

## Pengaruh Pengiklanan Hijau Dan Pencitraan Hijau Terhadap Niat Beli Produk Garnier Di Area Bandung Raya

### The Influence Of Green Advertising And Green Brand Image On The Green Purchase Intention Of Garnier's Product In Bandung Metropolis Area

Khalid Izzatul Akbar<sup>1</sup>, Nurafni Rubiyanti<sup>2</sup>

<sup>1</sup> Business Administration, Faculty of Business Communication, Telkom University, Indonesia, khalidizbar@student.telkomuniversity.ac.id

<sup>2</sup> Business Administration, Faculty of Business Communication, Telkom University, Indonesia, nrubiyanti@telkomuniversity.ac.id

#### **Abstract**

*The plastic waste has become the crucial for human life, it is lowering the quality of the environment, take huge space to placed and hard to manage. This study is aims to determine the influence of green advertising and green brand image on green purchase intention of Garnier's products, the brand that promoting the greener step to reduce the plastic waste issues and the awareness for the environmental issues from the corporate parties. The object on this research is a consumer of Garnier in Bandung metropolitan area. this research conducted is quantitative with the descriptive analysis method. the sampling method is using nonprobability sampling and purposive sampling techniques that distributed to 100 respondents. The result from this research could be concluded that the independent variables of green advertising and green brand image has significant influence on green purchase intention partially and simultaneously.*

*Keywords-green advertising, green brand image, green purchase intention*

---

#### I. INTRODUCTION

##### A. Research Background

Indonesia has become one of the biggest waste producers in the world, as the contributor to the waste producers in the world after China. According to data that reported by The World Bank partnering with Indonesia Ministry of Coordination on Maritimes and Investment (Kemenco Maritim) finds that Indonesia is producing plastic waste around 7,8 ton annually. Unfortunately, only a few waste that succeed to recycled, the rest will end at the landfills, insinerator machine, clog the water drainage and polluting the marine's environment. The situation getting worse while there are several countries that dispose their waste to Indonesia. [1]

The government of Indonesia through Ministry of Environment and Forestry (KLHK) has committed to transform for green economy by emphasising to reduce the usage of plastic products. According to the roadmap the target is reduction of plastic products usage by 70% in 2025. Globally the plastic waste in the world has already reach 3 billion ton and only one third of the waste that success to recycle. Plastic waste in the ocean that produces by Indonesia has reach 6,8 million ton per year and 10 % of the waste that success to be recycles and 20 % of the waste that end up in the landfill, rest of the waste are going to the river and the ocean. [2]

The producers of the cosmetics industry that have commitment to reduce the environmental impact is Garnier. Garnier has launched marketing campaign with the message Green Beauty. The campaign is based on the fact and data from World Economic Forum that show plastic waste problems has become important issues. The marketing campaign that viewed the importance of environmental issues as a part of their business concern and to satisfying their consumers need by green marketing strategy. Green marketing could define as the marketing strategy of a products that supposed to unharmed the environment that integrated with wide scoped activities that consist of product modification, adjustment of process production, alteration of packaging including change of advertisement [3]. By using green marketing strategy, it shown the concern of enterprise to use their resource more effective with no waste to achieve company's goals, ensure the consumers interest for environment protection and produce sustainable products as well with the socially responsible services [4]

The green beauty campaign Garnier also released the advertisement that encourage a product, a service, or an idea to reduce the harm impact for the environment. [5] that could be defined as green advertisement. Green advertising is an effort to influences the consumers attitude to purchase eco-friendly product and to motivate the consumer to purchase product that unharmed the environment. [6] Garnier has great reputation regarding their brand image, and they are Top 3 in the category of facewash the most common type of cosmetics that used. Since the Garnier is one of biggest market share holders in Indonesia with big consumers how is the impact of the strategy affecting Garnier's brand reputation. The existence of Garnier as brand is importance for the enterprise. Existence of a brand on a product could create and left the message on their consumer's mind that known those products. By impression and message that made by the brand for the consumers it possibly to creates Brand Image [7]. Green Brand Image could be defined as perception of a brand on consumer's mind that combine the commitment and environmental concern [8]. The attempt to support the enterprise performance the indicators that could be used to measure it is purchase intention. Purchase Intention could be defined as cognitive behaviour from consumers of tendency to purchase a brand [9]. In this case is an assumption and consumers likelihood to purchase eco-friendly product that considered from preceding evaluation [10] that defined as Green Purchase Intention. Therefore, from the description has describe in research background this research aimed to analysed from description has describe in research background author proposed in this research with title "The Influences of Green Advertising and Green Brand Image towards Green Purchase Intention".

#### B. Problem Statement

1. How is the effect of Green Advertising from Garnier?
2. How is the effect of Green Brand Image from Garnier?
3. How is the effect of Green Purchase Intention from Garnier?
4. Does Green Advertising affect Green Purchase Intention Garnier?
5. Does Green Brand Image affect Green Purchase Intention of Garnier?

#### C. Research Objective

1. To examine Green Advertising that done by Garnier
2. To examine Green Brand Image of Garnier on consumer's view
3. To examine Effect of Green Advertising toward Green Purchase Intention
4. To examine Effect of Green Brand Image towards Green Purchase Intention
5. To examine Effect of Green Advertising and Green Brand Image towards Green Purchase Intention

## II. LITERATURE REVIEW

### A. Marketing

Marketing could be understood as social and managerial definition. On social definition it could be defined that marketing process of individuals and groups acquire the needs and wants through the creating, offering, and openly exchanging products and services of value of others. On managerial definition marketing could be defined as arts of selling products.[11]

### B. Green Marketing

Green marketing is activity of marketing that combines the environmental and sustainability as reference in their activity. The activities include of alteration of production process, product modification, packaging innovation and advertising changes [12]

### C. Green Advertising

According to Delafrooz et al (2014) findings from the study stated that green advertising is an activity that influence customer attitudes to purchase environmentally friendly products by encouraging the consumers to purchase the products that undamaged the environment.

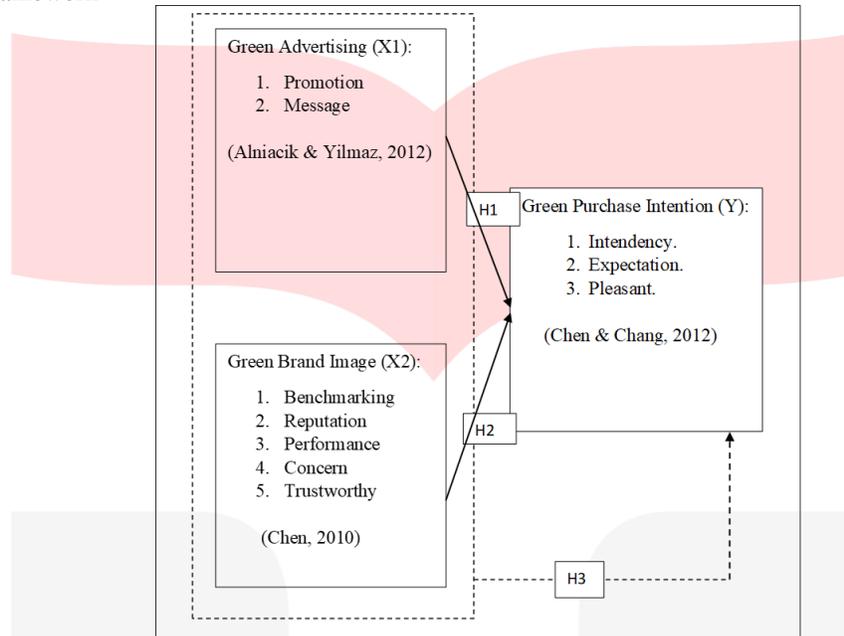
### D. Green Brand Image

Brand image as consumer's visual mentality on described a brand's regarding their products while green brand imaged defined as consumers judgment on a brand perspective on a brand that have commitment on environment. [13] Green brand image is formed by the series of consumers perception on a company that have concern on environment. [14] Green brand image defined as set of perception of consumers on a brand's name and their perspective on commitment of environmental preservation. [15]

### E. Green Purchase Intention

Purchase intention as likelihood to purchase a product that preferred by the consumers [16]. Akbar et. Al (2014) intention defined as certain target that need to be attained by the consumer in performing their action and green purchase intention defined as consumer's interest on products or services that unharmed the environment.

### F. Conceptual Framework



### G. Research Hypothesis

Based on the result from the literature review it could be formulated that the hypothesis in this research as follows:

H1: Green advertising has positive effect on Green Purchase Intention

H2: Green Brand Image has positive effect on Green Purchase Intention

H3: Green Advertising and Green Brand Image has positive effect on Green Purchase intention simultan

## III. RESEARCH METHOD

### A. Type of research

This research is using quantitative method. Quantitative method could be understood as scientific-specific method that based concrete-empirical philosophy that objective, measurable, rational, and systematic principle to examine population and sample and statistical data analysis in order to testing the hypothesis that has been made.

### B. Research Variable and Measurement Scale

#### 1. Operational variable

The variable that used in this research are the independent and dependent variable. The independent variable consists of green advertising ( $X_1$ ) and green brand image ( $X_2$ ) and dependent variable is green purchase intention ( $Y$ ).

#### 2. Measurement scale

The measurement scale that used in this research are the ordinal scale and Likert scale

##### a. Ordinal scale

Ordinal scale defined as scale that describing category and classification where the classification determines the rating. The ordinal scale is used to categories and grading the variable (Surjono & Julianti, 2011).

##### b. Likert Scale

Likert scale is scale that could measure perception, judgment, and attitude from individual or society group on social phenomena (Sugiyono, 2017).

### C. Population and Sample

## 1. Population

The population of this research are the individuals that known and consume Garnier's product

## 2. Sample

The population in this research are the individuals that known and consume the Garnier's product that the numbers is uncertainly unknown. Therefore, this research used the lemeshow formula to determine the number of samples

$$n = \frac{(Z_{\frac{\alpha}{2}})^2 p \times q}{e^2}$$

$$n = \frac{(1,96)^2 \times 0,5 \times 0,5}{0,1^2}$$

$$n = 96,04$$

## D. Data collection technique

The data that required in this research are premier data and secondary data and the data collected by using the questionnaire technique, the observation technique and study literature.

## E. Validity test and Reliability test

## 1. Validity test

Variable	Indicator	r - count	r - table	Status
Green Advertising (X <sub>1</sub> )	GA1	0.765	0.361	Valid
	GA2	0.857	0.361	Valid
	GA3	0.766	0.361	Valid
	GA4	0.660	0.361	Valid

Based on the table above, the validity test result of green advertising (X<sub>1</sub>) variable shows that all statement is valid. Therefore, the all the statement could be used as the indicators of green advertising (X<sub>1</sub>). The highest validity value is 0.857 on the indicator of GA2 and the lowest is the 0.660 on the indicator of GA4.

Variable	Indicator	r - count	r - table	Status
Green Brand Image (X <sub>2</sub> )	GBI1	0.631	0.361	Valid
	GBI2	0.629	0.361	Valid
	GBI3	0.790	0.361	Valid
	GBI4	0.741	0.361	Valid
	GBI5	0.809	0.361	Valid

Based on the table above, the validity test result of green brand image (X<sub>2</sub>) variable shows that all statement is valid. Therefore, the all the statement could be used as the indicators of green brand image (X<sub>2</sub>). The highest validity value is 0.809 on the indicator of GBI5 and the lowest is the 0.629 on the indicator of GBI2.

Variable	Indicator	r - count	r - table	Status
Green Purchase Intention (Y)	GPI1	0.785	0.361	Valid
	GPI2	0.902	0.361	Valid
	GPI3	0.649	0.361	Valid

Based on the table above, the validity test result of green purchase intention (Y) variable shows that all statement is valid. Therefore, the all the statement could be used as the indicators of green purchase intention (Y). The highest validity value is 0.902 on the indicator of GPI2 and the lowest is the 0.649 on the indicator of GPI3.

## 2. Reliability test

Variable	Items	Cronbach Alpha	Alpha	Status
GA	4	0.826	0.600	Reliable
GBI	5	0.818	0.600	Reliable
GPI	3	0.740	0.600	Reliable

The reliability test on the green advertising, green brand image and green purchase intention is done by using the Cronbach's alpha. The data categories as reliable if coefficient instrument reliability is greater than 0.60. Based on the table above it is show that the Cronbach's alpha value of green advertising is  $0.826 > 0.60$ . for the green brand image is  $0.818 > 0.60$  and for the green purchase intention is  $0.740 > 0.60$ . The variable could categories reliable and consistent on measures the questionnaire.

#### IV. RESULT AND DISCUSSION

##### A. Descriptive analysis

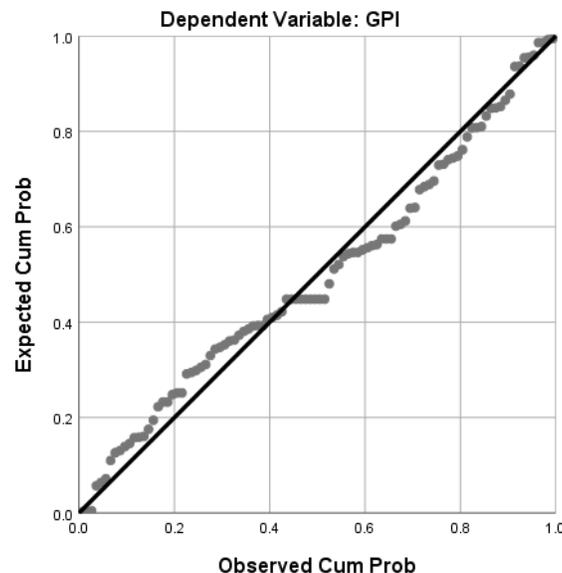
Variable	Total Score	Category
Green Advertising	78%	Good
Green Brand Image	75%	Good
Green Purchase Intention	77%	Good

Based on the table the result shows that the green advertising variable categories as good with the score 78%. The green brand image variable categories as good with the score of 75% and the green purchase intention categories as good with the score of 77%.

##### B. Classic assumption test

###### 1. Normality Test

Normal P-P Plot of Regression Standardized Residual



Based on the figure above the normal probability plot (P-Plot) shows that the data distributed around the diagonal line and followed the direction of the line. It is indicating that the data that analysed is normally distributed.

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.99020595
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.069
Test Statistic		.085
Asymp. Sig. (2-tailed)		.073 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the table above it shows that the asymp. Sig. (2-tailed) is greater than 0.05 with the value of 0.07 while the requirement for the one sample Kolmogorov Smirnov tests the Sig (2-tailed) > 0.05. This could indicate that the residual variable is normally distributed. It could be concluded that all the assumption of the regression model is fulfilled.

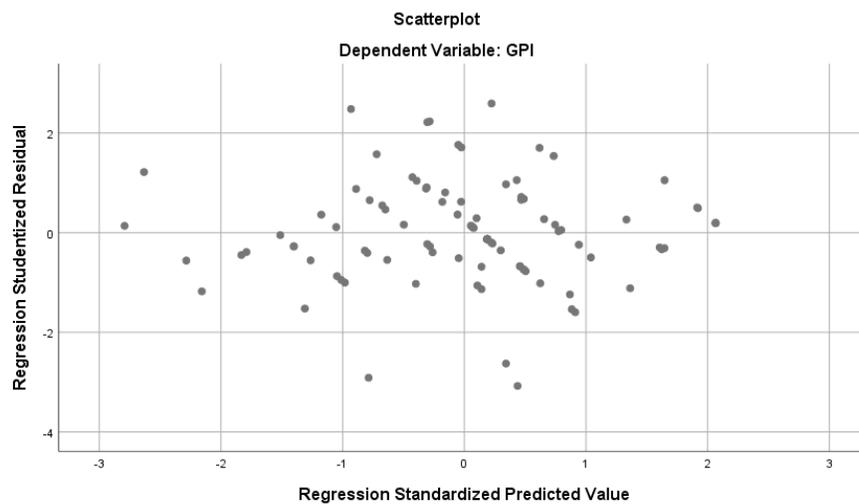
2. Multicollinearity Test

Model		Unstandardized Coefficients		Coefficients <sup>a</sup>		t	Sig.	Collinearity Statistics	
		B	Std. Error	Standardized Coefficients Beta				Tolerance	VIF
1	(Constant)	.306	.462			.663	.509		
	GA	.425	.042	.610		10.131	.000	.558	1.794
	GBI	.234	.038	.367		6.103	.000	.558	1.794

a. Dependent Variable: GPI

Based on the table above, the result shows that the score of VIF on both independents variable is less than 10 or  $1.794 < 10$  and the tolerance number on both variable is greater than 0.1 or  $0.5 > 0.1$ . It could be concluded that the variable in this study is free from the multicollinearity problem.

3. Heteroscedasticity Test



## C. Multiple linear regression

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.071	.552		.129	.898
1 GA	.457	.044	.605	10.476	.000
GBI	.233	.035	.382	6.603	.000

a. Dependent Variable: GPI

Based on the data above the result from the multiple regression test could be input on the equations as follows:

$$Y = 0.306 + 0.425 X_1 + 0.234 X_2$$

The value of a and b on the equation could be interpreted as follows:

- a = 0.306 The constant value is 0.306, states that if the green advertising and green brand image (X) is 0 then the green purchase intention consistent value is 0.306.
- b<sub>1</sub> = 0.425 The regression coefficient value of green advertising is 0.425, states if that the green advertising has increase of one unit and the green brand image is constant then the green purchase intention will increase of 0.425
- b<sub>2</sub> = 0.234 The regression coefficient value of green brand image is 0.234, states if that the green brand image has increase of one unit and the green purchase intention is constant then the green purchase intention will increase of 0.425

Based the equation above, the result shows that the green advertising and green brand image has positive effect on green purchase intention.

## D. Hypothesis test

## 1. Partial Hypothesis Test (T – test)

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.071	.552		.129	.898
1 GA	.457	.044	.605	10.476	.000
GBI	.233	.035	.382	6.603	.000

a. Dependent Variable: GPI

The table shows that result as follows:

- a. The value of Green Advertising (X<sub>1</sub>) has value of t count (10.476) > t table (1.98) and the significant level 0 < 0.05, therefore the H<sub>0</sub> rejected. It could be concluded that the green advertising (X<sub>1</sub>) partially has significant influence on green purchase intention (y) with the beta value of 0.605 with the impact of 60.5% .
- b. The value of Green Brand Image (X<sub>2</sub>) has value of t count (6.605) > t table (1.98) and the significant level 0 < 0.05, therefore the H<sub>0</sub> rejected. It could be concluded that the green brand image (X<sub>2</sub>) partially has significant influence on green purchase intention (y) with the beta value of 0.382 with the impact of 38.2% .

## 2. Simultaneous Hypothesis Test (F – test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	398.740	2	199.370	199.226	.000 <sup>b</sup>
	Residual	97.070	97	1.001		
	Total	495.810	99			

a. Dependent Variable: GPI

b. Predictors: (Constant), GBI, GA

Based on the result above, the value of the F is 199.226 with the level of significance is 0.000. therefore the F count (199.226) > F table (3.090) with the level of significant 0.000 < 0.05. it could be concluded that the Ho is rejected, and Ha accepted meaning that there is simultaneous influence from both independent variables of green advertising (X<sub>1</sub>) and green brand image (X<sub>2</sub>) on green purchase intention.

### 3. Coefficient Determinant Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 <sup>a</sup>	.804	.800	1.000362

a. Predictors: (Constant), GBI, GA

b. Dependent Variable: GPI

Based on the result it is shows that the r square value is 0.804 and the r values is 0.897. it could be concluded that the percentage of influence of green purchase intention (Y) from the independent variables green advertising (X<sub>1</sub>) and green brand image (X<sub>2</sub>) is 80.4 % and rest 19.6% is influenced by other factors that is not examined in this study.

### V. Conclusion

Based on the research that has been conducted on Garnier's consumer of Bandung Metropolitan Area regarding the influence of green advertising and green brand image on the Garnier's products could be concluded several points as follow:

- A. Based on the descriptive analysis as general the green advertising variable categories as good with the total score 1551 out of 2000 or 78%.
- B. Based on the descriptive analysis as general the green brand image variable categories as good with the total score 1887 out of 2500 or 75%.
- C. Based on the descriptive analysis as general the green advertising variable categories as good with the total score 1157 out of 1500 or 75%.
- D. Based on the t test that has been conducted in this study is shows that green advertising variable has significant influence partially on green purchase intention. The result shows that the t count (6.605) > t table (1.98) it means that ho is rejected and there is influence of the green advertising variable on green purchase intention variable on Garnier's product.
- E. Based on the t test that has been conducted in this study is shows that green brand image variable has significant influence partially on green purchase intention. The result shows that the t count (10.476) > t table (1.98) it means that ho is rejected and there is influence of the green brand image variable on green purchase intention variable on Garnier's product.
- F. Based on the F test that has been conducted in this research, it is shows that there is simultaneous influences of the independent variabel of green advertising and green brand image on green purchase intention. The f test result shows the F count (199.226) > F table (3.090) with the level of significant 0.000 < 0.05. therefore, the Ho is rejected, meaning there is simultaneous influences from independent variables of green advertising and green brand image on the dependent variable of green purchase intention of Garnier's product.

### REFERENCES:

- [1] Redjo, Sherina (2022, 22 Juli) Sampah plastik: Reduce dan Reuse dahulu sebelum Recycle
- [2] Ismoyo, Bamabang (2022, 16 March) KLHK: Sampah Plastik di Laut Indonesia 6,8 Juta Ton Per Tahun <https://www.tribunnews.com> [April 2022]
- [3] Elam Rehbar and Nabsiah Al Wahid (2011). "Investigation of Green Marketing tools Effect on Consumer's Purchase Behavior," Business strategies series, vol;12, Issue2

- 
- [4] Bukhari, Syeda Shazia. (2011). Green Marketing and its impact on consumer behavior *Journal of Business and Management*. 3(4),375.
- [5] Rashid, N. R. N. A. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*, 4(8), P132. <https://doi.org/10.5539/ijbm.v4n8P132>
- [6] Delafrooz, N., Taleghani, M., & Nouri, B. (2014). "Effect of green marketing on consumer purchase behavior". *Q Science Connect*, Vol. 5(1), 1-9. <https://doi.org/10.5339/connect.2014.5>
- [7] Alshura, M. S., & Zabadi, A. M. (2016). Impact of green brand trust, green brand awareness, green brand image and green perceived value on consumer's intentions to use green products : An empirical study of jordanian consumers. *International Journal of Advanced Research* , 4, 1423–1433
- [8] Chen, Yu-Shan (2009) The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction and Green Trust. *Journal of Business Ethics* (2010) 93:307–319
- [9] Baiquni, A. M., & Ishak, A. (2019). The green purchase intention of Tupperware products: the role of green brand positioning. *Jurnal Siasat Bisnis*, 23(1),
- [10] Chen, Yu-Shan, & Chang, C. (2012). Enhance Green Purchase Intentions. The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision*, 50(3), 502–520.
- [11] Kotler Philip & Armstrong, Gary (2016) *Principle of Marketing* 17th Edition. Harlow: Pearson
- [12] Mahmoud, T.O., Ibrahim, S.B., Ali, A.H., & Bleadly, A. (2017). The Influence of Green Marketing Mix on Purchase Intention: The Mediation Role of Environmental Knowledge. *International Journal of Scientific & Engineering Research*, 8(9), 1040-1048.
- [13] Alshura, M. S., & Zabadi, A. M. (2016). Impact of green brand trust, green brand awareness, green brand image and green perceived value on consumer's intentions to use green products : An empirical study of jordanian consumers. *International Journal of Advanced Research* , 4, 1423–1433.
- [14] Mourad, M. & Ahmed, Y. S. E. 2012. Perception of Green Brand in An Emerging Innovative Market. *European Journal of Innovation Management*. 15(4). 514-537.
- [15] Chen, Yu-Shan (2010, May) The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust *Journal of Business Ethics*, Vol. 93, No. 2 (May 2010), pp. 307-319 Published by: Springer
- [16] Rini, A. S., Sukaatmadja, I. P., & Giantari, I. G. (2017). Pengaruh pengetahuan lingkungan dan kepedulian lingkungan terhadap sikap dan niat beli produk hijau "The Body Shop" di Kota Denpasar. *E-Journal Ekonomi dan Bisnis Universitas Udayana*, 137-166