

EFFORTS TO INCREASE CONSUMER TRUST THROUGH GREEN MARKETING ON WHITE OYSTER MUSHROOM CHIPS MSMEs IN KEDIRI

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Abstract

The study focuses on assessing the impact of enhancing trust through green marketing at White Oyster Mushroom chips MSMEs in Kediri - East Java. The White Oyster Mushroom chips MSMEs are dedicated to implementing green marketing strategies, such as eco-friendly promotional services, to build consumer trust. By prioritizing environmental concerns in their marketing mix, these MSMEs aim to boost trust among consumers in Kediri. The research methodology involves phenomenological qualitative research with 5 informants identified using the snowball technique. Over the past 4 months, these MSMEs have been utilizing sustainable innovation to support their green marketing efforts, emphasizing products, locations, pricing, and promotions that align with environmental values. The focus is on repurposing waste from mushroom chips production to white oyster mushroom chips, reflecting a growing societal interest in environmental sustainability across various industries. Surveys on green marketing strategies have been conducted to minimize the environmental impact of production processes. The study also highlights the role of consumer feedback in promoting information to the community and fostering ongoing consumer engagement. Through a qualitative approach with a narrative phenomenological analysis model, the study reveals that consumers are motivated by environmental concerns, and green marketing initiatives contribute positively to consumer perceptions and trust in White Oyster Mushroom chips MSMEs in Kediri.

Keywords: Consumer Trust, Green Marketing, White Oyster Mushroom Chips, MSMEs

1. INTRODUCTION

The general public's awareness of environmental issues is on the rise, and this includes consumers who are becoming more conscious of the need for social responsibility (Wardi & Nyoman, 2011). Concerns about climate change, pollution, and the sustainability of natural resources have become significant factors for many consumers. As a result, a majority of consumers now prefer products and services that are produced in an environmentally responsible manner. They expect transparency from producers regarding their business practices and the environmental impact of their products. Consumers are actively researching and seeking information about ingredients, production processes, and the efforts made by producers to preserve the environment. Unfortunately, some businesses exploit the "green" image without implementing real changes in their practices, leading to consumer

skepticism towards environmental claims made by certain product brands. This research was prompted by increasingly stringent government and environmental regulations, which encourage producers to adopt environmentally friendly business practices.

Furthermore, green marketing offers numerous advantages for White Oyster Mushroom MSMEs in Kediri. These include enhancing customer trust, differentiating the brand, improving operational efficiency, facilitating access to new markets, and establishing a long-term competitive edge. However, the influence of green marketing extends beyond a single region and has a global impact on marketing and branding strategies across various markets. This presents a unique opportunity for research to explore how green marketing benefits, motives, and meanings are formed, ultimately leading to increased consumer confidence. To investigate this phenomenon, a qualitative research approach utilizing Alfred Schutz's phenomenological theory is employed. The data collection methods encompass literature reviews and field studies, such as surveys, observations, and in-depth interviews. By understanding and explaining consumers' subjective experiences with green marketing, the aim is to cultivate consumer trust. Phenomenology, as an approach to comprehending human experiences, provides valuable insights into the subjective realm of consumer trust (Dreher & Santos, 2017). This research delves into the intricate experiences of both consumers and producers as they mutually benefit from green marketing. Ultimately, the overarching objective is to enhance consumer trust through the implementation of green marketing strategies.

Based on the formulation of the problem above, the purpose of this research is to find out the phenomenology of motives and meanings of consumer trust through green marketing on white oyster mushroom chips MSMEs Kediri. The findings of this research can help businesses develop more effective green marketing strategies that resonate with consumers and ultimately drive sales. Additionally, this study can contribute to the existing literature on green marketing and consumer behavior, shedding light on the unique dynamics at play in the context of MSMEs in Kediri.

2. THEORETICAL FOUNDATION

2.1 Marketing

Marketing is the lifeblood of any organization or small to medium-sized enterprise. It involves a series of strategic processes aimed at creating, communicating, and delivering value to customers while also managing relationships that benefit the organization and its stakeholders. Marketing management is both an art and a science, focusing on identifying target markets and attracting, retaining, and expanding customer base by providing superior value (Kotler & Keller, 2009). From goods to services, events to experiences, marketing encompasses a wide array of entities. It is a strategic process that revolves around understanding and meeting customer needs through the exchange of value (Labaso, 2018). In today's competitive landscape, effective marketing is crucial for companies to stand out, attract customers, and secure long-term success. Without marketing, businesses will struggle to connect with their target audience and showcase the benefits of their offerings. The marketing concept serves as the foundation for an organization's marketing efforts, emphasizing the importance of understanding the target market's needs and wants to achieve business objectives (Sunyoto, 2014).

2.2. Green Marketing

Green marketing is all about promoting products that are good for the environment. It's a strategy that companies use to show off how eco-friendly their products are. They try to build strong relationships with customers and the environment. By using the 4Ps (Product, Price, Place, and Promotion) of marketing, they try to make their products stand out and make people think about the environment (Dangelico & Vocalelli, 2017). Green marketing is for people who care about the planet and want to make sustainable choices. Companies can do things like use recycled materials or save energy to show they're committed to being green. Green marketing is all about being environmentally friendly and sustainable (Thoibah et al., 2022).

Green marketing is a multifaceted concept that encompasses various strategies aimed at promoting environmentally friendly practices. These strategies include developing green products, implementing eco-friendly logistics, setting green prices, and utilizing green promotion techniques. Additionally, adopting an eco-marketing orientation as a business philosophy is crucial in this field. Government intervention, life cycle inventory analysis, and collaboration are also important aspects of green marketing, as they contribute to the overall success of environmental protection efforts. The ultimate goal of green marketing is to achieve sustainable development, which is influenced by a range of factors. Environmental concerns, knowledge, attitudes, values, awareness, and consumer perceptions all play a role in shaping green marketing practices. Moreover, social and cultural factors can impact consumers' purchasing decisions, such as their understanding of sustainability, trust in green products, and confidence in their effectiveness. According to Henion & Kinnear (1976), there are three basic Green Marketing strategies, namely:

1. Green product strategy; A strategy that focuses on developing environmentally friendly products.
2. Green marketing strategy; A strategy that focuses on promoting environmentally friendly products or services to consumers.
3. Green process strategy; A strategy that focuses on reducing the environmental impact of the overall business production process.

2.3 Consumer Trust

Consumer trust is essentially the faith that customers have in the quality and dependability of a company's offerings. It involves a readiness to depend on trusted entities. Trust plays a crucial role in establishing enduring connections between different parties. These convictions are commonly known as object attribute linkages, which highlight the confidence consumers have in the connection between a product and its key features (Widyawati, 2008). Trust arises from a long process. The concept of consumer trust has been formed strongly and convincingly. Consumer trust is an important concept in influencing management decisions and consumer behavior. Trust in objects, attributes and product benefits varies between consumers. There are three types of trust, namely object attribute trust and attribute benefit trust. Consumer trust is also a key variable in exchanges between companies and their partners.

Factors that influence consumer trust in purchasing smartphones include service innovation, multimedia, product design, brand, reliability, price, and external influences

(Tarigan & Raja, 2022). In addition, male users tend to prioritize brand and product specifications, while female users show more interest in multimedia features. In another study, factors affecting consumer trust in car insurance sellers in Yogyakarta include expertise, intention, reliability, trust, customer knowledge, and trust in the organization. Many regression analyses showed a significant impact of these factors on seller trust in the car insurance sector in Yogyakarta. Both studies emphasize the importance of various factors in influencing consumer trust in different contexts.

In an important dimension related to green marketing, research includes consumers' subjective perceptions of green process strategies and their impact on subjective motives and meanings. In addition, it is important to understand consumers' emotional responses to green marketing, where the motives and meanings that emerge are often associated with positive emotions such as comfort, calmness, happiness, satisfaction or relief, which in turn increase consumer trust. In addition, it is also important to consider the dynamics of interactions between consumers and producers, and how these interactions affect consumers' level of trust in green-marketed products or brands.

Drawing from phenomenology, this study highlights the subjective and interpretive aspects of human experience, providing a solid foundation for exploring the intricacies of consumer trust. Past research has delved into consumer comfort and the emergence of trust. Through the phenomenological approach, researchers can uncover the interpretations of participants. The discussion on consumer trust is approached from three distinct viewpoints:

1. Subjective Perspective: Examines how consumer behavior, particularly confidence, changes based on the producer and environmental factors.
2. Interaction Perspective: Explores the dynamics between producers and consumers, focusing on how trust in products grows through green marketing.
3. Organizational Perspective: Considers how organizational policies and practices shape perceptions of consumer trust and loyalty. (Hansemark & Albinsson, 2004)

3. RESEARCH METHOD

This study uses a qualitative research approach to understand social phenomena through non-numerical data and interpretive analysis. The method explores individuals' and groups' motives, emotions, meanings, values, and experiences. Alfred Schutz's phenomenological theory is applied to study volunteers' motives in therapeutic communication at Yayasan Mentari Hati, helping analyze their social actions and care for patients with mental disabilities (Setiawan & Utomo, 2022).

Data collection techniques include both literature study and field studies. The literature study involves collecting information from various library materials such as documents, books, magazines, and historical records. This method provides a theoretical foundation for the research problem by analyzing reference books and previous studies (snilam Syafitri, 2020). In addition to the literature study, surveys, observations, and in-depth interviews are conducted to gather primary data.

The sample includes 5 consumers who are regular wholesale customers, purchasing more than 5 kg per day for over 5 years. These participants were selected using the snowball sampling technique, which identifies respondents within a network until sufficient

information and an adequate sample size are achieved. The research focuses on White Oyster Mushroom Chips MSMEs in Kediri Regency.

Data is analyzed using a phenomenological analysis model in the form of a narrative, with the triangulation technique employed to test data validity. The data collection methods include observation through surveys and in-depth face-to-face interviews. Surveys gather information about informants, who are regular wholesale customers, to determine the timing of in-depth interviews until data saturation is achieved. Face-to-face interviews with the 5 selected consumers aim to understand how green marketing by the MSMEs affects their trust. These interviews, obtained through snowball sampling, seek to collect rich and diverse consumer stories, providing a broad understanding of consumer perceptions and responses to green marketing strategies.

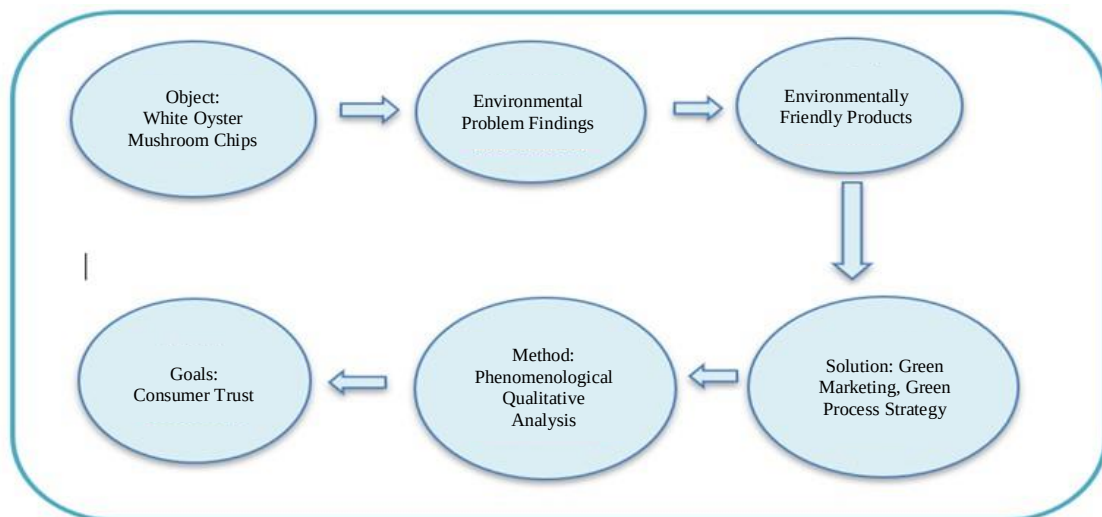


Figure 1. Research Framework

4. RESULT AND DISCUSSION

This research employed qualitative methods, specifically utilizing the snowball technique. Five informants were initially interviewed, starting with the first consumer recommended by the producer, then moving on to the second consumer based on the referral from the first, and so forth. The researcher acted as the main instrument and chose not to use NVivo software, as it was believed that NVivo might not capture all the nuanced details obtained from the informants in the field, such as specific expressions like different types of laughter.

a. Notes

These initial meeting notes, including greetings and discussions about the next meeting, are converted into temporary memos after the 5th consumer. However, there are some differences in the notes from one informant to another. In order to ensure consistency, the researcher will conduct additional interviews with the informant until they provide the same information as the other informants. After conducting interviews two to three times, it was discovered that there was a similarity in their answers. They increasingly understood the

green marketing strategy, which involves processing waste into earthworm media, planting media, and materials for cosmetic raw materials. This has made consumers more comfortable buying oyster mushrooms and has increased their trust in oyster mushroom MSMEs that prioritize the environment. One consumer even stated, "I've realized that buying mushrooms here doesn't harm the environment. I trust you more," with a big smile.

b. Transcript

After obtaining the notes, they will undergo a process of description or transcription. Transcripts are textual documents that document conversations or interactions in qualitative studies, which are then converted into written text for analysis. This process is known as transcribing in qualitative research. Transcription involves listening to the recorded source and accurately writing down the words spoken by the participants, including any facial expressions or body movements that may provide additional context. Transcripts can capture elements such as laughter, pauses in conversation, and voice intonation, which offer valuable details for understanding the context and meaning. The accuracy of transcription in qualitative research is crucial, as subsequent qualitative analysis heavily relies on the precise interpretation of the text. Transcription can be done manually by the researcher or with the assistance of specialized transcription software. Transcripts aid researchers in identifying patterns, themes, and concepts that emerge from qualitative data, facilitating a deeper understanding of the research questions and allowing for further exploration of how participants express their ideas, views, or experiences. According to the informants, apart from being prompt, they also accompanied their explanations and demonstrations of waste disposal with a friendly smile, indicating their enthusiasm and positive attitude.

c. Coding

Coding in qualitative research involves the identification, naming, and categorization of patterns or themes within qualitative data. It is a crucial step in analyzing qualitative data as it helps researchers organize information and derive significance from it. The following ideas are associated with coding in qualitative research:

- a) Open Coding involves identifying and labeling ideas in the data without a pre-existing framework. This method allows for capturing the diversity and intricacy of the data.
- b) Aximatic Coding entails organizing data by establishing relationships between concepts and creating categories or subcategories. It helps in identifying emerging patterns to connect open coding with subsequent coding.
- c) Selective Coding focuses on key categories considered crucial for the research. This process aids in gaining a deeper understanding of the fundamental stories or themes present in the data.
- d) Thematic Coding involves labeling data based on recurring patterns or themes. These themes highlight significant aspects of the phenomenon being studied.
- e) Negative Coding involves gathering information that may be irrelevant or contradictory to the expected results. It offers a more comprehensive and contextualized view of the data.

- f) Final Coding, also known as Code Alignment, occurs when the researcher is confident that all essential concepts and patterns have been identified, and no new data has emerged, concluding the coding process.
- g) Utilizing software for quantitative analysis (QDA) like NVivo, ATLAS.ti, and MAXQDA can assist in supervising the coding process. In qualitative research, coding helps in recognizing patterns, structuring the data's meaning, and generating results to address research questions. Color coding was used to expedite identification in MS Word, manually highlighting relevant words.

d. Categorization

Although there is no overriding theory known as "categorization theory", categorization gives structure and meaning to the data, allowing researchers to make inferences and make interpretations. In qualitative research, some approaches to categorization include:

- a) Grounded Theory involves developing theories based on collected data. This process includes identifying, coding, and organizing data into categories or concepts that emerge from the data itself.
- b) Theme Analysis requires coding and grouping data based on specific patterns or themes. These themes then serve as the foundation for analysis categories.
- c) Narrative Analysis utilizes categorization in narrative research to comprehend the structure and meaning of stories by identifying elements like characters, plot, or themes.
- d) Qualitative Coding entails labeling data elements related to research questions. The coding methods used are open, axial, and selective.
- e) A Theory-based Approach involves conducting qualitative research within a specific theoretical framework. Categorization can help identify components or ideas within the theory. In this study, informants' narratives revealed a pattern of happy expressions and smiles when discussing increasing trust, indicating a desire to become regular customers.

e. Theme

Themes offer a comprehensive and detailed view of the subject being examined. They go beyond mere keywords or labels, delving into the fundamental concepts or meanings that encapsulate qualitative data. By grouping similar or interconnected categories, themes can be developed. The analysis framework typically includes primary themes and subthemes, all of which tie back to the research question. It is crucial that the chosen themes directly relate to the research questions or objectives, providing valuable insights and addressing the research inquiries. Through the various stages of this investigation, it became evident that the variety of expressions showcased the level of consumer satisfaction derived from the shopping experience at the White Oyster Mushroom MSME, a direct outcome of the implementation of green marketing strategies.

f. Memos

During qualitative research on increasing consumer trust through green marketing, memos can help record your thoughts, reflections and what you see during the research process. Here are the memos for this research:

- a) Reflection on Green Marketing Responsibility: Record how producers educate consumers about organizing waste beneficially, boosting trust in White Oyster Mushroom MSMEs. Include specific situations or consumer experiences.
- b) Consider Tangible Factors: Note how physical and visual green marketing elements, like cleanliness, product presentation, or waste treatment site design, affect consumer perceptions.
- c) Empathize for Service: Describe experiences showing that green marketing genuinely understands and cares about consumers' needs and feelings.
- d) Coding of Open Trust Categories: Record the initial development of categories from data and open coding, providing an early look at potential findings.
- e) Concepts for Improving Consumer Trust: Store ideas or recommendations for improvement based on the data, such as process enhancements, communication strategies, or product quality improvements.
- f) Considerations about Ethics: Document any ethical issues that arise during the research, especially those involving direct consumer communication or the green marketing strategies used by producers for waste management.
- f) Data Differences Between Consumer Groups: Note differences in perceptions among various consumer groups, such as loyal consumers.
- g) Statement or Theory

At the conclusion of the analysis process, a significant finding emerged: the integration of environmental care into green marketing had a positive impact on consumer confidence. This study revealed that increased consumer confidence was manifested through various indicators, such as expressions of pleasure, smiles, reciprocal hospitality, and statements indicating a willingness to become loyal customers.

Through the analysis of collected data, patterns and themes related to consumer trust will be uncovered. By categorizing and interpreting qualitative data, a deeper understanding of the phenomenology of consumer trust will be achieved. As a result, this research is expected to make valuable contributions to both the theoretical and practical aspects of green marketing. Businesses will gain valuable insights into effective strategies for enhancing consumer trust through improved green marketing initiatives.

5. CONCLUSION

This study finds that consumer trust in White Oyster Mushroom MSMEs in Kediri is significantly enhanced through green marketing efforts. Consumers express satisfaction and loyalty, appreciating the MSMEs' environmental care and innovative use of waste to create valuable products. This positive shift in consumer perception can be attributed to the MSMEs' transparent communication about their sustainable practices, such as using organic farming methods, recycling materials, and reducing carbon footprint. By aligning their business values with environmental stewardship, these MSMEs have not only gained the trust of their customers but also differentiated themselves in the market as socially responsible and eco-friendly businesses. This increased consumer trust has led to higher sales, repeat purchases, and positive word-of-mouth referrals, ultimately contributing to the overall success and sustainability of these White Oyster Mushroom MSMEs in Kediri.

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