



The Role of Green Marketing Through Brand Image to Increase Interest to Buy Gen Y in Love Beauty and Planet Products

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Abstract. Environmental sustainability is currently one of the important highlights that must be considered by every company that produces consumer goods, generation Y is a generation with productive age, and generation Y in Bekasi City is quite dominant. This study aims to (1) analyze how the influence of green marketing on buying interest, (2) analyze how the influence of green marketing on brand image, (3) analyze how the influence of brand image on buying interest, (4) analyze how brand image mediates green marketing on buying interest, (5) formulating a green marketing role model through the brand image to increase gen Y buying interest in Love Beauty and Planet products. This study uses Structural Equation Modeling (SEM) analysis, the population in this study is the Y gene community in Bekasi City. Sampling in this study used a purposive sampling technique with 135 respondents. Data collection techniques using a questionnaire. The results show that (1) green marketing has a positive and significant effect of 0.000 on purchase intention, (2) green marketing has a positive and significant effect of 0.000 on brand image, (3) brand image has a positive but not significant effect. Significant with a level of 0.514, (4) brand image is not able to mediate green marketing on buying interest because it has a positive but not significant relationship with a level of 0.528, (5) the final model designed to increase buyer interest and brand image in gen Y society in Bekasi City in Love Beauty and Planet products through green marketing.

Keywords: Green Marketing · Brand Image · Purchase Intention

1 Introduction

The development of eras and times, makes environmental sustainability today one of the important highlights that must be considered. Companies that continue to produce single-use and non-recyclable plastic items can have a sustainable negative impact on the environmental side. According to World Bank [1] “Indonesia is currently the second country as a contributor to plastic waste by producing 7.8 million tons of plastic waste every year”.

Figure 1 shows that the national waste dumped into the sea is close to a yield of 500 tons per year, the yield is quite large after the garbage is buried in the ground. As much

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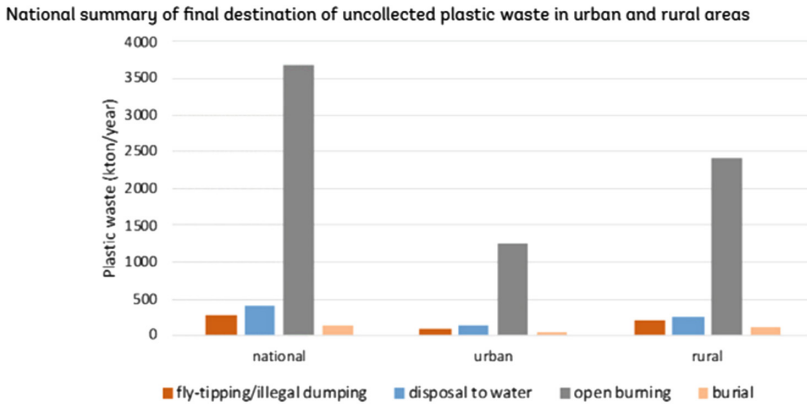


Fig. 1. The final destination for disposal of plastic waste in cities and villages.

as 4.9 million tons of plastic waste is not managed properly due to leaking landfills, it will result in garbage going to the sea. This has a real impact on areas of Indonesia that are often affected by floods and have a bad impact on marine ecosystems.

Based on Fig. 2, plastic waste is the most type of waste after food waste compared to other waste such as rubber, glass, etc. This shows that plastic waste is one of the most wastes. In Indonesia, Corporate Social Responsibility (CSR) in limited companies is also affirmed through Chapter V Article 74 of Law Number 40 of 2007 which stipulates that limited companies in carrying out their business activities are obliged to carry out their social and environmental responsibilities [2].

According to BPS [3] eco-friendly manufacturers from 2013 to 2018 the cumulative number of registered eco-friendly products continues to increase, indicating that the level of competition will continue to be higher and higher. This will be an impetus for the company to always increase sales and generate large profits. In general, companies that use the concept of green marketing do not only focus on material profits but think about the impact of the products they make on the environment. In reality, not all companies

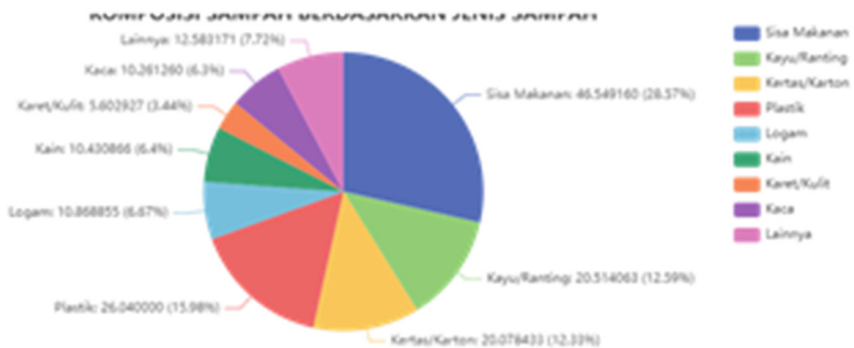


Fig. 2. National waste type.



Fig. 3. Environmentally concerned consumer company.

that use the concept of green marketing apply what should be in the concepts of green products, green prices, green places, green promotion. See Fig. 3.

Based on Bloomberg CDP data on consumer companies that care about the environment shows Unilever is participating in companies that care about the environment. Quite a lively activity on social media in the #SmallActsofLove campaign created by Love Beauty and Planet with the aim of being able to contribute positively in caring for the earth. Love Beauty and Planet is the first beauty brand to present a recycled Drop Box [4]. One of the Love Beauty and Planet products entered the best of beauty winners in 2021 in the clean category of hair products, namely Volume and Bounty 2-in-1 Bar [5]. This can give the brand itself a positive image in beauty products that care about the environment.

Love Beauty and Planet is included in the home and personal care segment. The home and personal care segment until September 2020 recorded revenue of IDR 32.46 trillion, up to 0.31% on an annual basis (yoy) from IDR 22.35 trillion [6]. The Covid-19 pandemic has made all aspects of market activities experience ups and downs in sales. Consumers who began to weaken in the level of consumption and purchasing power. Therefore, based on the third quarter of 2021 financial statements, Unilever posted a profit decrease of 22.4% to IDR 4.37 trillion lower than the same period in 2020 of IDR 5.43 trillion and net sales were recorded to decrease by 7.4% to IDR 30 trillion compared to the same period in 2020 of IDR 32.4 trillion. Home and personal care, one of the brands in which Love Beauty and Planet, contributes to Unilever’s total sales of around 66.7% or Rp 20 trillion [7]. This shows a declining level of sales, and it can be interpreted that consumers’ buying interest is weakening.

A fairly complex problem in consumers’ buying interest is how consumers can have an attraction to a product. One of the company’s challenges is to have a new market and maintain the existing market so that it does not disappear. Generation Y in Bekasi City is

the largest generation, which is 703,835 people from the total population of Bekasi City compared to generation Z which amounts to 676,109 people [8]. In reality, all generation Y who have entered the productive age and have income but not all generation Y are willing to reduce their income to buy green products.

The problems in the role of green marketing that have been carried out by Love Beauty and Planet both from the product, price, place, promotion that have been implemented and with the aim of growing the brand. However, there was a decline in sales in the third quarter of 2021 which can be interpreted to mean that the level of buying interest of the public fell.

2 Materials

2.1 Green Marketing

Green marketing is how companies meet consumer needs to provide a product using environmentally friendly strategies. Products that can be said to be environmentally friendly, if the company changes the product, production method, packaging, and modification of environmentally friendly advertising.

2.2 Green Marketing Mix

Green marketing mix is an instrument based on environmental interests carried out by the company through marketers in developing strategies to achieve the company's target market in order to meet the wants and needs of consumers. Marketing mix through the 4P indicator in green marketing [9] namely:

- Green Product is an opportunity for product development and marketers to innovate and make products with environmentally friendly elements.
- Green Price is a selling figure offered to consumers by being influenced by the value, quality of an item, and function.
- Green Place is a distribution channel by prioritizing environmental friendliness by regulating logistics movements to cut transportation emissions with the aim of reducing the carbon footprint that can negatively affect the earth's climate.
- Green Promotion is the delivery of information to consumers with a meaning that is in line with the objectives of the company's activities related to green products.

2.3 Brand Image

Brand image is a customer impression of a brand through how customers get experience from a brand's products or services in meeting customer expectations, as for another component in forming a brand image, namely by focusing on marketing on the attributes and values of the product itself [10]. According to Li et al. [11] brand image can be defined through three components namely:

- Corporate Image. The company's image is an association of corporate capabilities and corporate social responsibility can influence and build consumer confidence in the company's own products.

- Product Image. The image of the product is a benefit given to the product itself. Products have value, advantages that can distinguish from competitors of similar products and have functional benefits can give a positive picture to consumers.
- Consumer Image. The image of the consumer can occur if the product is viewed according to the personality and needs that the consumer wants. Products produced by a brand with a similar outlook will get a high value.

2.4 Buying Interest

Buying interest is a stimulus or influence from within oneself or from the environment that can give rise to the decision to buy by comparing the values and benefits sacrificed. Buying interest can be identified through several indicators [12] namely:

- Transactional Interests is consumer behavior in making transactions or purchasing a product repeatedly. It can be said that a person’s habits in buying products.
- Referential Interests is a consumer behavior in having knowledge of the product on the basis of experience so that it becomes a form of information that is disseminated or recommended to others. It can make someone refer the information they have to spread to others.
- Preferential Interests is the nature of consumers in having the main expectations on the product. It can also be interpreted as a person’s behavior in liking a product compared to other similar products.
- Explorative Interests is consumer behavior towards the curiosity of a product through finding information about the product of interest to get positive information and can support purchasing decisions.

From Fig. 4, the framework that has been described, it can be analyzed as follows:

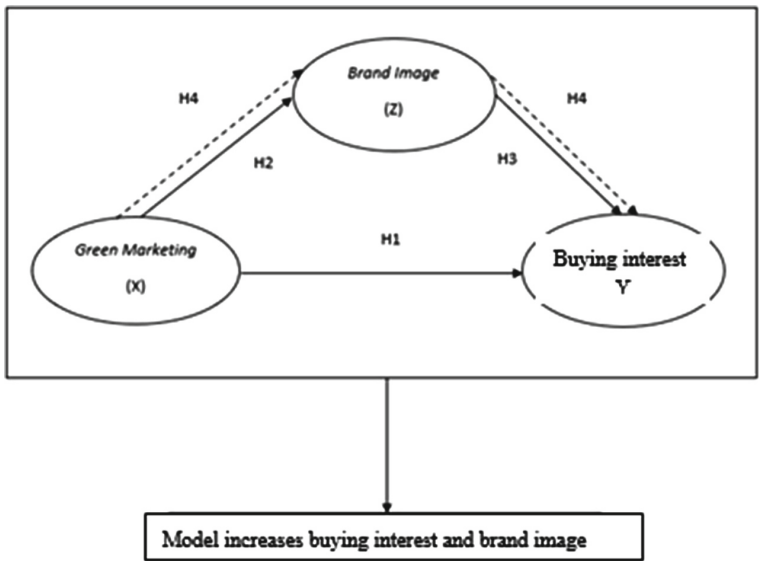


Fig. 4. Research framework.

- Ho1: There is no positive and significant influence between Green Marketing and Buying Interest
- Ha1: There is a positive and significant influence between green marketing and Buying Interest
- Ho2: There is no positive and significant influence between Green Marketing on Brand Image
- Ha2: There is a positive and significant influence between green marketing and Brand Image
- Ho3: There is no positive and significant influence between Brand Image and Buying Interest
- Ha3: There is a positive and significant influence between Brand Image and Buying Interest
- Ho4: Brand image is unable to mediate the influence of green marketing on buying interest
- Ha4: Brand image is able to mediate the influence of green marketing on buying interest

3 Methods

The type of research used in this study is a quantitative method. The data used in this study are primary data. Primary data in this study were obtained from the results of the distribution of questionnaires to generation Y in Bekasi City. The model in this study is Structural Equation Modeling (SEM) using the Partial Least Squares (SMARTPLS 3.2.8) variant of software starting from the measurement model (outside the model), the model structure (inner model), and the testing hypothesis. The population used is 703,835 generation Y in Bekasi City until 2020 [8]. The sample used in this study was 135 respondents using an error rate of 10%. The analysis technique will use measurement models and structural models and through bootstrapping to obtain statistical tests and find out the causality of the relationship.

Before conducting the data test, the instrument is tested to see the validity and reliability of an instrument tool first to find out that the respondent can answer consistently. Existing instruments are said to be valid if the r -count $>$ the r -table and the instrument is reliable or reliable if it has a value of Cronbach's alpha $>$ 0.6. The first step in the analysis of the measurement model is to find out the validity and reliability of a data.

4 Results

Based on the distribution of questionnaires to 200 people, this study received a questionnaire return of 135 respondents with the characteristics as shown in Table 1.

4.1 Measurement Model Analysis (Outer Model)

The measurement model (Fig. 5) is evaluated using convergent validity, Discriminant Validity, and Reliability Test. In outer loading that has eliminated GM1, BI1, MB6, MB7 and MB9 that do not meet the initial requirements, then all indicators can be said to be

Table 1. Characteristics of respondents.

Description	Frequency (n)	% of respondents
Gender		
Male	28	20,7
Female	107	79,3
Age		
26–30 year old	102	75,6
31–35 year old	33	24,4
36–41 year old	0	0
Job		
Student		
Businessman	32	23,7
Private employee	31	23
Government employee	13	9,6
BUMN employee	36	26,7
Teacher	18	13,3
Others	5	3,7
Revenue earned every month		
<Rp 500.000	0	0
Rp 600.000–Rp 1.500.000	9	6,7
Rp 1.600.000–Rp 3.000.000	27	20
>Rp 3.100.000	99	73,3
Domicile of Bekasi City		
Ya	135	100
No (If not, please stop here, thank you for your participation)	0	0
Users of Love Beauty and Planet Products		
Ya	135	100
No (If not, please stop here, thank you for your participation)	0	0

valid, namely having met requirements greater than 0.70, having an AVE value above 0.50 and having a correlation value between latent variables smaller than the square root value of AVE. This research data is said to be reliable because it has a value using Cronbach's alpha (α) and composite reliability (CR) above 0.70.

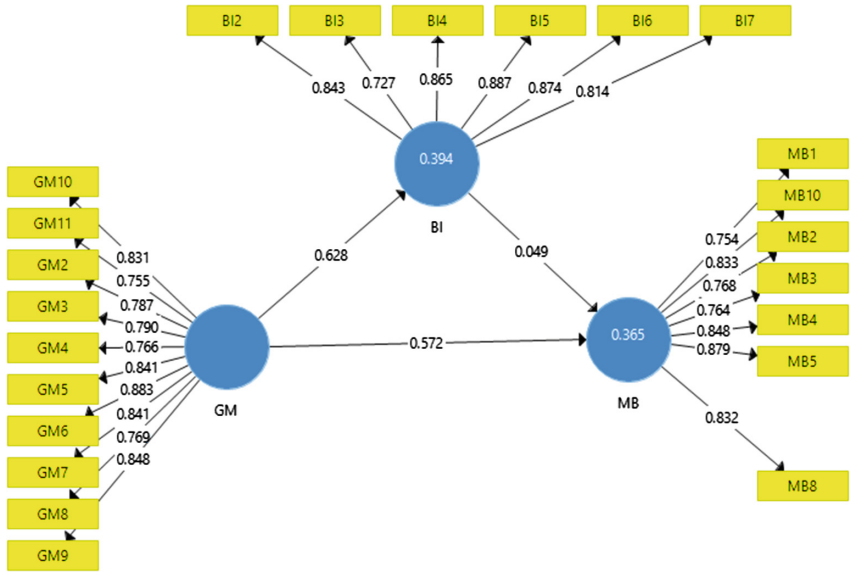


Fig. 5. Outer loading after elimination.

4.2 Structural Model Analysis (Inner Model)

After the data is declared valid and reliable, the data is then evaluated by looking at the R-Square and Variance Inflation Factor (VIF) tables.

Table 2 shows the results of the R-square test values in path analysis. This shows the R-square value for the brand image variable of 0.394 which means that the variability of the brand image can be explained by the green marketing variable in the model of 39.4%, the remaining 60.6% is explained by other variables that are not included in this study. Then, the variable buying interest of 0.365 can be interpreted that the variable of

Table 2. R-square.

	R-Square	Strength
Brand Image	0,394	Moderat
Buying Interest	0,365	Moderat

Table 3. Collinearity statistics.

	Brand image	Green marketing	Buying interest
Brand Image			1,650
Green Marketing	1,000		1,650
Buying Interest			

buying interest can be explained by green marketing in the model of 36.5%, while the remaining 63.5% is explained by other variables that are not included in this study.

In Table 3 shows that all VIF values are less than 5. Therefore, it can be interpreted that the model is free of multicollinearity or there is no connection between independent variables.

5 Discussion and Conclusion

Tis significant with a T statistics value (>1.96 significant and <1.96 insignificant) and with a P value (< 0.05 null hypothesis is rejected and >0.05 null hypothesis is accepted) [13].

Green marketing has a positive and significant effect on buying interest. Judging from the original sample of 0.572 shows a positive influence direction and the T-statistic of 6,600 means that it is greater than the criterion of 1.96, it can be interpreted that green marketing has significant buying interest. Judging from the results of the P-Value owned, which is 0.000 according to the criteria below 0.050, there is an influence between the two variables. Therefore, the initial hypothesis is accepted (Table 4).

Green marketing has a positive and significant influence on brand image. This is shown through an original sample with a value of 0.628 indicating a positive influence direction and the resulting T-statistic of 10,772 according to a significant criterion of more than 1.96 then there is a significant level of 10,772. Judging from the P-Value of 0.000 which meets the criteria of less than 0.050, the results of the hypothesis show that H2 is accepted.

Brand image has a positive and insignificant effect on buying interest. This is shown through an original sample with a value of 0.049 which indicates a positive direction of influence but in the resulting T-statistics of 0.643 which does not meet the criteria, which is greater than 1.96. Judging from the P-Value of 0.521 which does not meet the criteria of less than 0.050, the relationship of brand image to buying interest has no influence. Therefore, the results of the hypothesis show H3 is rejected.

Table 4. Total path.

Path	hypothesis	Path coefficient			T-Statistics		P-Value		Results	
		Direct	Indirect	Total	Direct	Indirect	Direct	Indirect	Direct	Indirect
Green Marketing → Buying interest	H1	0.572	-	0.572	6.600	-	0.000	-	accepted	-
	H4	0.572	0.031	0.603	6.600	0.629	0.000	0.530	accepted	Rejected
Green marketing → Brand image	H2	0.628	-	0.628	10.772	-	0.000	-	accepted	-
Brand Image → Buying interest	H3	0.049	-	0.049	0.643	-	0.521	-	rejected	-

Green marketing through brand image on buying interest has a positive but not significant influence. This is shown through bootstrapping calculations to find out the indirect effect or the role of mediation, namely in the original sample with a value of 0.031, the brand image is enough to have a positive influence through green marketing on buying interest. Direct effect has an influence of 0.572 and the total influence, which is 0.603. At a significant level seen from the T-statistics of 0.629 where the value is less than the criterion of more than 1.96 and the P-Value of 0.530 which means that there is no influence because the resulting P-Value value exceeds the criteria, which is less than 0.050. Therefore, H4 is rejected.

From the analysis and discussion process that has been explained, showing the brand image has a positive but not significant influence on buying interest and the brand image is not able to mediate green marketing on buying interest. Therefore, the model in Fig. 6 is formulated to increase buying interest and brand image. The model shows achievements to increase buying interest and brand image of a company by analyzing the target market through Segmenting, Targeting, and Positioning it to find out the market that the company and product want to reach. Furthermore, green marketing mix analysis such as green product companies can pay attention to materials and content and packaging that can be ascertained that it is natural or does not harm an environment and other ecosystems. The green price offered can be adjusted to the materials used and look at the market to be reached. Green place or widespread and easily affordable distribution to reduce the carbon footprint in product distribution and in consumers finding products. Green promotion is quite impactful currently by involving influencers, direct marketing, billboards, through advertising on social media. Therefore, through green marketing mix analysis, companies can form strategies to increase consumers' buying interest and brand image in a product. The next stage is evaluation. Before the strategy can be implemented, it is mandatory to evaluate the strategy to ensure that the strategy is suitable for the predetermined target market. The final stage of the model is

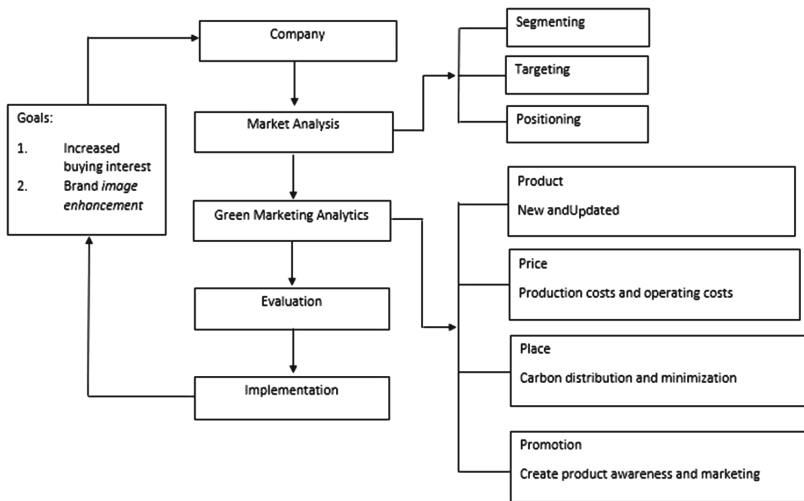


Fig. 6. Models increase purchase interest and brand image.

implementation. The strategy that has been formed and evaluated is then implemented in business operational activities.

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