
Business, Economics, Law, Communication, and Social Sciences (BELACOSS)

Scholars Scientific Journal

ISSN (Online): 3089-9001

<https://journal.arepublisher.com/index.php/belacoss>

The Effect of Green Packaging, Green Products, and Green Promotion on the Decision to Purchase Milo Milk Products

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ABSTRACT

This research aims to determine the influence of green packaging, green products, and green promotion on the purchase decision of Milo milk. The study population resides in the Cipondoh area of Tangerang City. The research sample consists of 175 respondents, calculated using the Hair et al. formula. This data collection technique employs non-probability sampling, specifically using the purposive sampling method. The method used is a quantitative approach. Data research was conducted thru questionnaires distributed via Google Forms. The research findings indicate that the variables of green packaging, green products, and green promotion have a positive and significant influence on purchasing decisions

Keywords : *Green Packaging; Green Products; Green Promotion; Purchase Decision.*

Submitted: 09-12-2025

Revised: 10-01-2026

Accepted: 16-01-2026

Article Doi:

<https://doi.org/10.66755/belacoss.v2i1.171>

INTRODUCTION

The food and beverage industry in Indonesia is one of the strategic sectors that makes a significant contribution to national economic growth. According to data from the Ministry of Industry, this sector contributes over 6% to non-oil and gas industrial GDP and continues to show a positive growth trend each year. Population growth, changing consumption patterns, urbanization, and increased public awareness of nutrition are driving the development of packaged food and beverage products, including dairy products.

Packaged milk is becoming an important commodity in meeting the nutritional needs of the community. Not only as an energy drink, but also as part of a healthy lifestyle, especially for children and teenagers. In this context, Milo, a product manufactured by Nestlé Indonesia, has long been known to Indonesian society as a chocolate and milk-based beverage with nutritional content considered beneficial. Since its introduction in 1974, Milo has been positioned not only as a nutritious drink but also as a symbol of an active, healthy, and successful lifestyle. This is evident in various Milo campaigns that promote health and sports, such as the "Milo School Competition" and the "Milo Active Indonesia Race."

However, competition in the packaged milk industry is becoming increasingly fierce. Various major brands such as Frisian Flag, Ultra Milk, Indomilk, and Bear Brand are also vying for market share with their respective marketing strategies. Based on data from the Top Brand Index (TBI), Milo has experienced fluctuations in market share in recent years. In 2021, TBI Milo was at 4.8%, then increased in 2022 (5.2%) and 2023 (7.6%). However, in 2024, TBI Milo experienced a decline again to 5.6%. This decline indicates a rather serious challenge in maintaining consumer loyalty amidst increasing competition.

Table 1. Top Brand Index of Packaged Liquid Milk 2021–2024 (%)

Brand	2021	2022	2023	2024	Explanation
Bear Brand	18.80%	18.20%	18.30%	26.60%	+ 8.3%
Frisian Flag	18.40%	15.50%	18.00%	18.10%	+ 0,10%
IndoMilk	11.90%	11.00%	13.40%	14.50%	+ 1.1%
Milo	4.80%	5.20%	7.60%	5.60%	- 2%
Ultra Milk	32.90%	36.00%	31.70%	21.20%	- 10.5%

The data above shows that Milo's position is still far below its main competitors like Ultra Milk and Bear Brand. However, Milo has its own appeal due to its strong identity as a product that supports an active and healthy lifestyle. The challenge for Milo is how to maintain or even improve its market position thru the right marketing strategies.

One factor influencing consumer behavior changes in recent years is the increasing public awareness of environmental issues. Consumers are now more likely to choose products that are not only high-quality but also environmentally friendly. This trend is pushing companies to adopt green marketing strategies, which are marketing strategies focused on sustainability and environmental preservation. Green marketing encompasses various aspects, from using

eco-friendly packaging and creating green products to promotions that emphasize the company's commitment to the environment.

In the context of Milo, implementing a green marketing strategy becomes important to meet the demands of increasingly environmentally conscious consumers. Nestlé, as a multinational company, has demonstrated its commitment to sustainability by developing the Nestlé for Healthier Kids program and using environmentally friendly packaging. Milo itself is starting to use more easily recyclable packaging and support environmental campaigns through various social activities. However, empirical analysis is still needed to determine the extent to which green marketing aspects, particularly green packaging, green products, and green promotion, influence consumer purchasing decisions.

This research is relevant because it can provide insight into the extent to which green marketing variables influence Milo's purchase decisions. Theoretically, this research contributes to the development of literature on green marketing, particularly in the packaged beverage industry in Indonesia. Practically, this research provides input to Nestlé Indonesia in formulating more effective and sustainable marketing strategies to maintain consumer loyalty.

Thus, the main objective of this research is to examine the influence of green packaging, green products, and green promotion on the purchase decision of Milo in the Cipondoh area, Tangerang City. This research is expected to provide beneficial implications for academics, business practitioners, and the general public in understanding the importance of sustainable marketing in the modern era.

LITERATURE REVIEW

According to Kotler and Keller (2016), marketing management is defined as the art and science of choosing target markets and acquiring, retaining, and growing customers through the creation, delivery, and communication of superior customer value. Marketing management not only focuses on sales, but also includes analyzing consumer needs, product development, pricing, distribution, and effective marketing communication strategies.

In the context of global competition, marketing management emphasizes the importance of market orientation, product innovation, and promotional strategies relevant to consumer trends. One significant current trend is the growing consumer awareness of environmental issues, which is driving companies to integrate sustainability principles into their marketing strategies.

Green Marketing

The concept of green marketing was first introduced in the 1970s as global awareness of environmental issues increased. According to Polonsky (1994), green marketing encompasses all marketing activities designed to generate and facilitate the exchange of products or services that satisfy human needs with minimal environmental impact.

Green marketing encompasses several aspects, including:

1. Environmentally friendly products: produced using materials that are not harmful to the environment.

2. Green packaging: using recyclable materials or materials made from environmentally friendly sources.
 3. Green promotion: emphasizing the company's commitment to sustainability in its marketing communication messages.
 4. Green distribution: reducing the carbon footprint thru efficient distribution channels.
- According to Damastuti et al. (2025), green marketing strategies not only strengthen a company's image but also are a determining factor in the purchasing decisions of modern consumers who are increasingly concerned about environmental sustainability.

Green Packaging

Packaging plays an important role in influencing consumer purchasing decisions. According to Mardiyah et al. (2022), green packaging is packaging designed to reduce negative environmental impact, be easily biodegradable, recyclable, and use environmentally friendly materials.

Key aspects of green packaging include:

1. Using recycled or biodegradable materials.
2. Design that minimizes material usage.
3. Packaging information that educates consumers about sustainability.

Green packaging not only serves as a product protector but also as a means of communicating the company's sustainability values to consumers. In the study by Amalia et al. (2023), green packaging was proven to have a positive influence on purchasing decisions for energy drink products.

Green Products

Green products are products manufactured with consideration for their environmental impact throughout their life cycle, from raw materials, production processes, and distribution to disposal (Suarnitha et al., 2024).

Characteristics of green products include:

1. Using environmentally friendly materials.
2. Energy-efficient and low-pollution production processes.
3. Products are safe for consumer health.
4. Products support the principle of sustainability.

According to Budjang et al. (2024), green products have a significant influence on consumer loyalty because they increase consumer trust and satisfaction with the company.

Green Promotion

Promotion is one of the most effective marketing mix elements for conveying a company's message to consumers. According to Fauziyah et al. (2021), green promotion is defined as promotional activities that emphasize a company's concern for the environment. Its forms can range from advertisements, social campaigns, sponsorship of environmental activities, to consumer education.

Green promotion strategies aim to:

1. Build a positive corporate image.
2. Increase consumer awareness of sustainability.
3. Encourage purchasing decisions based on environmental values.

In the context of Milo, campaigns like the Milo Active Indonesia Race are a form of green promotion that combines health, physical activity, and environmental sustainability.

Purchase Decision

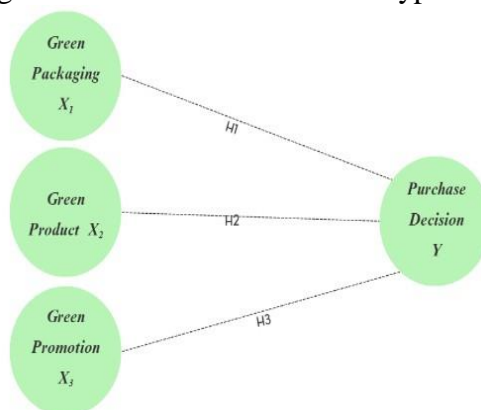
According to Kotler & Keller (2016), the purchase decision is the process consumers go through in recognizing needs, seeking information, evaluating alternatives, making a purchase, and evaluating the results after the purchase. Factors influencing purchasing decisions include psychological, social, cultural, personal, and marketing mix factors.

In the context of green marketing, purchasing decisions are increasingly influenced by sustainability values. Consumers are not only considering product quality and price, but also the extent to which companies care about environmental issues.

Hypothesis and Theoretical Framework

Based on the description below, a conceptual framework is formed as follows:

Figure 1. Research Framework Hypothesis



Development

The Influence of Green Packaging on Purchase Decisions

According to Wahyuningsih et al. (2022), green packaging is a type of packaging that does not pollute the environment, can be reused, and is easily recycled, thus supporting long-term environmental preservation. The research findings of Amalia et al. (2023) also confirm that green packaging has a positive and significant effect on consumer purchasing decisions.

H1: Green packaging has a positive and significant effect on purchase decisions.

The Influence of Green Products on Purchase Decisions

According to Hartini (2021), product quality and improvement are important components in marketing strategies to influence consumer shopping behavior. The growing environmental awareness is also a significant factor motivating purchasing decisions with green product authorization. Here's a key overview of how public environmental awareness can influence their purchasing behavior, according to Mardiyah et al., 2022. Stating that Green Products have a significant influence on purchase interest decisions.

H2: Green Products have a positive and significant effect on Purchase Decisions.

The Influence of Green Promotion on Purchase Decisions

According to Kotler and Armstrong (2021), promotion is the activity of communicating product benefits and encouraging consumers to make purchases. If a company is identified as a green brand, the promotion used should ideally be based on green promotion. Siregar and Widodo (2021) explain that green promotion emphasizes environmental messages to influence consumer decisions, and it has been proven to have a significant impact.

H₃: Green promotion has a positive and significant effect on purchase decisions.

METHOD

Time and Place of Research

This research begins by formulating the problem, gathering theoretical foundations to support the variables, and developing data collection techniques. The research period for the study, conducted by the researcher, will run from October 1, 2024, to January 2025. The research will be conducted online using the assistance of WhatsApp, Instagram, and Google Forms to collect data in Tangerang City, focusing on the target market for Milo milk products. The research location is in Cipondoh District, Kenanga Village, which is located in Tangerang City.

Research Design

This research uses a causal method with a quantitative approach to analyze the cause-and-effect relationship between independent and dependent variables (Sugiyono, 2019). The independent variables consist of green packaging (X1), green products (X2), and green promotion (X3), while the dependent variable is purchase decision (Y). The purpose of this study is to examine the extent to which the three independent variables influence consumer purchasing decisions.

Population and Sample Population

According to Sugiyono (2019), the population is the area of generalization consisting of objects or subjects with specific characteristics determined by the researcher for study and conclusion drawing. In this study, the population refers to the residents of Cipondoh, Tangerang City, who are aware of or have previously purchased and consumed Milo milk products.

Sample

According to Sugiyono (2019), a sample is a portion of the population that represents its characteristics. This research uses non-probability sampling with purposive sampling technique, which is the selection of respondents based on specific criteria: having purchased Milo products, residing in Tangerang City, being between 20 and 25 years old, and being male or female. Referring to Hair et al. (2019), the sample size is determined to be 5 times the number of indicators. With 35 indicators, the sample size used is 175 respondents.

Data Collection Method

The data collection technique in this study is using a survey technique in the form of a questionnaire. A questionnaire is one of the important tools for collecting research data, and it is a relatively fast and efficient way to collect data in large quantities. The type of data used is primary data. Primary data is first-hand data collected by the researcher. Primary data in this

study was obtained thru questionnaires that will be distributed online via social media platforms such as WhatsApp, Instagram, and Google Forms to respondents who meet the predetermined criteria.

Data Analysis Method

According to Sugiyono (2019), data analysis is conducted after all data has been collected, including grouping, tabulation, presentation, and calculation to answer research questions and test hypotheses.

1. Descriptive Analysis

Descriptive statistics are used to describe data as it is without making generalizations, with the aim of obtaining a real picture of the research conditions (Sugiyono, 2019).

2. Analysis with SmartPLS

This research uses Partial Least Squares (PLS) thru SmartPLS 3.2.9 software. PLS was chosen because it can be used with small samples, does not require normally distributed data, and is capable of estimating latent constructs with multiple indicators (Hair et al., 2014; Ghozali, 2015; Wati, 2018).

a. Measurement Evaluation (Outer Model)

1. Convergent Validity: loading factor > 0.70 and AVE > 0.50 .
2. Discriminant Validity: an indicator is valid if its highest loading factor is on the target
3. Construct and the square root of the AVE is greater than the correlation between constructs.

Composite Reliability: The construct is reliable if composite reliability and Cronbach's Alpha ≥ 0.70 .

Table 2. Rule of Thumb Outer Model Reflective

Validity	Parameter	Rule of Thumb
Convergent	Loading Factor	> 0.70
	AVE	> 0.50

b. Structural Model Evaluation (Inner Model) & Hypothesis Testing

1. The hypothesis was tested using the t-statistic value from the SmartPLS output, compared to the t-table ($\alpha = 5\%$, $t = 1.96$).
2. Criteria for evaluating the inner model:

Table 3. Inner Model Evaluation Summary

Criteria	Value / Category
t-value	1.64 (10%), 1.96 (5%), 2.58 (1%)
R-Square	0.67 (strong), 0.33 (moderate), 0.19 (weak)
Effect Size	0.02 (small), 0.15 (medium), 0.35 (large)
Q ² Predictive	Q ² > 0 (good), Q ² < 0 (less good)

RESULTS AND DISCUSSION

Results

This research analyzes the influence of green packaging, green products, and green promotion on the purchase decision of environmentally friendly Milo milk. Data was obtained from 175 respondents in Cipondoh, Tangerang City, thru a questionnaire using a Likert scale. The analysis was conducted using SmartPLS with a quantitative approach.

1. Results of Descriptive Analysis

The majority of respondents are of productive age, have a relatively high level of education, and are familiar with Milo products. Generally, their perception of green packaging, green products, and green promotions tends to be positive. This is evident from the average response scores, which fall into the "agree" to "strongly agree" categories, indicating that consumers are already starting to consider environmental aspects in their purchasing decisions.

2. Results of Structural Model Testing

The hypothesis test yielded the following summary:

Table 4. Hypothesis Test Results

Hypothesis	Original Sample (O)	T-Statistics	P-Values	Results
Green Packaging > Purchase Decision	0.378	7.018	0.000	Positive Significant
Green Products > Purchase Decision	0.416	9.225	0.000	Positive Significant
Green Promotion > Purchase Decision	0.432	9.670	0.000	Positive Significant

Discussion

The Influence of Green Packaging on Purchase Decisions

The results of the hypothesis test show that green packaging has a positive and significant effect on purchasing decisions (T-statistic 7.018 > 1.96; p-value 0.000 < 0.05; original sample = 0.378), so H1 is accepted. This finding aligns with Mardiyah et al. (2022), who stated that ecofriendly packaging is able to attract consumers because it is easily biodegradable, does not harm the environment, and supports sustainability. Previous research also supports the significant positive influence of green packaging on the purchase decision of Milo Milk.

The Influence of Green Products on Purchase Decisions

The results of the hypothesis test show that green products have a positive and significant effect on purchasing decisions (T-statistic 9.225 > 1.96; p-value 0.000 < 0.05; original sample = 0.416), so H2 is accepted. This finding aligns with Veronica and Lady (2023), who stated that green products are environmentally friendly products that minimize waste, are safe, and do not harm the ecosystem. Previous research also supports the significant positive influence of green products on the purchase decision of Milo Milk.

The Influence of Green Promotion on Purchase Decisions

The results of the hypothesis test show that green promotion has a positive and significant effect on purchasing decisions (T-statistic $9.670 > 1.96$; p-value $0.000 < 0.05$; original sample = 0.432), so H3 is accepted. This finding aligns with Larasati et al. (2021), who emphasize that green promotion is not only a marketing tool but also a means of building consumer awareness and social responsibility toward the environment. Previous research also supports the finding that green promotion has a significant positive effect on the purchase decision of Milo Milk.

CONCLUSION AND SUGGESTIONS

Conclusion

This research aims to analyze the variables related to green packaging, green products, green promotion, and purchase decisions. The results of this study were obtained from research on Milo Milk consumers. Based on the calculations in this study, the following conclusions can be drawn:

1. Green packaging has a significantly positive effect on purchasing decisions. This means that the better the implementation of green packaging, the higher the consumer's decision to purchase Milo products.
2. Green products have a significant positive impact on purchasing decisions. This means that the higher the quality of environmentally friendly products, the greater the consumers' decision to buy.
3. Green promotion has a significant positive influence on purchasing decisions. This means that the more aggressively promotions emphasize environmental concern, the higher consumer purchasing decisions will be for Milo.

Suggestions

Based on the conclusions outlined above, the researcher offers suggestions that are hoped to be beneficial for both producers and future researchers, namely:

1. Green Packaging The highest indicator is consumer support for the use of renewable raw materials ($T = 26.784$). Consistent implementation of eco-friendly packaging not only supports sustainability but also enhances the company's positive image, consumer loyalty, and market appeal.
2. Green Products The highest indicator is consumer belief that Milo is free of harmful substances ($T = 25.960$). This indicates consumer awareness of environmental and health issues. The company is advised to continue innovating in green products, providing education, and presenting transparent information about product composition and benefits.
3. Green Promotion The highest indicator is consumer involvement in environmental events/workshops ($T = 24.287$). Manufacturers need to increase educational campaigns about environmental issues, such as the dangers of BPA waste, plastic pollution, and nature conservation. Promotional innovations that involve consumers/communities can strengthen Milo's image as a pioneer of environmentally friendly products while attracting new customers.
4. Further Research It is recommended to add other variables that could potentially influence purchasing decisions, such as green price, brand image, or product quality. Researchers

also need to conduct a review to refine the study, considering the limitations of this research.

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