

The Effect of Green Marketing and Emotional Value on Repurchase Intention of Lifebuoy

(A Study Among Public College Students in Malang City)

Rendy Pradana Aditya Kusuma*, Lina Budiarti, Baroroh Lestari

Business Administration Department, State Polytechnic of Malang, Indonesia

**Corresponding author. Email: rendykusuma357@gmail.com*

ABSTRACT

Green marketing is increasingly important as consumers become more environmentally aware. This study aims to examine the effects of green marketing and emotional value on repurchase intention toward Lifebuoy handwash products among public college students in Malang City. This research used a quantitative explanatory approach with purposive sampling and involved 100 respondents. Data were analyzed using IBM SPSS Statistics software. The results showed that green marketing and emotional value positively and significantly affected repurchase intention. These findings enrich green marketing literature and provide insights for companies to strengthen repurchase intention through sustainable strategies and positive emotional experiences.

Keywords: *Green marketing, Emotional value, Repurchase intention*

1. INTRODUCTION

Environmental issues have become a major global concern in recent years. Growing awareness of climate change, environmental degradation, and sustainability has influenced consumer behavior and business strategies. According to Zulfikar (2024), people are becoming more aware of environmental protection and eco-friendly lifestyles. Consumers are increasingly choosing products that provide both functional benefits and environmental value. The UNESCO (2020) World in 2030 survey identified climate change and biodiversity loss as two of the most urgent global challenges. In response, many companies have adopted sustainable business practices to improve their image and gain consumer trust. Singh (2024) stated that businesses leading in sustainability often shape market trends and set new industry standards.

Green marketing refers to activities that produce, promote, package, and distribute products while minimizing environmental harm. According to Pride and Ferrell (2016), green marketing is a strategic process that builds long-term relationships with consumers while supporting environmental sustainability. The American Marketing Association defines green marketing as the promotion and development of environmentally safe products. Hennion and Kinnear in Pulido and Ramon-Jeronimo (2023) describe green marketing as efforts to solve environmental problems and reduce ecological damage. Mahmoud et al. (2017) identified four dimensions of green marketing: green product, green price, green place, and green promotion. One company implementing green marketing is Unilever through its Lifebuoy brand. Lifebuoy has introduced recyclable packaging, biodegradable ingredients, and sustainability-related campaigns. According to the World Wildlife Fund (2016), Lifebuoy collaborated with WWF through the #brightFuture campaign to support environmental conservation and tree-planting programs in Indonesia. These initiatives are expected to improve consumer perceptions and encourage repeat purchases.

Besides green marketing, emotional value is another factor influencing repurchase intention. Zhang et al. (2019) in Fonda and Antonio (2020) defined emotional value as consumers' emotional responses after using a product. Tuska et al. (2023) further described it as the emotional attachment between consumers and products. According to Primantina (2025), emotional value is important because consumers seek emotional satisfaction in addition to product quality. Zhang et al. (2020) identified three dimensions of emotional value: sense of enjoyment, feeling good, and feeling pleasure. Kawabata and Mallet (2022) explained that enjoyment refers to feelings of joy during product use. Oliver (2014) in Mittal et al. (2023) described pleasure as a positive emotional response when a product meets or exceeds expectations. Positive emotions can strengthen consumer attachment and loyalty to a brand. Adzani et al. (2025) found that emotional factors significantly influence customer satisfaction and psychological attachment.

Repurchase intention is important because retaining customers is generally less costly than acquiring new ones. Majeed et al. (2022) stated that attracting new customers requires higher costs than maintaining loyal customers. Repurchase intention reflects consumers' willingness to buy a product again after a positive experience. Goh et al.

(2016) in Purnamasari and Fadli (2023) defined it as the desire to repurchase a product due to satisfaction and fulfilled expectations. Rahayu (2021) found that consumers tend to repurchase brands that provide positive experiences. Likewise, Punuindoong et al. (2020) in Purnamasari and Fadli (2023) explained that repurchase intention results from positive product evaluations. According to Saadah et al. (2024), repurchase intention consists of transactional, referential, preferential, and explorative interest. Nazir et al. (2023) also stated that satisfying customer experiences increase repurchase intention. High repurchase intention reflects consumer trust, loyalty, and positive brand evaluations.

Previous studies have reported inconsistent findings regarding the relationship between green marketing and repurchase intention. Safitri et al. (2024) found that green marketing positively affects repurchase intention through customer satisfaction. However, Hadirahmanto and Nuvriasari (2025) found no direct effect of green marketing on repurchase intention. In addition, Yuliana and Azizah (2023) found that emotional value positively and significantly influences repurchase intention. Based on these findings, this study examines the effects of green marketing and emotional value on repurchase intention toward Lifebuoy handwash products among public college students in Malang City.

2. RESEARCH METHODOLOGY

2.1. Type of Research

This study used a quantitative explanatory research design with a causal approach. According to Ghanad (2023), quantitative research systematically analyzes numerical data to identify relationships between variables and generate conclusions. Explanatory research aims to explain relationships between variables and examine causal influences between independent and dependent variables (Sari et al., 2023).

2.2. Population and Sample

The research population consisted of public college students in Malang City who had purchased and used Lifebuoy handwash products at least twice within the last six months. According to Sitorus et al. (2025), students play strategic roles as agents of change in promoting sustainability and environmental awareness. The sampling technique used in this study was purposive sampling, which selected respondents based on specific criteria relevant to the research objectives. Siyoto and Sodik (2015) explained that purposive sampling selects respondents based on specific criteria relevant to research objectives. The sample size was determined using the Lemeshow formula because the population size was unknown. Based on the Lemeshow formula for unknown populations, the minimum required sample size was 96 respondents. To ensure sufficient and valid data for analysis, the number of respondents was increased to 100 respondents.

2.3. Data Analysis Method

The data analysis in this study was conducted using several statistical methods to examine the effect of green marketing and emotional value on repurchase intention. The collected data were analyzed quantitatively using statistical software. First, a validity test was conducted to determine whether the questionnaire items were able to accurately measure the variables studied. According to Ghazali (2018), an instrument is considered valid if the correlation value of each item exceeds the required standard. After the validity test, a reliability test was performed to measure the consistency and stability of the questionnaire items. Sugiyono (2017) stated that a variable is considered reliable if the Cronbach's Alpha value is greater than 0.70.

Furthermore, a classical assumption test was conducted before performing regression analysis to ensure that the regression model met the statistical requirements. The classical assumption test consisted of the normality test, multicollinearity test, and heteroscedasticity test. The normality test was used to determine whether the data were normally distributed, while the multicollinearity test examined the correlation among independent variables. In addition, the heteroscedasticity test was conducted to identify whether unequal variances occurred in the regression model.

To analyze the relationship between variables, this study used Multiple Linear Regression Analysis. According to Ghazali (2018), multiple linear regression analysis is used to determine the influence of more than one independent variable on a dependent variable. In this study, green marketing (X1) and emotional value (X2) served as the independent variables, while repurchase intention (Y) served as the dependent variable.

The regression model used in this study can be expressed as:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

- Y = Repurchase Intention
- X_1 = Green Marketing
- X_2 = Emotional Value

3. RESULTS AND DISCUSSIONS

Table 1. Respondent demographic

Characteristics	Category	Frequency	Percentage (%)
Institution	Brawijaya University	17	17%
	Health Polytechnic of the Ministry of Health of Malang	16	16%
	Islamic State University Maulana Malik Ibrahim	9	9%
	State Polytechnic of Malang	35	35%
	State University of Malang	23	23%
Gender	Male	33	33%
	Female	67	67%
Age	<18 Years Old	6	6%
	18 - 20 Years Old	27	27%
	21 - 23 Years Old	53	53%
	24 -26 Years Old	12	12%
	>26 Years Old	2	2%
Monthly spending	< IDR 1,000,000	20	20%
	IDR 1,000,000 – IDR 2,000,000	43	43%
	IDR 2,000,001 – IDR 3,000,000	30	30%
	> IDR 3,000,000	7	7%
Cost	< IDR 50,000	45	45%
	IDR 50,000 – IDR 100,000	45	45%
	> IDR 100,000	10	10%

Based on Table 1, the respondents in this study were dominated by students from Politeknik Negeri Malang with 35% of the total respondents, followed by Universitas Negeri Malang at 23% and Universitas Brawijaya at 17%. In terms of gender, female respondents dominated the study with 67%, while male respondents accounted for 33%. Based on age, most respondents were between 21–23 years old, representing 53% of the respondents, indicating that the majority were active college students. In terms of monthly spending, most respondents had monthly expenditures between IDR 1,000,000 and IDR 2,000,000, accounting for 43% of the total respondents. Furthermore, regarding product cost, the majority of respondents spent less than IDR 100,000 on Lifebuoy handwash products, indicating that the product is affordable and widely accessible among students.

The validity test results showed that all questionnaire items used in this study were valid. The test was conducted on 100 respondents with a degree of freedom (df) of 98 and an r-table value of 0.1966 at a significance level of 0.05. All items across the Green Marketing (X1), Emotional Value (X2), and Repurchase Intention (Y) variables had r-count values greater than the r-table value and significance values below 0.05 (<0.001). For the Green Marketing variable, the r-count values ranged from 0.356 to 0.589, indicating that all 12 items were valid in measuring the intended construct. The Emotional Value variable showed r-count values between 0.461 and 0.656 across 9 items, while the Repurchase Intention variable had r-count values ranging from 0.562 to 0.724 across 12 items. These results indicate that all questionnaire items were appropriate and accurate for measuring the research variables, therefore all items could be used for further analysis without elimination.

The reliability test results also showed that all variables were reliable based on the Cronbach's Alpha values. The Green Marketing variable obtained a Cronbach's Alpha value of 0.759, Emotional Value obtained 0.736, and Repurchase Intention obtained 0.877, all of which exceeded the minimum reliability standard of 0.70. These findings indicate that the questionnaire items used in this study had good internal consistency and were reliable for measuring the variables. In addition, the descriptive analysis results indicated that all variables were categorized as high. The Green Marketing variable obtained an overall mean score of 4.14, indicating that respondents had positive perceptions regarding environmentally friendly product strategies implemented by Lifebuoy. The Emotional Value variable obtained the highest mean score of 4.17, showing that respondents experienced positive emotions such as enjoyment, comfort, and satisfaction when using Lifebuoy products. Meanwhile, the Repurchase Intention variable obtained a mean score of 4.14, indicating that respondents had strong intentions to repurchase Lifebuoy products in the future.

The classical assumption test results indicated that the regression model met the required statistical assumptions. The normality test using histogram and Normal P-P Plot analysis showed that the residual data were normally distributed because the data points spread around and followed the diagonal line. Furthermore, the multicollinearity test results showed tolerance values of 0.536 and VIF values of 1.864 for both Green Marketing and Emotional Value variables, indicating that no multicollinearity problem occurred because the tolerance values were greater than 0.10 and the VIF values were below 10. The heteroscedasticity test using scatterplot analysis also indicated that the residual points were randomly distributed above and below zero without forming any clear pattern, meaning that no heteroscedasticity problem was found in the regression model. Therefore, the regression model was considered suitable for further analysis.

The results of the Multiple Linear Regression Analysis showed that Green Marketing and Emotional Value positively influenced Repurchase Intention. The regression equation obtained in this study is:

$$Y = -3.540 + 0.493X_1 + 0.831X_2 + e$$

The regression coefficient value for Green Marketing was 0.493, indicating that every one-unit increase in Green Marketing would increase Repurchase Intention by 0.493 units, assuming other variables remained constant. Meanwhile, Emotional Value obtained a regression coefficient of 0.831, indicating that Emotional Value had a stronger influence on Repurchase Intention compared to Green Marketing. Furthermore, the coefficient of determination analysis showed an Adjusted R Square value of 0.615, meaning that 61.5% of the variation in Repurchase Intention could be explained by Green Marketing and Emotional Value, while the remaining 38.5% was influenced by other variables outside this study.

The hypothesis testing results also showed significant findings. The t-test results indicated that Green Marketing had a t-count value of 9.443, which was greater than the t-table value of 1.661, with a significance value of <0.001, indicating that Green Marketing had a positive and significant effect on Repurchase Intention. Emotional Value also showed a significant effect with a t-count value of 11.224, which was greater than the t-table value of 1.661 and a significance value of <0.001. These findings indicate that both independent variables partially influenced Repurchase Intention, with Emotional Value showing a stronger influence due to its higher t-value. In addition, the F-test results showed an F-count value of 80.009, which was greater than the F-table value of 3.09, with a significance value of <0.001. This indicates that Green Marketing and Emotional Value simultaneously had a significant effect on Repurchase Intention toward Lifebuoy handwash products among public college students in Malang City.

3.1. The Effect of Green Marketing on Repurchase Intention

The results indicate that green marketing has a positive and significant effect on repurchase intention. This finding is supported by the descriptive analysis results, particularly on the green promotion indicator, which obtained a mean score of 4.14. Consumers tend to repurchase Lifebuoy products because they perceive the brand as environmentally responsible. Sustainable packaging, eco-friendly ingredients, and environmental campaigns positively influence consumer trust and evaluations toward the brand.

According to Safitri et al. (2024), green marketing positively influences customer satisfaction and repurchase intention because environmentally friendly strategies strengthen customer loyalty. Similarly, Prameka and Kurniawan (2021) found that all elements of the green marketing mix positively influence repurchase intention among environmentally conscious consumers. Consumers today are increasingly concerned about ecological issues and sustainability. Therefore, companies implementing environmentally friendly strategies are more likely to gain competitive advantages and improve customer loyalty.

3.2. The Effect of Emotional Value on Repurchase Intention

The results also show that emotional value positively and significantly affects repurchase intention. This is supported by the descriptive analysis results, where the emotional value variable obtained a mean score of 4.17. Consumers who feel happy, satisfied, and emotionally connected to Lifebuoy products are more likely to repurchase them in the future. Fonda and Antonio (2020) found that emotional value significantly influences repurchase intention because consumers tend to repeat purchases when they experience positive emotional benefits. Similarly, Yuliana and Azizah (2023) explained that emotional satisfaction strengthens consumers' willingness to repurchase products. Positive emotional experiences create stronger psychological attachment between consumers and brands. When consumers feel emotionally secure and satisfied, they develop higher loyalty and preference toward the product.

3.3. Simultaneous Effect of Green Marketing and Emotional Value on Repurchase Intention

Simultaneously, green marketing and emotional value significantly influence repurchase intention. Based on the results of the coefficient of determination analysis, the Adjusted R Square value is 0.615. This indicates that Green Marketing and Emotional Value collectively explain 61.5% of the variance in Repurchase Intention for Lifebuoy Handwash, while the remaining 38.5% is influenced by other variables not examined in this study. This means consumers not only consider environmental aspects but also emotional experiences when deciding to repurchase products. According to Pride and Ferrell (2016), green marketing strategies can strengthen long-term relationships with consumers when companies successfully integrate sustainability into their business activities. In addition, Yuliana and Azizah (2024) explained that positive emotional feelings encourage consumers to maintain purchasing behavior and strengthen brand loyalty. Therefore, companies implementing effective green marketing strategies while creating positive emotional connections with consumers can improve customer retention and long-term business sustainability.

4. CONCLUSIONS

Based on the results of this study, it can be concluded that green marketing and emotional value have important roles in influencing repurchase intention toward Lifebuoy handwash products among public college students in Malang City. Green marketing has a positive and significant effect on repurchase intention, indicating that environmentally friendly strategies such as eco-friendly packaging, sustainable product promotion, and environmental responsibility can improve consumer trust and encourage repeat purchases. Emotional value also has a positive and significant effect on repurchase intention, which means that consumers who experience positive feelings such as happiness, satisfaction, comfort, and emotional attachment toward the product are more likely to repurchase it in the future. Furthermore, green marketing and emotional value simultaneously have a significant influence on repurchase intention. These findings suggest that companies should not only focus on environmentally sustainable marketing strategies but also create positive emotional experiences for consumers in order to strengthen customer loyalty and maintain long-term business sustainability.

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