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The Influences of Green Marketing and Word of Mouth on Consumer Attitudes and Intention to Repurchase Green Fast Moving Consumer Goods (FMCG) Products in Padang, Indonesia

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Abstract

The objective of this research was looked into and explored the influences of four traditional marketing mix elements and word of mouth on attitudes and repurchasing intentions of consumers on eco-friendly products specifically Fast Moving Consumer Goods (FMCG). Quantitative approach was adopted for the study by using questionnaire and obtained 238 research samples. The data was analyzed by IBM Statistics 22 and SmartPLS 2.0. The results indicated that green FMCG product has positive and significant influence on consumer attitudes, promotion and word of mouth of green FMCG product has a positive and significant impact on consumer attitudes. Consumer attitudes toward green FMCG product has a positive and significant influence on repurchase intentions. While price and place of green FMCG product has no significant influence on attitude of consumers. The findings of this research may consider by marketing managers to plan the appropriate marketing strategies to satisfy the potential target and as well as making profit and preserve the environment.

Keywords: *Green Marketing Mix, Word of Mouth, Consumer Attitudes, Repurchase Intention, FMCG Sector*

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