# Consumers Mapping and Green Marketing Design

# For Products With Reusable Packaging

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*\*\* Harap jangan mengubah ukuran tabel / baris*

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| **1. Pendahuluan dan masalah penelitian** |
| Hepi Circle uses reusable plastic packaging for its products to reduce waste from single-use plastic packaging. Hepi Circle should be aware of its consumer behavior if it wants to develop a suitable green marketing strategy. This study addresses this issue by identifying Hepi Circle consumer behavior and developing a green marketing mix strategy. |
| **2. Metode**  |
| This study conducted cluster and crosstab analysis using 102 data collected through purposive sampling to meet the objectives.  |

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| **3. Hasil dan Temuan** |
| Based on the greenness level, the cluster analysis created four clusters: Greenback Green, True Blue Green, Grousers, and Sprout. The characteristics of each cluster in terms of gender, income, occupation, and information source can be described using crosstab analysis. Then, this study recommends the green marketing mix strategy with eight internal green marketing and seven external green marketing. Focusing on internal green marketing, Hepi Circle should make sure that the contents in its products use fever chemicals in addition to using reusable plastic packaging to make them more favorable to customers and the environment. Because Hepi Circle offers reusable packaging, Hepi Circle should convince consumers that its products are less expensive than comparable products with single-use packaging. By collaborating with small businesses nearby and through a reseller program in which it will hire a reseller agent to help with product sales, Hepi Circle may provide a variety of access options in addition to online buying. Hepi Circle may keep running Instagram ads and posting recommendations or reviews from current consumers to attract new consumers. Hepi Circle can also develop standard operating procedures for its operations and educate its staff on eco-friendly products so that they can inform customers when selling their products. |
| **4. Kesimpulan dan Implikasi** |
| According to consumer mapping and green marketing mix, Hepi Cirle can create a green marketing strategy. Hepi Circle supports government initiatives to reduce plastic waste by conducting these efforts.  |

***Keywords:***green marketing, cluster analysis, greenness level