SIAP MINUM

Brand	TBI	
Ultra Milk	31.70%	TOP
Bear Brand	18.30%	TOP
Frisian Flag	18.00%	TOP
Indomilk	13.40%	
Milo	7.60%	

Sumber: Top Brand Award (www.topbrand-award.com)

Figure 6 Top Brand Index for Ready-to-Drink Packaged Milk

Source: (Topbrandindex, 2023).

The high price can impact purchasing decisions. As the product becomes more expensive, the likelihood of purchase decreases. Conversely, if the product is considered affordable, the purchasing decision increases (Kotler & Armstrong, 2008). In addition, brand popularity or brand awareness also influences purchasing decisions, as buyers tend to choose products they are already familiar with. A strong brand can make it easier for consumers to make purchasing decisions (Ameliawaty & Halilah, 2018). Purchasing decisions refer to the steps taken by potential buyers to determine whether or not to buy a marketed product that meets their needs (Kotler et al., 2019).

With the issues and phenomena that have been explained, this study aims to explore whether green product, green price, green place, and green promotion influence the purchasing decisions of Oat M*lk Oatside. The problem formulation in this study includes four questions: do green product, green price, green place, and green promotion influence the purchasing decisions of Oat M*lk Oatside? The purpose of this study is to determine whether green product, green price, green place, and green promotion have an impact on the purchasing decisions of Oat M*lk

Oatside. The academic benefit of this research is to contribute to the understanding of the green marketing mix and purchasing decisions, as well as to increase awareness of the environmental impact of global warming caused by carbon emissions. The practical benefits of this research include providing practical insights for companies in developing green marketing mix strategies to increase sales of sustainable oat milk, understanding consumer preferences, and supporting environmental initiatives.

Understanding the impact of the green marketing mix on purchasing decisions has become the focus of research. In Putri's study (2022), "The Effect of Green Marketing Mix on Purchase Intention of Body Shop Products in Palembang City," the research object was Body Shop, while this study focuses on Oat M*lk Oatside. The research locations also differ, with the previous study conducted in Palembang, while this study is in Jakarta. The sample calculation methods are also different, resulting in varying sample sizes. The previous study used the Wibisono Formula with a sample size of 96 respondents, while this study applied the Slovin Formula with a sample size of 100 respondents.

METHODS

This study employs a quantitative approach. According to Gay et al. (2012), a quantitative approach utilizes methods of data collection that involve numbers or numerical data. The paradigm used in this research is positivism. The positivism paradigm believes that all human experiences can be explained by measurable facts and always have a cause-and-effect relationship (Neuman, 2014).

The population for this study consists of the 52,807 Instagram followers of @oatside, as of November 16, 2023. The sample size is n = 99.81, which is rounded up to 100 people, calculated using the Slovin Formula with a 10% margin of error. The sampling technique used is non-probability sampling, specifically purposive sampling. Purposive sampling is a method of selecting samples based on specific characteristics that align with the research focus (Setiana & Soebiagdo, 2022). The criteria for this study are consumers of Oat M*lk Oatside who reside in Jakarta. This sampling choice is due to Jakarta being listed among the "Top 20 Healthiest Lifestyle Cities" (PramborsFM, 2023).

The data collection techniques are divided into two categories: primary data collection and secondary data collection. The primary data was collected through surveys using an online questionnaire created on Google Forms. The research instrument was developed through the operationalization of concepts from the research variables, which were then turned into indicators that form the questionnaire items for respondents (Hadi, 2020). The questionnaire consists of 26 statements, using a 1-5 Likert scale as the measurement tool, ranging from strongly disagree, disagree, neutral, agree, to strongly agree. Using this Likert scale, each respondent

provides a score based on their level of agreement or disagreement with the statements in the questionnaire.

Secondary data collection involves literature review. A literature review is the process of collecting, evaluating, and analyzing various sources of literature and research related to the study. Literature sources can include books, journals, theses, or recent research articles available physically or online. Literature review is conducted to understand the latest knowledge developments on the research topic, find relevant theories, and compare previous findings with the results of the current research (Neuman, 2014).

Data processing is done using SPSS Version 29.0. This study conducts both univariate and multivariate analyses. It tests data validity using the criterion of r-calculated > r-table with a significance of 10%, and reliability using Cronbach's Alpha > 0.6. It also includes classical assumption tests (normality, multicollinearity, and heteroscedasticity). The influence between variables is tested using multiple linear regression analysis, and hypothesis testing is conducted using the T-test and determination coefficient analysis (R^2).

RESULTS AND DISCUSSION

Respondent Overview

There are 100 respondents in this study, with 54% female and 46% male. The majority of respondents are aged between 15-24 years, accounting for 57%, followed by those aged 25-34 years at 25%, and the remainder are between 35 and 55 years or older. The majority of respondents reside in South Jakarta, with a percentage of 50%. An equal percentage of respondents are students.

Table 1 Respondent Overview

Description		Number	Percentage
Occupation	Student	57	57%
	Employee	22	22%
	Entrepreneur	12	12%
	Others	9	9%
Residence	West Jakarta	13	13%
	South Jakarta	50	50%
	Central Jakarta	12	12%
	North Jakarta	11	11%
	East Jakarta	14	14%
Gender	Male	46	46%
	Female	54	54%
Age	15 – 24 Years	57	57%
	25 – 34 Years	25	25%
	35 – 44 Years	13	13%
	45 – 54 Years	4	4%
	55+ Years	1	1%

Source: Primary Data

Validity and Reliability Tests

The validity of variables X and Y was tested by setting an r-table value with a significance of 10% or 0.10. With a total of 100 respondents, the r-table distribution result df (n-2) = 98, hence the r-table is 0.165. Table 2 shows the results of the validity test, where all tested items produced valid data. For the reliability test, a questionnaire statement item is considered reliable if > 0.60. Based on Table 2, all variables were found to be reliable.

Table 2. Validity Test

Variable	*Item*	r Value	r Table	Description
Green Product (X1)	X1.1	0,756	0,165	Valid
	X1.2	0,738	0,165	Valid
	X1.3	0,605	0,165	Valid
	X1.4	0,777	0,165	Valid
Green Price (X2)	X2.1	0,740	0,165	Valid
	X2.2	0,557	0,165	Valid
	X2.3	0,741	0,165	Valid
	X2.4	0,553	0,165	Valid
Green Place (X3)	X3.1	0,731	0,165	Valid
	X3.2	0,716	0,165	Valid
	X3.3	0,654	0,165	Valid
	X3.4	0,492	0,165	Valid
Green Promotion (X4)	X4.1	0,880	0,165	Valid
	X4.2	0,846	0,165	Valid
	X4.3	0,807	0,165	Valid
	X4.4	0,847	0,165	Valid
Purchase Decision (Y)	Y.1	0,650	0,165	Valid
	Y.2	0,604	0,165	Valid
	Y.3	0,691	0,165	Valid
	Y.4	0,615	0,165	Valid
	Y.5	0,705	0,165	Valid
	Y.6	0,705	0,165	Valid
	Y.7	0,658	0,165	Valid
	Y.8	0,600	0,165	Valid
	Y.9	0,607	0,165	Valid
	Y.10	0,341	0,165	Valid

Source: SPSS 29, 2024

Table 3. Reliability Test

Variable	Cronbach's Alpha Result	Cronbach's Alpha Coefficient	Description
Green Product (X1)	0,688	0,60	Reliable
Green Price (X2)	0,604	0,60	Reliable
Green Place (X3)	0,794	0,60	Reliable
Green Promotion (X4)	0,865	0,60	Reliable
Purchase Decision (Y)	0,818	0,60	Reliable

Source: SPSS 29, 2024

Classical Assumption Test

Normality, Multicollinearity, and Heteroscedasticity Tests

The Kolmogorov-Smirnov normality test indicates that data is normally distributed if the significance value is > 0.05. Figure 7 shows a significance value (Asymp. Sig. (2-tailed)) of 0.200, suggesting that the data is normally distributed. Multicollinearity occurs if the tolerance value (Collinearity statistics Tolerance) is > 0.10. The multicollinearity test results show that no multicollinearity exists among the independent variables. Heteroscedasticity was tested using the Glejser test. As shown in Table 5, no heteroscedasticity is present since the sig. value is > 0.05.

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.01429040
Most Extreme Differences	Absolute		.063
	Positive		.040
	Negative		-.063
Test Statistic			.063
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.419
	90% Confidence Interval	Lower Bound	.411
		Upper Bound	.427

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Figure 7. Kolmogorov-Smirnov Test

Source: SPSS 29, 2024

Table 4. Multicollinearity Test

Variable	Tolerance Value	Significance Value	Description
Green Product (X1),	0,419	0,10	No multicollinearity
Green Price (X2),	0,502	0,10	No multicollinearity
Green Place (X3)	0,661	0,10	No multicollinearity
Green Promotion (X4)	0,437	0,10	No multicollinearity

Source: SPSS 29, 2024

Table 5. Glejser Test

Variable	Sig. Value Result	Significance Value	Description
Green Product (X1),	0,996	0,05	No heteroscedasticity
Green Price (X2),	0,397	0,05	No heteroscedasticity
Green Place (X3)	0,345	0,05	No heteroscedasticity
Green Promotion (X4)	0,990	0,05	No heteroscedasticity

Source: SPSS 29, 2024

Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	9.923	3.892		2.549	.012	3.457	16.388		
	Green Product	.425	.274	.188	1.554	.124	-.029	.880	.419	2.389
	Green Price	.729	.276	.291	2.641	.010	.271	1.188	.502	1.990
	Green Place	.532	.235	.218	2.267	.026	.142	.923	.661	1.512
	Green Promotion	.183	.216	.100	.846	.400	-.176	.542	.437	2.288

a. Dependent Variable: Keputusan Pembelian

Figure 8. Multiple Linear Regression Test

Source: SPSS 29, 2024

Regression Equation:

Y = a + b2X2 + b3X3

Y= 9,923 + 0,729X2 + 0,532X3

Interpretation of the Equation

1. The constant value (a) is 9.923. This means that if all independent variables remain constant (value = 0) or unchanged, the value of the Purchase Decision variable (Y) will be 9.923 units.
2. For the Green Price variable (X2), the coefficient value (b2) = 0.729. This positive coefficient indicates that if there is an increase of 1 unit in the X2 variable, it will lead to an increase in Purchase Decision by 72.9%, provided other variables remain constant (value = 0).
3. For the Green Place variable (X3), the coefficient value (b3) = 0.532. This positive coefficient indicates that if there is an increase of 1 unit in the X3 variable, it will lead to an increase in Purchase Decision by 53.2%, provided other variables remain constant (value = 0).

Hypothesis Testing

T-Test and Coefficient of Determination

The hypothesis is accepted if the significance value is < 0.05; conversely, the hypothesis is not accepted if the significance value is > 0.05.

H1: Green product has a positive influence on purchase decision.

Hypothesis testing yielded a significance value of 0.124 > 0.05, indicating that H1 is not accepted as true. Based on T count > T table, it is stated that the green product (X1) does not have an influence on the purchase decision (Y).

H2: Green price has a positive influence on purchase decision.

Hypothesis testing yielded a significance value of 0.010 < 0.05, indicating that H2 is accepted as true. Based on T count > T table, it is stated that green price (X2) has a positive influence on the purchase decision (Y).

H3: Green place has a positive influence on purchase decision.

Hypothesis testing yielded a significance value of 0.026 < 0.05, indicating that H3 is accepted as true. Based on T count > T table, it is stated that green place (X3) has a positive influence on the purchase decision (Y).

H4: Green promotion has a positive influence on purchase decision.

Hypothesis testing yielded a significance value of 0.400 > 0.05, indicating that H4 is not accepted as true. Based on T count > T table, it is stated that green promotion (X4) does not have an influence on the purchase decision (Y).

In Figure 9, the coefficient of determination for the Green Price variable is shown to be 0.344, which can be interpreted as 34.4%. This percentage indicates that the Green Price variable (X2) has a low level of influence on the Purchase Decision variable (Y). Meanwhile, in Figure 4.5.4, the coefficient of determination for the Green Place variable is shown to be 0.216, which can be interpreted as 21.6%. This percentage indicates that the Green Place variable (X3) also has a low level of influence on the Purchase Decision variable (Y).

Figure 9. T-Test Results

Source: SPSS 29, 2024

Table 6. T-Test Results

Variabel	T Count	T table	Description
Green Product (X1)	1,554	1,661	No influence
Green Price (X2)	2,641	1,661	Has influence
Green Place (X3)	2,267	1,661	Has influence
Green Promotion (X4)	0,846	1,661	No influence

Source: SPSS 29, 2024

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586[a]	.344	.337	3.221

a. Predictors: (Constant), Green Price

b. Dependent Variable: Keputusan Pembelian

Figure 10. Coefficient of Determination for Green Price Variable

Source: SPSS 29, 2024

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.465[a]	.216	.208	3.520

a. Predictors: (Constant), Green Place

b. Dependent Variable: Keputusan Pembelian

Figure 11. Coefficient of Determination for Green Place Variable

Source: SPSS 29, 2024

CONCLUSION

After data processing, it is concluded that only green price and green place positively influence the purchase decision of Oat M*lk Oatside. This is because people have a positive response, or it is interpreted that they know that Oatside uses environmentally friendly raw materials, making Oat M*lk Oatside relatively expensive. However, the high price does not prevent people from buying it because the quality matches the price, even though the price difference with cow's milk is quite significant. Additionally, people have a positive response or interpret that they know that Oat M*lk Oatside is available in various offline and online stores with widespread distribution. Oatside's factory in Indonesia reduces carbon emissions in its distribution compared to imports. Oatside also sells its products in various stores, not limited to those labeled as "green."

Meanwhile, green product and green promotion do not influence the purchase decision of Oat M*lk Oatside because people respond negatively or interpret that they do not know that the production of Oat M*lk Oatside has the lowest adverse impact on humans and the environment due to lower carbon emissions than conventional milk, while Oatside's quality control gives consumers confidence by using environmentally friendly materials. People also respond negatively or interpret that they do not know that Oatside is active in environmental sustainability campaigns on social media, supporting environmental seminars and conferences, providing guidance to customers on environmentally friendly products, and engaging in community environmental initiatives.

This study has limitations by focusing only on the analysis of the 4P green marketing mix and not discussing each variable in detail, especially green product and green promotion. These

limitations are due to limited information related to the research object, which is still relatively new. Future research is expected to address these limitations by exploring current phenomena or issues in more detail. Expanding the range of variables by incorporating the 7P green marketing mix (green people, green process, green physical evidence) is expected to broaden the research spectrum and provide more comprehensive insights into the green marketing mix.

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