

Analysis of the Use of English in the Promotion of Environmentally Friendly Products: Green Marketing Practices and Consumer Perceptions in Semarang

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Abstract. This investigation examines consumer perceptions and green marketing practices in Semarang, with a particular emphasis on the use of English in promoting environmentally responsible products. Interviews with company representatives and focus group discussions with consumers are employed as qualitative research methods. The research indicates that companies have implemented a diverse array of green marketing practices; however, there are still deficiencies in their consistent and effective implementation. Green marketing practices are generally well-received by consumers, who are influenced by factors such as environmental awareness, prices, product quality, and confidence in companies' environmentally friendly claims. Diverse perceptions are generated by the utilization of English in promotional materials, with some individuals expressing apprehensions regarding potential confusion, while others find it effective in improving the product's image. The study enhances comprehension of ecological marketing strategies, and the necessity of more balanced approaches and integrated strategies in marketing communication is underscored, as well as consumer perceptions in Indonesia. Theoretical implications encompass the necessity of incorporating contextual factors into global marketing theory and the endorsement of the theory of planned behavior. The research's limitations include the necessity for further exploration and the limited generalization, as well as recommendations for future research.

Keywords: Consumer; English; Green Marketing; Promotion; Perception.

Abstrak. Penelitian ini menganalisis praktik green marketing dan persepsi konsumen di Semarang, dengan fokus pada penggunaan bahasa Inggris dalam promosi produk ramah lingkungan. Metode penelitian kualitatif digunakan, meliputi wawancara dengan perwakilan perusahaan dan focus group discussion dengan konsumen. Hasil penelitian menunjukkan bahwa perusahaan telah menerapkan berbagai praktik green marketing, tetapi

masih terdapat kesenjangan dalam penerapannya secara konsisten dan efektif. Persepsi konsumen terhadap praktik green marketing umumnya positif dan dipengaruhi oleh faktor-faktor, seperti kesadaran lingkungan, harga, kualitas produk, dan kepercayaan terhadap klaim ramah lingkungan. Penggunaan bahasa Inggris dalam promosi menghasilkan persepsi beragam, dengan beberapa konsumen menganggapnya efektif untuk meningkatkan citra produk, sementara yang lain mengungkapkan kekhawatiran tentang potensi kebingungan. Penelitian ini berkontribusi pada pemahaman tentang praktik green marketing dan persepsi konsumen di Indonesia, serta menyoroti perlunya strategi yang lebih terintegrasi dan pendekatan yang seimbang dalam komunikasi pemasaran. Implikasi teoritis meliputi dukungan terhadap teori perilaku terencana dan perlunya mempertimbangkan faktor kontekstual dalam teori pemasaran global. Keterbatasan penelitian meliputi generalisasi terbatas dan perlunya eksplorasi lebih lanjut, dengan saran untuk penelitian di masa depan.

Kata kunci: Bahasa Inggris; Green Marketing; Konsumen; Persepsi; Promosi.

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BACKGROUND

In recent decades, environmental concerns have been a significant global concern. The phenomenon of global warming, the significance of environmental sustainability has been underscored by the public due to the excessive exploitation of natural resources and pollution (Mishra, P., & Sharma, 2014; Sharma, V., & Kushwaha, 2019). Consumers are becoming more cognizant of the environmental consequences of their purchasing decisions, which in turn motivates businesses to integrate green marketing strategies into their business strategies (Papadas et al., 2017). Green marketing is the term used to describe the company's endeavors to market and promote environmentally responsible products or services to consumers who are environmentally conscious (Mishra, P., & Sharma, 2014). This practice encompasses a variety of components, including the development of environmentally responsible products, the utilization of recyclable packaging, energy efficiency, and the dissemination of environmental benefits to consumers (Mishra, P., & Sharma, 2014; Papadas et al., 2017; Rahbar & Wahid, 2011).

In Semarang, a variety of environmentally responsible products have been marketed, including energy-efficient household appliances, natural cosmetics, and purchasing bags made from recycled materials. The food and beverage industry has also begun to provide products with certified organic and environmentally friendly packaging (Aisyah & Syarfan, 2015; Ghozali, M., Sumarwan, U., & Handayani, 2020; Hadi et al., 2022; Haryanti, D. M., & Subriadi, 2022). Some of the ecological marketing strategies that have been implemented include: In Semarang, the "Green Movement" campaign and the implementation of the concept of "eco-friendly store" (Haryanti, D. M., & Subriadi, 2022). Nevertheless, the consistent and effective implementation of green marketing in Semarang remains deficient (Ghozali, M., Sumarwan, U., & Handayani, 2020). The

manner in which companies communicate the environmental benefits of their products or services to consumers is a critical component of green marketing (Casalegno et al., 2022; Hossain et al., 2019; Mahmoud, 2018; Sienatra & Evani, 2021; Taufique et al., 2019). In this context, the utilization of English in the promotion of environmentally friendly products has become pertinent due to the fact that English has emerged as a lingua franca in global communication (Cox, 2015; Gerritsen et al., 2010b; Guiyu & Yi, 2017; Neely et al., 2001; Yusiana et al., 2021). Nevertheless, in practice, there is a discrepancy between the perceptions of consumers regarding green marketing initiatives and the practices that companies implement (Papadas et al., 2017; Rahbar & Wahid, 2011). Consumers may have varying interpretations of environmental claims made by corporations, particularly when there are cultural and linguistic distinctions (Gerritsen et al., 2010b; Sabaté-Dalmau, 2020; Sheehan et al., 2018).

According to prior research, consumers' perceptions of green marketing can be influenced by a variety of factors, including their level of confidence in environmental claims and their understanding of environmental issues and the willingness to pay a premium for environmentally responsible products (Hartmann & Apaolaza-Ibáñez, 2012; Papadas et al., 2017; Rahbar & Wahid, 2011). Furthermore, there is a research void in the comprehension of consumer perceptions and green marketing practices in Indonesia, particularly in Semarang (Handayani, 2017a; Rusli et al., 2020). The majority of the prior research concentrated on the general aspects of green marketing or consumer perception in general, without taking into account the specific cultural and linguistic context of a region.

The problem formula in this study is as follows: how do companies in Semarang apply green marketing practices in promoting environmentally friendly products?; how do English use in the promotion of eco-friendly products in Semarang?; what is the perception of the consumer in Semarang of green marketing practice and the use of English in the promoting of environmentally Friendly products? The findings of this study will enhance comprehension of the factors that influence consumers' adoption of environmentally responsible products and the efficacy of marketing communication strategies in particular cultural and linguistic contexts.

THEORETICAL REVIEW

Marketing that is Environmentally Friendly

Green marketing is the term used to describe a company's endeavors to market and promote environmentally responsible products or services to consumers who prioritize environmental sustainability (Mishra, P., & Sharma, 2014). Various aspects of green marketing practices are involved, including the development of eco-friendly products, the use of recyclable packaging, energy efficiency, and the communication of environmental benefits to the consumer (Papadas et al., 2017; Rahbar & Wahid, 2011; Rani & Mishra, 2014). The significance of incorporating sustainability principles has been demonstrated in prior research into marketing strategies (Dangelico & Vocalelli, 2017; Kemper & Ballantine, 2019), as well as the obstacles that organizations encounter when attempting to reconcile their environmental objectives with their business objectives (Fuentes, 2015; Papadas et al., 2017).

Consumer Perception of Green Marketing

Various factors, including confidence in environmental claims, knowledge of environmental issues, and willingness to pay a premium for environmentally responsible products, can influence consumer perception of green marketing practices (Papadas et al., 2017; Parguel et al., 2011; Rahbar & Wahid, 2011). The model of values-beliefs-norms (Stern et al., 1999) and the theory of planned behavior (Ajzen, 1991) offer a framework for comprehending the factors that influence pro-environmental intentions and behaviors, such as attitudes, subjective norms, and perceived behavioral control. Nevertheless, research also indicates that consumer confidence in environmentally favorable claims varies (Leonidou et al., 2020; Schmuck et al., 2018), underscoring the significance of transparent and credible marketing communications.

Utilization of English in Product Promotion

The utilization of English in the promotion of products, including environmentally responsible products, has the potential to influence consumer perceptions and behavior (Gerritsen et al., 2010b; Santoso & Loisa, 2019). English has become a lingua franca in global business communication (Neeley, 2012), and its use in promotional efforts can improve the brand's image and appeal to specific consumer segments (Gerritsen et al., 2010a; Susanto & Sunardi., 2018). Nevertheless, research also suggests that the potential for confusion or misunderstanding can be induced by the excessive or inappropriate use of English (Lestari et al., 2019; Santoso & Loisa, 2019). Consequently, it is crucial to have a comprehension of cultural dynamics and language in cross-cultural marketing communication (Alcántara-Pilar et al., 2018; Santoro et al., 2022).

Green Marketing in Indonesia

The research on green marketing and consumer perception in Indonesia, particularly in Semarang, is still limited (Rusli, R. A., Budiono, A., Sakti, F. R., & Triana, 2020; Yadav & Pathak, 2016). Several prior studies have examined consumer perceptions of environmentally responsible products and green marketing practices in the Indonesian retail sector (Handayani, 2017b; Heri Usodo et al., 2023; Setyawan et al., 2018; Sharma, V., & Kushwaha, 2019; Yulianto et al., 2022). Nevertheless, there is a continuing disparity in our comprehension of the role of English in the promotion of environmentally responsible products and its influence on consumer perceptions within the Indonesian local market. Consequently, the objective of this research is to address these deficiencies and offer novel perspectives on the Indonesian green marketing sector.

RESEARCH METHOD

This study employs a qualitative approach to delve into the intricacies of green marketing phenomena and consumer perceptions, as well as to investigate the significance of marketing practices and consumers' perceptions (Creswell & Poth, 2018; Sugiyono, 2018). The data was collected through in-depth interviews with representatives of 4 companies in Semarang that are implementing green marketing practices. The interview is intended to gather information regarding the green marketing strategies employed, which encompass the utilization of English in the promotion of environmentally responsible products. Furthermore, a focus group discussion (FGD) was

conducted with four consumer groups in Semarang, each consisting of five individuals, to ascertain their perspective on the utilization of English in the propagation of environmentally responsible products and green marketing practices. This focus group discussion (FGD) will allow researchers to acquire more detailed and comprehensive information regarding consumer perspectives. Thematic analysis is the process of identifying, analyzing, and reporting patterns or themes in data (Braun & Clarke, 2006). Using this method, researchers will be able to identify the primary themes that manifest in consumer perceptions and green marketing practices, as well as investigate the relationship between the theme. The triangulation of data sources will ensure the validity of the data by comparing and verifying information obtained from a variety of sources (Sugiyono, 2013). Triangulation is the process of comparing data from interviews with key informants (company representatives) and FGD with respondents (consumers) to ensure the consistency and validity of the findings

RESULTS AND DISCUSSIONS

Results of the Investigation

The research findings are divided into three primary components: (1) the results of interviews with key informants who represent companies that are implementing green marketing practices in Semarang, (2) the results of focus group discussions (FGDs) with consumers in Semarang who are interested in their perceptions of green marketing practices and the use of the English language to promote environmentally friendly products, and (3) the results of data triangulation.

1. Results of Interviews with Key Informants

In Semarang, interviews were conducted with five critical informants from enterprises that specialize in environmentally friendly products. The primary discoveries are summarized below:

a. Methods of Environmentally Friendly Marketing/Green Marketing

- Companies promote and develop a variety of environmentally friendly products, including consumer commodities such as natural cosmetics and eco-friendly packaging for industries.
- Marketing strategies encompass campaigns that emphasize environmental attributes, collaborations with environmental communities and influencers, and participation in sustainability-themed events and exhibitions.
- Green marketing practices are significantly influenced by consumer education, which is achieved through a variety of methods channels of communication.
- Companies also implement sustainable business practices, such as the use of renewable energy.
- The promotion of sustainability initiatives and the responsible administration of refuse.

b. Promotional Utilization of the English Language

- In order to attract specific consumer segments and establish a more contemporary and international brand image, companies employ English in a variety of promotional activities, including slogans, product names, and social media content.
- The terms “organic,” “sustainable,” and “eco-friendly” are frequently employed in the English language to emphasize the quality and characteristics of environmentally beneficial products.
- Nevertheless, the majority of marketing communications continue to employ Indonesian in order to guarantee that local consumers can comprehend and access them.
- The utilization of English is more prevalent in communication with international business partners or younger, tech-savvy consumer segments.

2. Results of Consumer Focus Group Discussions (FGDs)

Four consumer groups in Semarang, each with a unique demographic profile, participated in focus group discussions, education and the purchasing habits of environmentally responsible products. The primary discoveries are summarized below:

a. Green marketing practices are perceived differently.

- The majority of FGD participants have a favorable opinion of companies that engage in green marketing and manufacture environmentally responsible products.
- They regard the purchase of environmentally responsible products as a way to contribute to environmental conservation efforts.
- A few participants expressed a willingness to pay marginally higher prices for environmentally responsible products, taking into account the long-term benefits to the environment.
- Nevertheless, certain participants also expressed skepticism regarding the environmental claims of certain products, particularly when they were not accompanied by explicit certifications or evidence.

b. Perceptions of the Use of English in Promotion

- The perceptions of consumers regarding the use of English in the promotion of environmentally responsible products are contingent upon their age and educational background.
- The use of English is perceived as both common and even expected by younger and more educated consumer groups.

c. Increasing the appeal of products

- Nevertheless, a few elderly consumers expressed apprehension regarding the potential for confusion or misunderstanding as a result of the excessive use of English.
- In general, consumers underscored the significance of unambiguous product information in Indonesian, particularly with regard to technical aspects and utilization instructions.

3. Results of Data Triangulation

The data validity of this study was guaranteed by conducting triangulation of data sources, which involved the comparison and cross-checking of information obtained from

interviews with key informants (company representatives) and focus group discussions with respondents (consumers). The triangulated data results are as follows:

a. Methods of Environmentally Friendly Marketing

- According to interviews with key informants, companies in Semarang have implemented a variety of green marketing practices, including the development of environmentally friendly products, the implementation of marketing campaigns that emphasize sustainability attributes, and the provision of consumer education.
- This information is corroborated by the results of the focus group discussion with consumers, who are generally cognizant of the green marketing strategies employed by companies, including the promotion of environmentally responsible products, environmental campaigns and products.
- Nevertheless, both key informants and FGD participants recognize the existence of voids in the consistent and effective implementation of green marketing practices.

b. Consumer Perceptions of Environmentally Friendly Marketing Strategies

- FGD findings with consumers suggest that the majority of respondents hold a favorable opinion of green marketing strategies and prioritize the promotion of environmentally responsible products.
- This is consistent with the viewpoints of several critical informants, who have stated that consumers are increasing awareness of environmental issues and a desire to support environmentally favorable practices items.
- Nevertheless, both key informants and FGD participants are cognizant of the disparities in consumer trust levels with respect to environmental claims, particularly in the absence of unambiguous evidence.

c. The Application of the English Language in the Promotion of Environmentally Friendly Products

- According to interviews with key informants, certain organizations employ English to advertise environmentally responsible products in order to appeal to specific consumer demographics and establish a more contemporary and global brand identity.
- The results of the focus group discussions with consumers corroborate the existence of a variety of perspectives regarding the utilization of English in promotional materials. While some participants regard it as an effective approach, others harbor reservations regarding its efficacy potential for misunderstanding or confusion.
- The significance of explicit information availability in Indonesian, particularly for product details and utilization instructions, is underscored by both key informants and FGD participants.

The data triangulation employed in this study demonstrates the consistency and confirmation of the information obtained from interviews with key informants and focus group discussions with consumers. The findings of both sources are complementary and contribute to a better comprehension of the use of English in the promotion of environmentally responsible products in Semarang, as well as green marketing practices and consumer perceptions. In spite of some discrepancies in the perspectives and

experiences of informants and the validity and credibility of the research findings are bolstered by the overall data triangulation of the respondents. This increases the confidence that the research accurately represents the phenomena investigated.

Discussion

This study offers valuable insights into the consumer perceptions and green marketing practices in Semarang, with a particular emphasis on the utilization of the English language to promote environmentally responsible products. These discoveries contribute to the ongoing discourse regarding the function of green marketing in the factors that influence consumer adoption of environmentally favorable products and sustainable business.

1. Green Marketing Practices in Semarang

The strategic responses to the growing environmental awareness among consumers are reflected in the green marketing practices that companies in Semarang have implemented, including the development of environmentally friendly products, marketing campaigns that emphasize sustainability attributes, and consumer education. These results are in accordance with prior research that has underscored the significance of incorporating sustainability principles into marketing strategies (Dangelico & Vocalelli, 2017; Kemper & Ballantine, 2019). However, the study also reveals that companies continue to encounter difficulties in aligning environmental objectives with business imperatives, as evidenced by the disparities in the consistent and effective implementation of green marketing practices (Fuentes, 2015; Papadas et al., 2017).

Although some green marketing practices have been implemented by companies in Semarang, this research suggests that there is still space for development in terms of consistency and effectiveness. This may be indicative of the intricacy of incorporating sustainability objectives into well-established business strategies and operations. Companies may face obstacles such as internal stakeholder resistance, resource constraints, or a lack of expertise (Gunarathne & Lee, 2015; Papadas et al., 2017). In order to confront these obstacles, organizations must establish a more comprehensive and integrated strategy for implementing green marketing. This encompasses modifications to production processes, supply chains, and overall business models, in addition to product development and marketing communications (Dangelico & Vocalelli, 2017). Furthermore, in order to foster a sense of commitment and capacity for sustainability practices, organizations must actively involve and educate their employees, business partners, and other stakeholders (Gupta & Kumar, 2013).

2. Consumer Perceptions of Green Marketing

The examination of consumer perceptions in this study offers nuanced insights into the factors that influence attitudes and behaviors pertaining to environmentally responsible products. The discovery that the majority of consumers have a favorable opinion of green marketing practices and believe it is crucial to endorse environmentally friendly products is consistent with theories such as the Theory of Planned Behavior (Ajzen, 1991) and the Value-Belief-Norm theory (Stern et al., 1999), which underscore the influence of attitudes, subjective norms, and perceived behavioral control on environmental intentions and behaviors. Nevertheless, the complexity of consumer perceptions is demonstrated by the variations in the level of trust in environmental claims

and skepticism that are not accompanied by unambiguous evidence, as investigated in studies on consumer skepticism (Leonidou et al., 2020; Schmuck et al., 2018).

This underscores the significance of transparent and credible marketing communication in resolving consumer concerns and establishing trust in environmental claims. Further, consumer perceptions and behaviors regarding environmentally friendly products are also influenced by factors such as personal values, environmental knowledge, and social pressures (Nguyen, A. T., Nguyen, T. H., & Nguyen, 2018). For instance, consumers who possess a greater degree of environmental awareness are more inclined to evaluate environmental claims with greater skepticism and to implement pro-environmental behaviors (Parguel et al., 2011). Consequently, the endeavors of companies to enhance consumer awareness and understanding of sustainability issues can contribute to the development of a more foster the adoption of environmentally friendly products and cultivate favorable perceptions.

Nevertheless, it is important to recognize that consumer perceptions and behaviors are also influenced by contextual factors, including the effectiveness, price, and availability of environmentally friendly products in comparison to conventional alternatives (Handayani, 2017b). Consumers may encounter trade-offs between environmental attributes and functional or economic considerations in certain instances (Campbell et al., 2017; Patel et al., 2020). It is imperative for companies to comprehend and resolve these obstacles in order to encourage the widespread adoption of environmentally beneficial products.

3. The Application of the English Language in the Promotion of Environmentally Friendly Products

The discussion on green marketing in the context of developing country markets is further enriched by the use of English language in the promotion of environmentally responsible products, which is a specific focus of this study. The complexity of language and cultural dynamics in marketing communication is reflected in the diverse findings on consumer perceptions of using English language (Alcántara-Pilar et al., 2018; Santoro et al., 2022). Despite the fact that some consumers regard the utilization of English as an effective strategy for enhancing product image and attracting specific segments, others have expressed apprehensions regarding potential for misunderstanding or confusion. These results contribute to the ongoing discussion regarding glocalization. In marketing, the necessity for nuanced and contextually appropriate approaches in the use of English language for cross-cultural marketing communication is underscored (Kotler & Keller, 2016; Valantina & Niranjini, 2019).

The decision to employ English in the promotion of environmentally friendly products should be based on the following The communication objectives to be accomplished, as well as the characteristics and preferences of the target audience (Santoso & Loisa, 2019). For instance, using English may be more effective in reaching younger, highly educated, globally connected consumer segments that are more habituated to and receptive to English-language communication (Hadi et al., 2022; Prabowo & Saptiany, 2024).

Nevertheless, it is crucial for businesses to be cognizant of the potential hazards associated with the excessive or inappropriate use of English, which can result in

confusion, misunderstandings, or even alienation among local consumers (Lestari et al., 2019). Consequently, organizations can optimize their advantages while reducing their liabilities by adopting a strategic and balanced approach to English usage, which emphasizes inclusive and transparent communication in the local language.

CONCLUSIONS AND RECOMMENDATIONS

This study focused on the utilization of the English language to promote environmentally responsible products in Semarang, examining green marketing practices and consumer perceptions. The results suggest that companies have implemented a variety of green marketing strategies; however, their consistent and effective implementation is lacking. Environmental awareness, price, product quality, and trust in environmental claims are all factors that influence consumer perceptions of green marketing, which are generally favorable. The utilization of the English language in promotional material resulted in a variety of opinions. While some consumers perceived it as effective in improving the image of the product, others expressed apprehensions regarding the potential for confusion.

This research contributes to the comprehension of green marketing in Indonesia, with pertinent theoretical and practical implications. Theoretical implications include the necessity of incorporating contextual factors into global marketing theory, as well as the relevance of the Value-Belief-Norm theory and the Theory of Planned Behavior in elucidating consumer perceptions and behaviors toward environmentally friendly products. The significance of insight-based marketing communications, authentic commitment to sustainability, and a profound understanding of consumers is underscored by practical implications.

Although this research offers valuable insights into consumer perceptions and green marketing practices in Semarang, it is important to recognize several limitations. To begin, fixate on a sample. The generalizability of the findings to broader contexts is restricted by the presence of corporations and consumers in Semarang. In the future, research could investigate consumer perceptions and ecological marketing practices. In an effort to acquire a more thorough comprehension of Indonesia's diverse cultural and geographic regions. Second, the emphasis of this study was on self-reported consumer perceptions and behaviors, rather than the actual efficacy of green marketing practices in improving business performance and environmental impact. Longitudinal studies that integrate objective data on environmental and business outcomes may offer more complex insights into the efficacy of green marketing strategies. Furthermore, this research suggests the necessity of additional investigation into the factors that either facilitate or impede the adoption of environmentally friendly products by consumers in Indonesia.

The complexities of consumer decision-making and the identification of leverage points for leveraging them could be revealed through in-depth qualitative research, such as ethnography or narrative interviews. Marketing policies and interventions (Zahara & Eddyono, 2019). Research that is conducted across multiple disciplines the integration of perspectives from environmental science, psychology, sociology, and anthropology could also enhance comprehension of the socio-cultural aspects of sustainable

consumption (Wibowo & Kristanto, 2021). Future research agendas may also involve investigating the influence of contemporary trends and developments, including digitalization, shared economies, and innovative business models, on green marketing practices and consumer behaviors (Siswanto & Syahrial, 2020). Strategies and policies that are more adaptive and forward-thinking can be informed by an understanding of the interactions between these factors and existing green marketing dynamics. The necessity of a more nuanced and contextual approach was underscored by the diverse perceptions that the use of English language in promotion elicited cross-cultural marketing communication. In conclusion, this research contributes to a more complex comprehension of green marketing in Indonesia, with practical and theoretical implications that are pertinent. By addressing the constraints of this research and advancing the proposed research in order to inform more effective and sustainable green marketing theory and practice in developing countries, additional insights can be obtained.

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