

GREEN MARKETING APPROACH AND ITS IMPACT ON GREEN PURCHASE INTENTION THROUGH GREEN BRAND IMAGE AND CONSUMER TRUST IN THE ENVIRONMENT AT THE BODY SHOP

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ABSTRACT

This study aims to analyse the effect of green marketing on green purchase intention mediated by green brand image and consumer trust in the environment in The Body Shop products. The subjects in this study are people who know and have never bought The Body Shop products. In this study, the sample amounted to 196 respondents aged 17 years and over, who were selected using nonprobability sampling with the sampling design used was the use of purposive sampling method. The analytical tool used is SEM with the help of Amos Software. Based on the analysis that has been done, the results show that green marketing has a positive and significant influence on green brand image, green marketing has a positive and significant influence on consumer confidence in the environment, green marketing has a positive and significant influence on green purchase intentions, green brand image also has a positive and significant influence on green purchase intentions, consumer confidence in the environment also has a positive and significant influence on green purchase intentions, green brand image is able to mediate the relationship between green marketing and green purchase intentions. However, consumer trust in the environment is not able to mediate the relationship between green marketing and green purchase intention.

KEYWORDS - Green Marketing, Green Purchase Intention, Green Brand Image, Consumer Beliefs Towards the Environment.

1. INTRODUCTION

Along with the increasing environmental damage that occurs, public awareness of environmental issues is increasing, triggering the emergence of environmental care movements and changes in consumer behavior. This phenomenon creates the concept of green consumerism, where people turn to environmentally friendly products (Smith in Kartikasari et al., 2018). The increasing market competition in the cosmetics and body care industry in Indonesia has prompted companies in this industry to adopt green marketing practices to meet this challenge. By highlighting the use of natural ingredients, reduction of harmful chemicals, and commitment to sustainable production processes, companies can build a green brand image that appeals to increasingly environmentally conscious consumers. This study is a modified replication of a previous study conducted by Majeed et al. (2022). The main purpose of this study is to make a more comprehensive contribution in understanding the relationship between green marketing on green purchase intentions through green brand image and consumer trust in the environment in people who know The Body Shop products in Bandar Lampung City.

2. LITERATURE REVIEW & HYPOTHESIS

Green Marketing

Based on the explanation of green marketing, green marketing in this study is a marketing strategy that considers environmental factors and aims to meet human needs and wants by minimizing negative impacts on the natural environment. This involves systematic planning and implementation of various marketing elements, such as product development, product modification, production processes, packaging, and advertising modification, with an approach that includes the application of marketing mix and behavioral theories that are planned towards environmental concerns and environmentally friendly consumer behavior. Green marketing is evolving along with the increasing public awareness of environmental issues and the demand for accountability from businesses for the environmental impact of their products. The decisions covered by this definition include four variables, namely product, price, distribution, and promotion.

Green Brand Image

Green brand image is a picture of the brand impression formed in the minds of consumers, which is related to commitment to the environment and attention to environmental issues (Chen, 2010).

Consumer Trust in The Environment

Green trust refers to the desire to rely on a product, service, or brand based on beliefs or expectations arising from credibility, good actions, and capabilities in terms of environmental performance. Consumer Believe Towards the environment or green trust, is the desire to rely on products, services, or brands based on beliefs or expectations arising from credibility, good actions, and capabilities in terms of environmental performance (Chen, 2010).

Green Purchase Intention

Green purchase intention according to (Amallia et al., 2022) is the level of probability and willingness of individuals to choose sustainable products over conventional products, which are considered based on their purchasing decisions. According to (Amalia et al., 2021) Green Purchase Intention is the desire to buy that arises by considering and being more likely to choose environmentally friendly products over conventional or traditional products when making purchasing decisions. Kotler, P., & Keller, (2016) explain that there are several factors that shape consumer buying interest, including:

- a) **Attitudes of others:** The extent to which others' attitudes influence one's preferred choice depends on the intensity of others' negativity towards the choice and the individual's motivation to fulfill others' wishes.
- b) **Unexpected situation factors:** These factors can change consumers' opinions regarding purchases. This depends on the individual's own beliefs and the extent of the individual's confidence in making purchasing decisions.

HYPOTHESIS DEVELOPMENT

Green Marketing Affects Green Brand Image

According to Astini, (2017) green brand image is the view or perception that consumers have about a brand, which is related to a combination of brand commitments to the environment. Green brand image reflects how consumers view brands as entities that contribute to environmental preservation, reduce negative impacts on nature, and are socially responsible. Tan et al., (2022), Adhimusandi et al., (2020), Krishna et al., (2019) the research results show that there is a significant direct influence of green marketing variables on brand image. Based on the literature and previous research, the researcher proposes hypothesis 1 as follows:

H1: Green Marketing Has a Positive and Significant Effect on Green Brand Image

Green Marketing Affects Green Trust in The Environment

Dahlstrom, (2010) Green marketing management can be defined as the systematic planning and implementation of the marketing mix to facilitate consumption, production, distribution, promotion, packaging, and product reclamation in a manner that demonstrates sensitivity and responsiveness to ecological concerns. Trust can be defined as a commitment between one party and another in conducting transactions, based on the belief that the trusted party will fulfill obligations as expected (Adji and Samuel, 2014). Lestari et al., (2020), Amalia et al., (2021), Idrus & Serang, (2023) the research results show that green marketing has a positive and significant influence on green trust. Based on the literature and previous research, the researcher proposes hypothesis 2 as follows:

H2: Green Marketing Has a Positive and Significant Effect on Green Trust in the Environment

Green Marketing Affects Green Purchase Intention

Green purchase intention according to Rashid, (2009) in (Amallia et al., 2022) is the level of probability and willingness of individuals to choose sustainable products over conventional products, which are considered based on their purchasing decisions. Majeed et al., (2022) research results show that green marketing with subcategories of eco-labelling, green packaging and branding, and green product, premium & price, has a significant impact on green purchase intention. Azaria & Utami, (2022), Adhimusandi et al., (2020), Krishna et al., (2019), Febriani, (2019), Liao et al., (2020) research results show that green marketing has a significant positive effect on purchase intention. Based on the literature and previous research, the researcher proposes hypothesis 3 as follows:

H3: Green Marketing Has a Positive and Significant Effect on Green Purchase Intention.

Green Brand Image Affects Green Purchase Intention

Astini, (2017) Green Brand Image is the view or perception that consumers have about a brand, which is related to a combination of brand commitment to the environment. Green purchase intention according to Rashid, (2009) in (Amallia et al., 2022) is the level of probability and willingness of individuals to choose sustainable products over conventional products, which are considered based on their purchasing decisions. Azaria & Utami, (2022),

Tan et al., (2022), Syauqi et al., (2022), Krishna et al., (2019), Herdiana & Purnama Alamsyah, (2017) research results show that brand image has a positive and significant influence on consumer purchase intentions. Based on the literature and previous research, the researcher proposes hypothesis 4 as follows:

H4: Green Brand Image Has a Positive and Significant Effect on Green Purchase Intention.

Consumer Trust in The Environment Affects Green Purchase Intention

Trust can be measured based on the extent to which individuals believe that the product will meet their expectations. Trust in brands has a very important role in determining loyal customer behavior over time as a result, consumer trust affects customer intentions to make purchases (Majeed et al., 2022). Menurut Schiffman dan Kanuk (2007) dalam (Herdiana & Purnama Alamsyah, 2017), minat beli merupakan kekuatan psikologis yang ada dalam individu, yang berdampak pada tindakan pembelian. Lestari et al., (2020), Arlanti & Suyanto, (2019), Mujahidin, (2020) the research results show that there is an influence between green trust on green purchase intention. Based on the literature and previous research, the researcher proposes hypothesis 5 as follows:

H5: Consumer Trust in The Environment Has a Positive and Significant Effect on Green Purchase Intention

Green Brand Image Mediates the Relationship Between Green Marketing and Green Purchase Intention

Green purchase intention according to Rashid, (2009) in (Amallia et al., 2022) is the level of probability and willingness of individuals to choose sustainable products over conventional products, which are considered based on their purchasing decisions. Majeed et al., (2022) research results show that green brand image mediates the relationship between green marketing with subcategories of eco-labelling, green packaging and branding, and green product, premium & price, and green purchase intention. Syauqi et al., (2022) the results of research research show that brand image has successfully provided a role in the relationship between green marketing and purchase intention as a partial mediation. Based on the literature and previous research, the researcher proposes hypothesis 6 as follows:

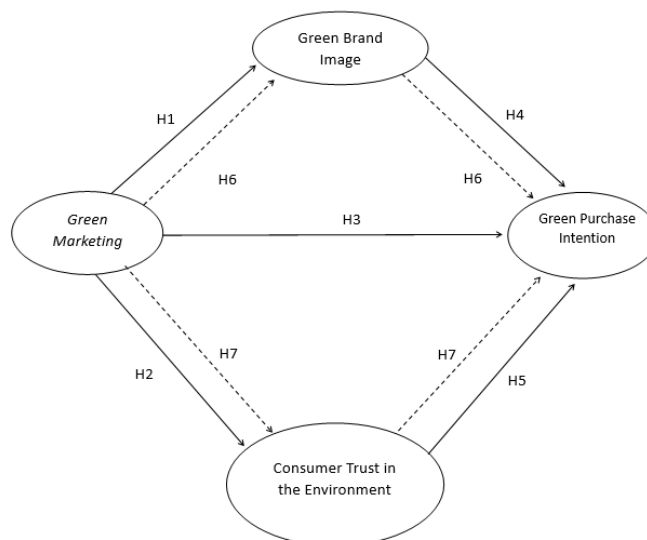
H6: Green Brand Image Mediates the Relationship Between Green Marketing and Green Purchase Intention.

Consumer Trust in The Environment Mediates the Relationship Between Green Marketing and Green Purchase Intentions

Dahlstrom, (2010) Green marketing management can be defined as the systematic planning and implementation of the marketing mix to facilitate consumption, production, distribution, promotion, packaging, and product reclamation in a manner that demonstrates sensitivity and responsiveness to ecological concerns. According to Schiffman and Kanuk (2007) in (Herdiana & Purnama Alamsyah, 2017), purchase intention is a psychological force that exists in individuals, which has an impact on purchasing actions. Based on the literature and previous research, the researcher proposes hypothesis 7 as follows:

H7: Consumer Trust in the Environment Mediates the Relationship Between Green Marketing and Green Purchase Intention.

RESEARCH MODEL



Picture 1 Research Model

3. METHODOLOGY & PROCEDURES

Research Objects and Subjects

The object of this research is The Body Shop, and the subject of this research is people who know The Body Shop in Bandar Lampung city.

Types of Data and Types of Research

The type of data used in this research is primary data; the type of research is quantitative research.

Research Sample and Sampling Technique

In this study, the sample is all people who know The Body Shop products in the Bandar Lampung city area. In this study, the sampling technique used was non-probability (nonprobability sampling). The sampling design used is the use of purposive sampling method. There are several criteria in this study, which are as follows:

- Individuals who know the product and have never bought The Body Shop.
- Individuals who intend to buy The Body Shop products.
- The age of the respondent is at least 17 years old because according to Hurlock, (1993) the age of 17 is an adult age and has been considered legally mature.

Method of Collecting Data

In this study, researchers used a Likert scale containing a list of questions or statements regarding the green marketing approach and its impact on green purchase intentions through green brand image and consumer trust in the environment at The Body Shop in Bandar Lampung city.

Instrument Quality Test

Validity testing in this study was carried out using the Confirmatory Factor Analysis (CFA) method, according to Ghozali (2015) in (Subandi, 2023) convergent validity can be considered good if the loading factor value of each indicator is above 0.5. Then proceed with the reliability test is accepted if the Construct Reliability (CR) value is > 0.70 , but a reliability value of ≤ 0.70 is acceptable in research.

Data Analysis Testing

The analytical tool used in this research is Structural Equation Modeling (SEM) analysis and hypothesis testing used Moment or Structural Analysis (AMOS) software to test the hypothesis.

4. RESULT ANALYSIS & DISCUSSION

Validity Test Results

Table 1 Validity Test Results

Variable	Indicator	Loading Factor	Limit	Description	Variable	Indicator	Loading Factor	Limit	Description
Green Marketing	GM1	0.815	> 0.5	Valid	Green Brand Image	CM1	0.697	> 0.5	Valid
	GM2	0.725		Valid		CM2	0.772		Valid
	GM3	0.758		Valid		CM3	0.693		Valid
	GM4	0.832		Valid		CM4	0.748		Valid
	GM5	0.727		Valid		CM5	0.826		Valid
	GM6	0.824		Valid	Consumer Trust in The Environment	KK1	0.728	> 0.5	Valid
	GM7	0.816		Valid		KK2	0.842		Valid
	GM8	0.799		Valid		KK3	0.636		Valid
	GM9	0.778		Valid		KK4	0.814		Valid
	GM10	0.776		Valid		KK5	0.789		Valid
	GM11	0.759		Valid	Green Purchase Intention	NBH1	0.600	> 0.5	Valid
	GM12	0.743		Valid		NBH2	0.910		Valid
	GM13	0.695		Valid		NBH3	0.881		Valid
	GM14	0.669		Valid					
	GM15	0.684		Valid					

Based on table 1, the results of the validity test show that all questions have a loading factor value > 0.50 . so, that it can be stated as feasible.

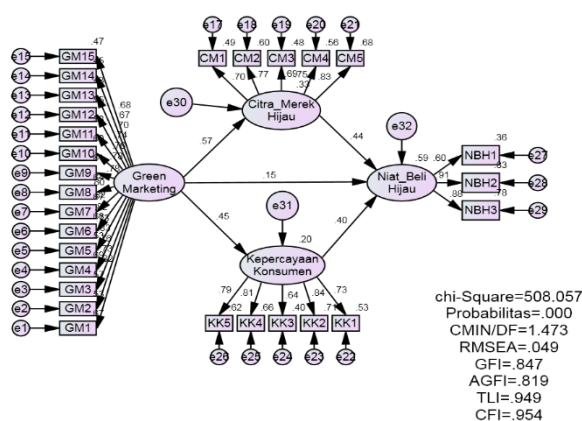
Reliability Test Results

Variabel	CR	Limit	Description
Green Marketing	0.954	> 0.7	Reliabel
Green Brand Image	0.864		Reliabel
Consumer Trust in the Environment	0.875		Reliabel
Green Purchase Intention	0.847		Reliabel

Table 2 Reliability Test Results

Based on table 2 as a construct reliability value > 0.7. so, it can be stated as reliable.

Data Analysis & Hypothesis Test Results



Picture 2 Structural Equation

From this figure, it explains that the relationship between variables has a strong influence so that it is depicted with a firm line.

Assessing Goodness-of-Fit Criteria

Goodness of fit index	Cut-off value	Model Penelitian	Model
Chi-square	≤ 389,314 (df=345)	508,057	Tidak Fit
Significant probability	≥ 0.05	0,000	Tidak Fit
RMSEA	≤ 0.08	0,049	Fit
GFI	≥ 0.90	0,847	Marginal
AGFI	≥ 0.90	0,819	Marginal
CMIN/DF	≤ 2.0	1,473	Fit
TLI	≥ 0.90	0,949	Fit
CFI	≥ 0.90	0,954	Fit

Table 3 Assessing Goodness of Fit

Based on the results in Table 3, the research model is approaching as a good fit model.

	Hypothesis	<i>Standardized Direct Effect</i>	<i>Standardized Indirect Effect</i>	Results
H6	<i>Green Marketing</i> → Green Brand Image → Green Purchase Intention	0.274	0.293	Mediating
H7	<i>Green Marketing</i> → Consumer Trust → → Green Purchase Intention	0.355	0.208	Not Mediating

Hypothesis Test Results

Table 4 Hypothesis Testing Results Direct Effect

The Effect of Green Marketing on Green Brand Image

From the table above, the parameter estimate of the standardized regression weight coefficient value is obtained at 0.466 and probability value of 0.000 ($p < 0.05$) which means there is a positive significant effect. This is in line with research conducted by Tan et al., (2022), Adhimusandi et al., (2020), and Krishna et al., (2019) the results of the research show that green marketing has a positive impact on brand image.

The Effect of Green Marketing on Consumer Trust in the Environment

The parameter estimate of the standardized regression weight coefficient value is obtained at 0.357 and probability value of 0.000 ($p < 0.05$) which means there is a positive significant effect. The Body Shop meeting these expectations and commitments will build a positive reputation as a brand that can be trusted to protect the environment, influence consumer behavior, and increase customer loyalty (Majeed et al., 2022). These results are in accordance with research conducted by Lestari et al., (2020), Amalia et al., (2021), Idrus & Serang, (2023),

The Effect of Green Marketing on Green Purchase Intention

The parameter estimate of the standardized regression weight coefficient value is obtained at 0.114 and probability value of 0.045 ($p < 0.05$) which means there is a positive significant effect. This is consistent with research conducted by Majeed et al., (2022), Azaria & Utami, (2022), Suparni & Daryanto, (2021), Adhimusandi et al., (2020), Krishna et al., (2019), Febriani, (2019), Liao et al., (2020), the research results show that green marketing has a positive and significant effect on purchase intention.

The Effect of Green Brand Image on Green Purchase Intention

The parameter estimate of the standardized regression weight coefficient value is obtained at 0.398 and probability value of 0.010 ($p < 0.05$) which means there is a positive significant effect. In accordance with the research conducted by Azaria & Utami, (2022), Tan et al., (2022), Syauqi et al., (2022), Krishna et al., (2019), Herdiana & Purnama Alamsyah, (2017), the research results show that brand image has a positive and significant influence on purchase intention.

The Effect of Consumer Trust on Green Purchase Intention

The parameter estimate of the standardized regression weight coefficient value is obtained at 0.373 and probability value of 0.000 ($p < 0.05$) which means there is a positive significant effect. This is consistent with research conducted by Lestari et al., (2020), Arlanti & Suyanto, (2019), Meilisa, (2020), Mujahidin, (2020) the results of the research show that green trust has a positive and significant effect on purchase intention.

Table 5 Standardized Direct dan Indirect Effect

H6: The effect between Green Marketing on Green Purchase Intention is mediated by Green Brand Image

The comparing the direct effect value < indirect effect value, testing the relationship between the two variables shows a value of $0.274 < 0.293$ which states it can mediate the variables. This shows that consumers' positive perceptions of The Body Shop's green brand image help drive their purchase intention towards environmentally friendly products or services marketed by the company. This result is in line with research conducted by Majeed et al. (2022), Tan et al. (2022), Syauqi et al. (2022).

H7: The effect between Green Marketing on Green Purchase Intention is mediated by Consumer Trust
Comparing the direct effect value < indirect effect value, testing the relationship between the two variables shows a value of 0.355 > 0.208 which states it can't mediate the variables. In this case, the hypothesis stating that Consumer Trust mediates the effect of Green Marketing on Green Purchase Intention will be rejected. This means that the Consumer Trust factor does not act as a significant intermediary between Green Marketing and Green Purchase Intention. This fact is not in line with the research conducted by Majeed et al, (2022).

5. CONCLUSION

Green Marketing has a significant positive effect on Green Brand Image, Consumer Trust in The Environment, and Green Purchase Intention on The Body Shop products. Green Brand Image and Consumer Trust have a significant positive effect on the Green Purchase Intention of the Body Shop products. Green Brand Image can mediate the relationship between Green Marketing and Green Purchase Intention of the Body Shop products. Consumer Trust in the Environment is unable to mediate the relationship between Green Marketing and Green Purchase Intention of the Body Shop products.

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