

The strategy of eco-friendly products with green consumer behavior: Development of green trust model

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Abstract. Green consumer behavior is a marketer's concern because of the value of environmental sustainability—a study of green consumer behavior as a part of facing the climate change issue. Based on the phenomenon of green consumer behavior, this study focuses on examining the green trust model as information support for environmental strategy in consumer behavior. The research conduct with a sample of 100 consumers which has experience in buying eco-friendly products. Path analysis was carried out with SmartPLS to study the model, as well as to test hypotheses. The research results found that green trust can increase through consumer perceived quality and support by eco-label as attribute on eco-friendly products. Consumer perceived quality plays a more critical role in increasing consumer trust as mediation variable. The findings of this study are helpful for industries that implement a green marketing strategy, which needs to pay attention to the attributes of green trust. The implementation of the green marketing strategy provides opportunities for marketing performance and support to face the climate change issue.

1. Introduction

Climate change is a world problem today, the impact generated by climate change is of concern because it is related to the sustainability of life [1]. Support from all advocates is needed to deal with the issue of climate change, including companies with operations that must be able to support environmental sustainability [2]. Companies are starting to change the way they view consumer wants by creating products that are friendly to the environment and changing marketing strategies that lead to environmental sustainability, known as the green marketing strategy [3]. The objectives of implementing the green marketing strategy include supporting efforts to face the issue of climate change and supporting sustainable marketing performance.

Understanding the green marketing strategy, it is necessary to understand the behavior of consumers who have awareness of the environment [4]. Currently, consumer awareness of environmental sustainability is increasing, as evidenced by the green consumerism movement [5]. This means that consumers are increasingly selective in choosing products offered by companies by comparing their impact on environmental sustainability. Eco-friendly products have different characteristics from conventional products, where there is a label known as eco-label [6]. Labels on eco-friendly products are considered by consumers in having products with environmental sustainability issues [7]. There are many labels that describe friendly to the environment such as "fresh", "free pesticide", or "organic" [8]. From government agencies in Indonesia convey a label for environmentally friendly products known as "Organic Indonesia" [9]. In a previous study, it was stated that eco-label is an attribute on a product



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