

THE EFFECT OF GREEN BRAND POSITIONING, ATTITUDE TOWARD GREEN BRANDS, AND GREEN BRAND KNOWLEDGE ON PURCHASE INTENTION IN THE BODY SHOP PRODUCT

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh positioning merk ramah lingkungan sikap terhadap merk ramah lingkungan, dan pengetahuan merk ramah lingkungan terhadap niat pembelian produk ramah lingkungan. Penelitian ini dilakukan pada salah satu brand produk ramah lingkungan di Indonesia, The Body Shop. Populasi penelitian ini adalah konsumen yang mengetahui The Body Shop. Metode penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui survei online dengan cara purposive sampling. Analisis data pada penelitian ini dilakukan dengan menggunakan model persamaan struktural Partial Least Square (PLS) 3.2.6. Penelitian ini menemukan bahwa positioning merk ramah lingkungan, sikap terhadap merk ramah lingkungan, dan pengetahuan merk ramah lingkungan berpengaruh signifikan terhadap niat pembelian produk ramah lingkungan. Hasil ini menunjukkan bahwa positioning merk ramah lingkungan berpengaruh signifikan terhadap niat pembelian produk ramah lingkungan. Penggunaan positioning yang tepat pada produk akan membantu minat konsumen terhadap produk tersebut. Hal ini sejalan dengan penelitian sebelumnya yang menyatakan bahwa positioning merk ramah lingkungan, sikap terhadap merk ramah lingkungan dan pengetahuan merk ramah lingkungan berpengaruh signifikan terhadap niat pembelian produk ramah lingkungan.

Kata Kunci: Green Positioning, sikap, pengetahuan ramah lingkungan, produk ramah lingkungan, niat membeli..

Abstract

This research aims to analysis the effect of green brand positioning, attitude toward green brand, and green brand knowledge on green product purchase intention. This research was conducted on one of the green product brands in Indonesia, The Body Shop. The population of the research consists of consumers who know about The Body Shop. The method of this study used quantitative approach. Data were collected through online survey by purposive sampling. Data analysis in this study was carried out using a structural equation model of Partial Least Square (PLS) 3.2.6. This study found that green brand positioning, attitude toward green brand, and green brand knowledge has significant effect on green product purchase intention. This result revealed that green brand positioning has a significant effect on green product purchase intention. Using positioning correctly to the product will assist consumer's interest toward the product. This is in line with previous research that green brand positioning, attitudes towards green brands and green brand knowledge have a significant effect on green product purchase intention.

Keywords: Green Positioning, attitude, green knowledge, green product, purchase intention.

1. INTRODUCTION

Continuous economic growth triggers consumer consumptive behavior towards certain product. Customers frequently don't realize that the product they use can affect the environment. Their ignorance

of this has a negative effect on the environment. Currently, environmental problems are a major concern for the whole world. Plastic waste is the most serious problem that is often encountered in almost all of the country. According to a statement given by the head of the Environmental and Forestry Instrument Standardization Agency at the 61st Asian-African Legal Consultative Organization. (AALCO), Indonesia fully supports the global agenda to end plastic pollution, including in the sea. Indonesia is implementing policies to combat plastic waste and pollution. Indonesia has implemented a National Action Plan for Eradicating Marine Debris with a target of reducing it by 70% by 2024.

Naturally, of course this is a major concern and challenge for companies regarding the impact the products they produce will have on the environment or not. Therefore, apart from focusing on profits, the company must also try to develop ideas and a strategic plan that focuses on positioning their environmentally friendly products in the minds of consumers (Mohd Suki, 2016). Companies are responsible for the products they manufacture that have no impact on the environment. Many companies are now trying to communicate how their company integrates sustainability into their business practices and marketing functions (Chan, 2001).

Reported from Grapadi International Teknologi, many businesses have not been able to carry out brand positioning correctly, which has a negative impact on the supply curve. It's not uncommon for business to get the wrong target and just launch a product. This condition becomes worse when consumers do not respond and forget about the product. Automatically this will hinder the company's development.

Consumer awareness is very important regarding products that do not focus on environmental sustainability. Trying to communicate to consumers through green products, companies are trying to meet consumer expectations for products that are environmentally friendly. Green products are mentioned in consumption behavior literature as a product which is produced using methods using less natural resources, causing less negative environmental impact and producing less waste (Dangelico & Pontrandolfo, 2010). Therefore, with consumer awareness of the environment, they can reduce consumption of products that have a negative impact on the environment.

Green product concept was carried by one of the companies in Indonesia, namely The Body Shop. The Body Shop is a brand that carries the concept of green products. The Body Shop outlets are always filled with posters of environmental LSMs opposing the dumping of waste into the North Sea or other social actions that lead to saving the earth. In producing its products, The Body Shop always uses natural raw materials or avoids using items that cannot be recycled (Farahrozi & Verinita, 2020). The body shop diverts the company's profits for programs to save the environment, for example actions to save whales,

save rainforests, Amnesty International, Friends of The Earth, or even tree planting actions. The body shop is also well-known as a brand that does not test products on animals. In addition, The Body Shop also applies the green office concept, in which the placement of green plants not only functions as an interior, but also helps improve air quality.

Competition between green companies is increasingly competitive. Companies are required to have their own characteristics and uniqueness towards the formation of a positive image of the products being marketed so that they can compete or excel among other competitors.

2. METHOD

The method used in this research is quantitative method. This method is very appropriate for this research because it examines certain samples and populations. Data collection using questionnaire distribution with online Google form using a calculation scale of 1-5. The sampling method use is non- probability sampling with purposive sampling. The respondent criteria in this research are: 1) Respondents must be at least 17 years old, 2) Respondents know about The Body Shop, 3) Respondents who have never bought The Body Shop products. Because the population used by researchers has no limits, the sample size must be calculated. In calculating the sample according to Hair et al., (2014) the sample size must be 100 or larger, and determining the sample size is the number of indicators multiplied by 5-10, those result is used for the number of respondents. This research has 20 indicators, which means must be filled in by minimum 100 respondents. But for better research and significant result, the researcher decided to use a sample of 171 respondents. The data statistical analysis method used by author is Partial Least Square or PLS using the Smart PLS 3.0 application.

3. RESULT AND DISCUSSION

3.1. Respondent Profile

Tabel 1. Characteristics of Respondents

Characteristics	Frequently	
	n	%
Gender		
Male	52	30.4%
Female	119	69.6%
Age		
17-22	97	56.7%
23-28	60	35.1%
29-34	10	5.8%
> 35	4	2.4%
City Origin		

Surakarta	54	31.6%
Boyolali	11	6.4%
Klaten	10	5.8%
Sukoharjo	38	22.2%
Karanganyar	16	9.4%
Others	42	24.6%
Education		
Hight School	115	67.3%
Diploma	5	2.9%
Bachelor	51	29.8%
Occupation		
Pelajar/ Mahasiswa	100	58.5%
Wiraswasta	28	16.4%
Pegawai swasta	15	8.7%
Pegawai Negeri	8	4.7%
Guru/Dosen	11	6.4%
Ibu Rumah Tangga	7	4.1%
Others	2	1.2%
Income		
< 1.500.000	64	37.4%
1.600.000 – 2.500.000	47	27.5%
2.600.000 – 3.500.000	38	22.2%
3.600.000 – 4.500.000	17	9.9%
4.600.000 – 5.000.000	3	1.8%
>5.000.000	2	1.2%
Total	171	100%

Table shows that there are more female respondents than male respondents. Female respondents totaled 119 people or in percentage of 69.6%. Respondents with an age range of 17-22 years have a dominant number, there are 97 people or around 56.7%, the followed by an age range 23-28 years, there are 60 people or around 35.1%. The city of origin of respondents is dominated by Surakarta, there are 54 people, with a percentage 31.6%. Then, domicile from outside the region also dominated, there are 42 people, or in percentage is 24.6%. Third place is from Sukoharjo with a percentage 22.2% or 38 people. Respondents last education is dominated by Senior High School, with the total of people are 115 or in percentage 67.3%. Then, the followed by Bachelor, with the total of 51 people orin percentage are 29.8%. The Body Shop are students, with percentage 58.5% or a total is 100 people. Around 71 people or in percentage 41.5% who already worked also know about The Body Shop. The majorities of respondents are who have income <1.500.000 with percentage 37.4% or a total is 64 people. Then respondents with income 1.600.000 - 2.500.000 with percentage 27.5% or in a total is 47 people.

3.2. Questionnaire and Measurement

3.2.1. Outer Model

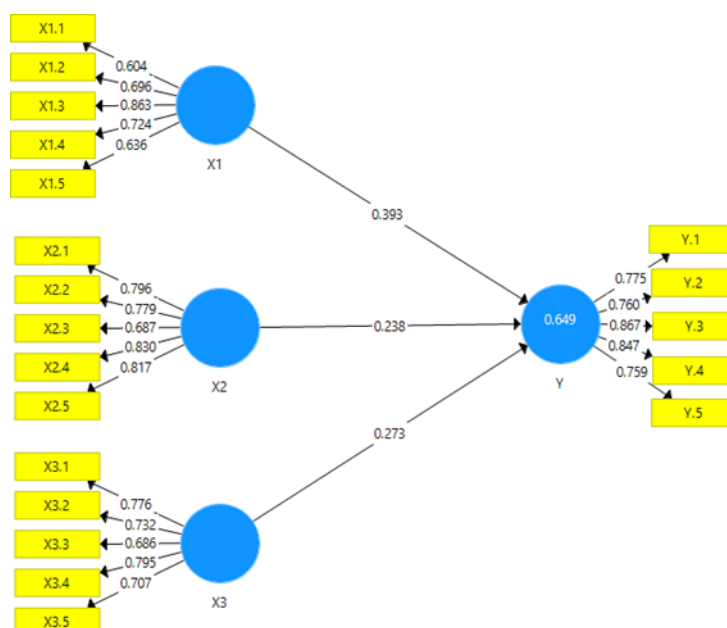


Figure 1. Outer Model

Table 2. Outer Loading

Indicator	Green Brand Positioning (X1)	Description
Advertisement	0.604	Valid
Price	0.696	Valid
Quality	0.863	Valid
Green product according to needs	0.724	Valid
Movement to save the environment	0.636	Valid
Indicator	Attitude Toward GreenBrand (X2)	Description
Environmentally claim of the product	0.796	Valid
Green products keep promises andresponsibilities for environmental protection	0.779	Valid
Green product"s environmental concern meets my expectations	0.687	Valid
Green product"s environmental reputation generally reliable	0.830	Valid
Green product"s senvironmental performance is	0.817	Valid

generally dependable

Indicator	Green Brand Knowledge (X3)	Description
The brand is associated with protecting the environment	0.776	Valid
The brand has a good reputation	0.732	Valid
Green products has more environmental benefit than other product	0.686	Valid
Contribute to saving the environment in the future	0.795	Valid
The brand motivate me to more protecting about the environment	0.707	Valid

Indicator	Green Product Purchase Intention(Y)	Description
Willing to purchase green product	0.775	Valid
Want to buy green product soon	0.760	Valid
Intend to buy green product because environmental concern.	0.867	Valid
Expect to purchase green product because of its environmental benefits	0.847	Valid
Plan to buy green product because support the environmental movement	0.759	Valid

Convergent Validity is also assessed based on the Average Variance Extracted (AVE) of each indicator with an AVE value > 0.5 to be valid. The following is the AVE value for each indicator of the research variable:

Table 3. AVE

	X1	X2	X3	Y
X1.1	0.604	0.407	0.458	0.423
X1.2	0.696	0.394	0.398	0.482
X1.3	0.863	0.467	0.543	0.647
X1.4	0.724	0.441	0.408	0.537
X1.5	0.636	0.581	0.573	0.462
X2.1	0.535	0.796	0.613	0.568
X2.2	0.461	0.779	0.620	0.528
X2.3	0.394	0.687	0.537	0.418
X2.4	0.574	0.830	0.657	0.607

X2.5	0.515	0.817	0.619	0.600
X3.1	0.544	0.663	0.776	0.576
X3.2	0.552	0.599	0.732	0.561
X3.3	0.377	0.526	0.686	0.450
X3.4	0.515	0.590	0.795	0.561
X3.5	0.459	0.492	0.707	0.506
Y.1	0.648	0.574	0.598	0.775
Y.2	0.525	0.514	0.509	0.760
Y.3	0.641	0.660	0.671	0.867
Y.4	0.552	0.557	0.579	0.847
Y.5	0.534	0.498	0.512	0.759

From the table above, it can be seen that all loading indicators on the construct > cross loading. On construct Y, where the loading values for all indicators are greater than the entire cross loadings on other constructs. In indicators Y.1, where loading values is 0.775 greater than the cross loading to others constructs, there is 0.648 to X1, 0.574 to X2, and 0.598 to X3. Likewise with all other indicators where the loading value to the construct > cross loading to other constructs.

Table 4. Composite Reliability

Composite Reliability	Description	
Green Brand Positioning	0.834	Reliable
Attitude Toward Green Brand	0.888	Reliable
Green Brand Knowledge	0.858	Reliable
Green Product Purchase Intention	0.900	Reliable

Based on the table above, it can be concluded that Green Brand Positioning 0.834, Attitude toward Green Brand 0.888, Green Brand Knowledge 0.858, and Green Product Purchase Intention 0.900. The data shows that the Composite Reliability value each variable is >0.70, so it can be concluded that the variables above are Reliable.

Table 5. Cronbach Alpha

Cronbach's Alpha	Description	
Green Brand Positioning	0.749	Reliable
Attitude Toward Green Brand	0.842	Reliable
Green Brand Knowledge	0.793	Reliable

Green Product Purchase
Intention

0.861

Reliable

Based on the table above, it can be concluded that Green Brand Positioning is 0.749, Attitude toward Green Brand is 0.842, GreenBrand Knowledge is 0.793, and Green Product Purchase Intention is 0.861. So, the data above show that Cronbach's Alpha each variables are more than 0.7, and the data are reliable.

Table 6. VIF

	VIF
X1 -> Y	1.926
X2 -> Y	2.723
X3 -> Y	2.902

Based on the data above, the multicollinearity test results show that, the inner result of Green Brand Positioning, Attitude toward Green Brand, Green Brand Knowledge, and Green Product Purchase Intention are above 0.01. So, the data does not violate the multicollinearity test.

3.2.2. Inner Model

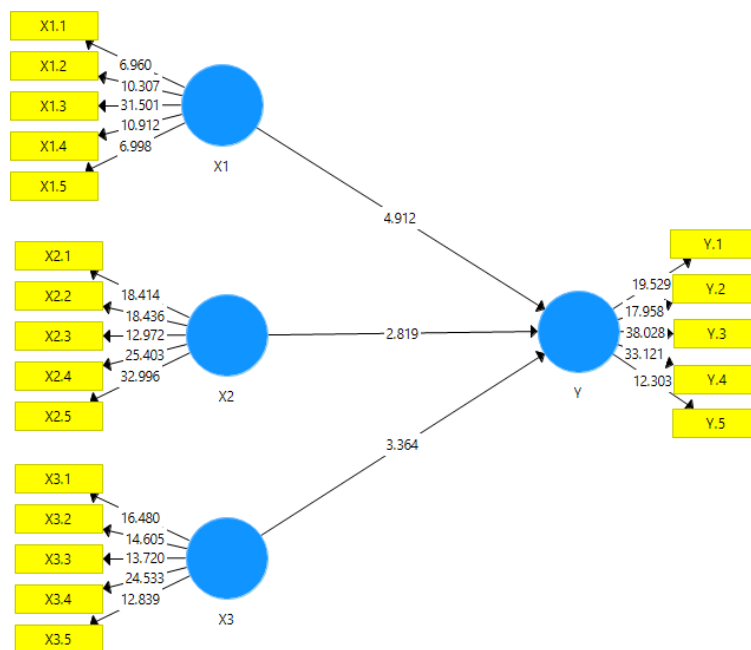


Figure 2. Inner Model

Table 7. R Square

	R Square	R Square Adjusted
Green Product Purchase Intention	0.649	0.643

Based on the data above, it can be seen that the value of R^2 on GreenProduct Purchase Intention is 0.649 or 64.9%

Table 8. Q Square

	SSO	SSE	$Q^2 (=1 - \text{SSE/SSO})$
Green Product Purchase Intention	855.000	511.664	0.402

From the data above, it can be seen that the Q value² for Green Product Purchase Intention is 0.402, which means that this model has predictive relevance because the Q^2 value > 0 .

Table 9. FIT

	Saturated Model	Estimated Model
SRMR	0.082	0.082
NFI	0.746	0.746
Chi-Square	486.077	486.077

Based on the data table above, it can be concluded that the SRMR value is interpreted as fit, because it is < 0.10 , which is 0.082. Furthermore, the NFI value is also identified as fit because the NFI value > 0.1 , which is 0.746. Chi-Square has a value of 498.077, this value is said to be fit and feasible because it has a range value > 0.05 (Ghozali & Latan, 2020 : 78)

3.2.3. Hypothesis Test

Table 10. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
GBP => GPPI	0.393	0.394	0.080	4.912	0.000
ATGB=>GPPI	0.238	0.241	0.084	2.819	0.005
GBK=>GPP1	0.273	0.273	0.081	3.364	0.001

3.2.3.1. The Impact of Green Brand Positioning on Green Product Purchase Intention

The results shows that the P value is 0.000 which is < 0.05 . So the data shows that Green Brand Positioning has a positive and significant effect of Green product Purchase Intention, which is line with studies like. (Mohd Suki, 2016). Rios et al., (2006) indicates that Green brand positioning is as important as quality and profits. Due to its green qualities and successful Green Brand Positioning, consumers with certain environmental knowledge as well as positive previous experiences with environmental product purchases are more likely to express strong intentions to acquire a Green product. Also studied by Huang et al.,

(2014) shows that Green Brand Positioning shows strong correlation with Green Product Purchase Intention. In other words, Green Brand Positioning is a good indicator of the Green product purchase intention. It can be concluded that all indicators in Green brand knowledge have an influence on green product purchase intention.

3.2.3.2. The Impact of Attitude toward Green Brand on Green Product Purchase Intention

The results shows that the P value is 0.005 which is <0.05 . So the data shows that Attitude toward green brand has a positive and significant effect of Green Product Purchase Intention. According to certain recent studies, consumers' attitudes regarding green brands have a significant impact on their decision to purchase Green Product. Felix & Braunsberger, (2015) highlighted that consumer's attitude towards the environment affects purchasing decisions for green brands. Also, Mostafa, (2009) analyzed whether customers with a positive attitude remain more receptive to purchase Green Product. A research by Teng, (2009) further specified that consumers with a positive attitude toward a particular brand tend to have a stronger purchase intention to buy the brand. So, based on the description, we can conclude that Attitude toward green brand is overall evaluation from consumer of a green brand, and it can be concluded that all indicators in attitude toward green brand have an influence on green product purchase intention.

3.2.3.3. The Impact of Green Brand Knowledge on Green Product Purchase Intention

The results shows that the P value is 0.001 which is <0.05 . So the data shows that Green Brand Knowledge has a positive and significant effect of Green product Purchase Intention. Numerous studies have reported that environmental knowledge positively impacts consumers' intention and actual purchase of green products. Consumers expect to receive reliable information about environmental issues to boost their green brand knowledge and facilitate green product purchases (Ganapathy et al., 2014). Additionally, consumers with a high level of environmental knowledge have a much better pro-environmental attitude and have a stronger intent to purchase green products for consumption (Huang et al., 2014). And it can be concluded that all indicators in green brand knowledge have an influence on green product purchase intention.

4. CONCLUSION

4.1. Conclusion

The current research demonstrated the impact of green brand positioning, attitude toward green brand, and green brand knowledge on green product purchase intention. This result shows that Green brand positioning can be a way to improve the intention of purchase the green product if the company can active

communicate their product to the target customers. A successful green brand identity should provide well green benefits to environmentally conscious consumers. Due to this, a company should make an effective way to communicate and positioning their product in order to make consumers know and understand about their product. This research also confirm that the finding reveals that Attitude toward Green Brand positively influence Green Product Purchase Intention. This result is consistent with the research of Teng, (2009) who suggests that consumers have a positive attitude toward a certain brand will have increased purchase intentions to this brand.

4.2.Implication

1) Green Brand Positioning

As explained in the research result, brand positioning is one of the keys to increasing consumer's purchase intention to our product. Also based on the research result brand positioning has the biggest effect on product purchase intention. Company must ensure the green positioning of their brands as they result in employee green purchase intentions. Also company must incorporate the eco-friendliness of the products or services while positioning their brands. This also remind the company to position green brand strategy not only to emphasize on non-green issues (functional and emotional positioning), but also focus on green attributes. The Body Shop in positioning their products, they must actively communicate that their products are different from other products. By highlighting the benefits of their products, The Body Shop must also in detail inform consumers that with relatively expensive prices, consumers receive commensurate benefits when purchasing The Body Shop products compared to other products.

2) Attitude toward Green Brand

As explained in the research result, the companies are needed to increase the positive green brand attitude that will translate into green purchase intentions. The brands are required to pay special attention to building the green band attitude by using focused and integrated marketing and communication strategies. Because the green brand attitude will positively result in green purchase intentions among the consumers. This suggests marketing managers should focus on cognitive and emotional elements simultaneously.

3) Green Brand Knowledge

The company may use social media as a widely used channel of communication to enhance the

knowledge of the consumers since it is found to be a catalyst that can increase the green purchase intentions. Company should make efforts to increase the environmental concerns and they can accomplish it by showing that the environment is facing a hazardous situation. Therefore, educating consumers through the social media channels of the brand will enhance their knowledge, resulting in an intention to buy the green products and services.

4) Green Product Purchase Intention

As has been analyzed, green product purchase intention is the end of all the efforts that have been made. Therefore, company must evaluate all aspect to increase consumer intention to buy green product.

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