



# Effectiveness of Green Brand, Green Advertising, and Green Products on Consumer Purchase Decisions on Avoskin Hydrating Treatment Essence in Yogyakarta

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**Abstract.** This study aims to determine the influence of green brands, advertising, and products on purchasing decisions for skin care products Avoskin Hydrating Treatment Essence in Yogyakarta. This research is an open quantitative descriptive study with buyers of Avoskin Hydrating Treatment Essence (HTE) skin care products. The most striking result of this study is that environmentally friendly products no longer significantly affect purchase choices. Moreover, for eco-friendly products, eco-advertising and inexperienced manufacturers simultaneously have a high-quality impact on purchasing choices.

The green advertising variable is the variable that most influence consumer purchasing decisions for Avoskin products in Yogyakarta. It shows that green advertising plays a vital role in purchasing decisions and that environmentally concerned advertising has provided information about environmentally friendly products so that consumers are more concerned about the environment.

**Keywords:** Purchase Decision · Green Brand · Green Advertising · Green Product

## 1 Introduction

Environmental issues are a very concerning problem in various parts of the world, including Indonesia. The more modern and developed a country is, the more positive and negative environmental impacts are considered. On the other hand, there are negative influences related to environmental issues, such as environmental pollution, forest destruction, and global warming, which worsen yearly. Moreover, ecological damage directly connects the manufacturing industry in the world, so people have environmental problems that continue to increase (Chan, 2013).

Indonesia is one of the countries most affected by environmental damage or global warming. In addition, many natural disasters occur in various regions in Indonesia. Indonesia, which is included in the top 10 countries with the largest population globally, often produces environmental problems, namely the presence of garbage and waste, and its disposal and management could be more optimal, causing flooding, water pollution,

and soil damage. From the many cases of environmental pollution, people now realize that protecting the environment and health, if people ignore environmental health, will impact the community's survival (Popescu, 2019).

With awareness of the environment and health, it will indirectly change the mindset and lifestyle of humans without exception for business actors. It is indicated by a change in the pattern of business approaches that have begun to direct business with a strategy to business activities based on environmental sustainability and implementing green marketing or what is commonly referred to as Green Marketing. Green Marketing is marketing with an environmentally friendly theme. Green Marketing is becoming a new style in marketing. This concept was formed in 1970–1980 in Europe, marked by the production of goods that damage the environment, and seminars related to ecological marketing were held by the American Marketing Association and resulted in Green Marketing (Tsai et al., 2020).

According to the Ministry of Environment, green consumers care about environmentally friendly products. Recorded in America in 2005, the ecologically friendly market segment reached 23% of the total population in the United States (Bestari & Butarbutar, 2021).

Green Brand is the perception of a green brand image as a reflection of brand associations in consumer memory (Bathmathan & Rajadurai, 2019). Green brands created for products and services make consumers trust these products and services (Bathmathan & Rajadurai, 2019). Green Advertising is advertising based that emphasizes environmental issues. Green advertising is a green advertisement that must provide tangible benefits to the environment and the characteristics of the message so that the ad can be distinguished from other promotions (Bathmathan & Rajadurai, 2019). Green products are products that do not cause damage to the environment and natural resources and do not cause population (Caprita, 2015). Creating green products must consider environmental aspects to minimize adverse impacts on natural conditions (Dianti & Paramita, 2021).

Avoskin is a beauty product brand under the auspices of PT. AVO Innovation & Technology has a green beauty concept, presenting beauty products made from natural ingredients and environmentally friendly packaging. This company is a pioneer in skincare, making its profit from sales used to protect animals classified as rare or endangered.

In response to this, the way producers meet the needs of green consumers is to demonstrate their social responsibility towards the environment by offering environmentally friendly products. Consumers interested in caring for the environment will think skeptically about green or environmental care advertising (Masturoh, 2016). So green Advertising needs to be done appropriately and adequately. Green advertising or advertising that cares about the environment that is well communicated will work more accessible for a green brand to be embedded in the minds of consumers. However, this will change consumer perceptions, affecting consumers (Uddin & Khan, 2018).

The perception of a green brand is one of the company's strategies so that the brand does not only look at the profit aspect (Uddin & Khan, 2018). Nature tourism and their belief in the environment are new, with increasing awareness of environmental issues.

These changes occur in the environment and the marketer's environment significantly. Of course, this condition will encourage new consumer behavior, reflected in

their needs and desires. To stay ahead of the competition, marketers must be responsive to environmental changes and changing customer demands and satisfy all their needs and wants (Shabbir et al., 2020). Based on the abovementioned issues, the researcher is interested in learning “Effectiveness of Green Brand, Green Advertising and Green Product on the Purchase Decision of Avoskin Hydrating Treatment Essence in Yogyakarta.”

## 2 Research Method

These research objectives were conducted using a quantitative approach with a survey method. The object used to sample the author’s research is Avoskin Hydrating Treatment Essence Consumers in the City of Yogyakarta. The selected population is consumers who use Avoskin Hydrating Treatment Essence products in Yogyakarta. The specified sample is 100 samples, considering the higher level of population representation. The sampling technique was conducted using a non-probability sampling method using a purposive sampling technique. Sampling was done by questionnaire distribution. Samples taken from the population must be truly representative. Consideration in selection is that the respondents are consumers who use Avokin Hydrating Treatment Essence products and consumers who use the product at least 1 or 2 times.

The analytical method used in multiple linear regression analysis to estimate or predict the population average or average of the dependent variable based on the known value of the independent variable by using the data processing technique of the IBM SPSS application program version 23 to test the research instrument using the test validity and reliability test. The classical assumption test used is the normality test, while the hypothesis testing is carried out using the F, t-test, and coefficient of determination tests. This research method is used as a reference for researchers to obtain answers to the existing problems and conclusions that do not doubt.

## 3 Results and Discussion

Results of the distribution of 100 questionnaires obtained an overview of the respondents as Table 1.

**Table 1.** Composition of Majority of Respondents

Majority Respondent Composition	Majority of Respondents	Amount
Gender	Woman	79
Age	• 23 years old	49
Last Education	Senior High School	46
Work	Student/Undergraduate Students	74
Income per month	• IDR 1.000.000 - IDR 2.000.000	44
Pocket money per month	• 700.000	41

*Source: Processed personal data, 2022*

Valid or not, an instrument can be known by comparing the results of *r* arithmetic with the *r* table, namely the number of 100 respondents and a significance level of 5%. The results of the validity test for all statement items for the variables green product (X1), green advertising (X2), green brand (X3), and purchasing decisions (Y) have an *r* count greater than *r* Table and Pearson’s product-moment results < 0.05 so it can be said that all statement items are valid. An instrument can be reliable if it has a reliability coefficient of 0.5 or more (Ul’fah Hernaeny, 2021) (Table 2).

**Impact of Green Brands on Purchase Decisions**

The green brand variable was declared a meaningful nominal value of 0.265. This result means that the green brand or green brand owned by Avoskin Hydrating Treatment Essences still needs to have an essential role in consumer purchasing decisions. Usually, consumers need to see the product from the brand, perceptions of the green brand image, and level of consumer satisfaction, confidence, and awareness to remember and recognize the product. The environment of the brand could be better. The regression coefficient of 0.124 indicates the green brand variable **purchasing** decisions on Avoskin purchasing decisions on Avoskin PHTE products in Yogyakarta. Green brands do not influence purchasing decisions. This situation is because consumers have yet to consider Avoskin Hydrating Treatment Essences as a green brand. Consumers who care about the environment have yet to realize that Avoskin PHTE is not because of their needs and desires, so consumers decide to buy Avoskin Hydrating Treatment Essence just because Avoskin Hydrating Treatment Essences is more attractive, not because of the brand.

**The Effect of Green Advertising on Purchase Decisions**

The green advertising variable was declared significant with a significance value of 0.001. This result means that green or environmentally friendly advertising owned by Avoskin Hydrating Treatment Essence is essential in consumer purchasing decisions. The regression coefficient of 0.421 indicates that the green advertising variable positively

**Table 2.** Multiple Linear Regression Test Results

Variables	Unstandardized Coefficient Beta	Standardized Coefficients Beta	t	Sig t	Note
X1	0.169	0.124	1.122	0.265	Insignificant
X2	0.554	0.421	3.386	0.000	Significant
X3	0.018	0.014	0.112	0.911	Insignificant

R = 0.510  
 $R^2 = 0.367$   
 Adj  $R^2 = 0.334$   
 Calc. F = 11.254  
 Sig. F = 0.000  
 $F_{table} = 2.70$   
 $t_{table} = 1.661$

Source: Processed personal data, 2021

affects consumer **purchase decisions** in Yogyakarta. Purchase decisions are influenced by green advertising. It is because green advertising or Avoskin Hydrating Treatment Essence's green advertising has been conveyed well. Environmental care advertisements illustrate that using environmentally friendly products will impact the environment. It makes consumers will be influenced and decide to buy the product.

### **The Effect of Environmentally Friendly Products on Purchase Decisions**

The green product variable was declared insignificant with a significance value of 0.911. It means that green product or product Variable Unstandardized Coefficients Beta Standardized Coefficients Beta t Sig t Description n X1 0.018 0.014 0.112 0.911 Significant X2 0.554 0.421 3.386 0.000 Significant X3 0.169 0.124 1.122 0.265 Not Significant R = 0.510 Adjusted R Square = 0.367 Square = 0.334 count = 11.254 Sig, F = 0.000 F table = 2.70 t table = 1.661 environmentally friendly owned by Avoskin PHTE does not yet have an essential role in consumer purchasing decisions, consumers usually do not see the product from the aspect of product perception, packaging, and content composition, but consumers know a product of the price. The regression coefficient of 0.014 indicates the green variable product purchase decision Yogyakarta. Environmentally friendly products do not influence purchase decisions. It is because there is no public awareness to care about the environment. To meet their needs and wants, consumers try to buy a product at an affordable price, but consumers need to learn the actual function of the product. Avoskin issued innovative environmentally friendly products or green products in the form of bags to replace plastic bags for consumers who buy them. Consumers who still need to be made aware of and care about the environment will buy Avoskin Hydrating Treatment Essences products because the advertisements are attractive to their liking.

### **Impact of Green Brands, Green Advertising, and Green Products on Purchase Decisions**

From the test results, the F count value is 11.254 significant difference value of 0.000 with a significance value of less than 0.05 ( $p < 0.05$ ). This result means green brands, advertising, and products jointly influence purchasing decisions. The value of the coefficient of determination is 0.334. This result explains that the independent variables can define the dependent variable by 33.40%. The remaining 66.60% explained other variables not investigated in this study. The results of the calculations and analysis carried out following the research conducted.

## **4 Conclusions and Suggestions**

### **Conclusion**

From the results of research that has been carried out, the following conclusions are obtained:

1. Three independent variables used in this study, namely green brands, green advertising, and green product, simultaneously have a significant influence on Purchase decisions at AVOSKIN Yogyakarta.

2. It tested the dominant variable obtained by the green advertising variable influencing consumer purchasing decisions regarding Avoskin products in Yogyakarta. This situation indicates that green advertising plays a vital role in purchasing decisions and suggests that environmental care advertising has provided information about environmentally friendly products so that consumers are more concerned about the environment.
3. Partially only the green advertising variable significantly affects consumer purchasing decisions on Avoskin Hydrating Treatment Essences products in Yogyakarta.

### Suggestion

In connection with the research that has been done, the researcher can provide the following suggestions:

1. This study focuses on the variables of green products, green advertising, and green brand that influence and significantly impact consumers' Avoskin purchase decisions. In addition to these four variables, other variables were not examined and may influence consumer purchasing decisions on Avoskin Hydrating Treatment Essences products, such as green pricing and promotion.
2. The government should increase public awareness through education so that people are more concerned about the environment and recognize the types of environmentally friendly products and their benefits to encourage environmental awareness.

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