# EFFECTS OF GREEN PRODUCT AND GREEN ADVERTISING TOWARD PURCHASE DECISION

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*Abstract*
*        The present empirical study aims to determine the effects of green products and green advertising on purchasing decision with buying interest as a mediating variable. The sample of the study sonsist of 10  It is a case study investigating the Body Shop's consumers that also have an account the Instagram social media platfrom.The  respondents were chosen using non-probability sampling. The primary data were collected using a questionnaire containing 31 statements in google form format and the data were analyzed using Structural Equation Modeling (SEM). Smart PLS software was used test the variables and the results show a substantial positive effect of green products and green advertising toward purchase decisions for the Body Shop users on Instagram. The study also reveal a significant positive effect of green products and green advertising toward buying interest,*
***Keywords**: green product, green advertising, purchase decision,buying insterest*
***JEL Classification**: I2, M3*

## Introduction

The concept of Green Marketing has been introduced by Bell and Emeri, and Feldman since 1971. They claimed that the marketing concept has been misplaced because this concept only satisfies consumer desires but ignores environmental interests (McDaniel and Rylander, 1993)**.** The term Green Marketing has emerged in the late 1980s to early 1990s. Hawkins and Mothersbaugh 2010) explain that the concept in product management consists of the production process, use, and disposal of waste products which do not endanger the environment as reguler products would. It involves organizations and events that pay attention to the environment and that sell with going green theme. It has led to competitive advantage through superior product attributes that can help companies achieve competitive advantage (Reinhardt, 1998).

Some companies that are sensitive to environmental issues have begun to develop various ways to attract consumers who respect the environment. It is done to turn business as a problem to environmental issues into as a part of the solution to the issue, and more

importantly to focus on the dynamics between the business community and its environment (Peattie, 1995). Chen and Yan 2019) on Theory of Reasoned Action (TRA) by Fishbein and Ajzen since 1991 explain that consumer purchase interest is basically influenced by subjective attitudes and norms which in are influenced by beliefs in positive opinions from others. One positive strategy to introduce green products to attract buying interest and purchase decisions is by familiarizing green advertising (Kusumawati, 2019).

Chen and Chai 2010) describe green advertising as a demonstration why green products are good. Green advertising promotes product characteristics, product management processes, and policies carried out by companies. Banerjee, Gulas and Iyer 1995) point out the discussions in the advertisement are about products and the environment in which the combination of both try promotes green lifestyle and shows a positive image of an environmentally responsible company. Kumar and Ghodeswar 2015and Lestari, Yulisetiarini and Sriono 2015) in their study on green product and green advertising recommended similar results in which they explain green product variables and green advertising have positive effects on purchase decisions. While Wahab *et al.* 2017) found out that green advertising has no significant effect on purchase decisions. Based on the previous discussions, it was shown that research findings used as references in this current study are still varied.

The Body Shop is a cosmetics company which uses Green Marketing strategy. The green marketing strategy it carries out through its campaigns is not only aimed at attracting the most possible customers but also aims to increase consumer awareness of the products value on environmental safety. Product development, production, energy and waste management, consumer protection, environmental and social policies are implications of a company's consistency in environmental values (Prima, 2016).

**Table 1.** *The Body Shop* **Product as Top Brand in 2019**

| Body Mist | | | Body Butter / Body Mist | | |
|---|---|---|---|---|---|
| **Brand** | | TBI 2019 | **Brand** | | TBI 2019 |
| **The Body Shop** | **35.0%** | TOP | **The Body Shop** | **30.9%** | TOP |
| **Victoria Secret** | 9.5% | | **Oriflame** | 19.4% | TOP |
| **Natural Beauty** | 9.4% | | **Mustika Ratu** | 13.2% | TOP |
| **Elvia** | 6.1% | | **Wardah** | 9.0% | |
| **Lovana** | 6.1% | | **Dove** | 8.3% | |

*source*: *https://www.topbrand-award.com*

Table 1 shows that The Body Shop is 2019 Top Brand in body mist and body butter categories. This cannot be separated from the role played by consumers of The Body Shop products. The body shop has demonstrated that its products are environmentally beneficial. The company applies a "triple bottom lines" approach that directs its business to measure the success of profit, people, and the planet. Based on the Beauty Journal, "Currently, Green Product themed cosmetic products are in demand by teenage and adult women. Cosmetic products made from organic and environmentally friendly ingredients have many health benefits compared to chemical-based cosmetic products such as the cancer-inducing mercury. They are much healthier to use than chemical cosmetics and the vitamins in them were absorbed into the body faster (Widianti, 2020). It is concluded that green products are in demand by consumers the majority of whom are women because they are made from organic ingredients and are very safe to use as beauty products.

**Literatur Review**
*Purchase Decision*

As reported Kotler & Armstrong (2016) the purchase decisions are part of consumer behaviour which was described as how individuals, groups and organizations choose, buy, and use goods, services, ideas or experiences satisfy their needs and desires. Peter & Olson (2000) describe purchasing decisions as a process of combining knowledge the purpose of which is to evaluate two or more alternative behaviours and then choose the best. Furthermore, the four-stage model purchasing decision process according to (Kotler and Armstrong, 2012) is as follow:

**Graph 1. Stages in Purchase Decision Process**
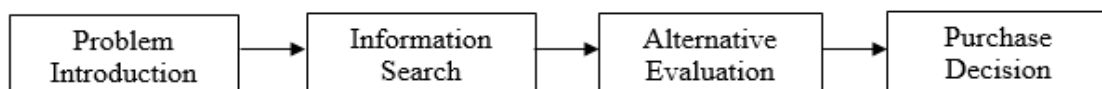


**Buying Interest**

Theory of Reasoned Action (TRA) was first introduced by Martin Fishbein and Ajzen since 1975. This theory connects belief, attitude, intention and behaviour. Intention is the best predictor of behaviour. This relationship is supported by various studies (Agustin, Kumadji and Yulianto, 2015; Kartikasari, Dimyati and Sukarno, 2018; Kristinae, 2018; Sriyanto and Kuncoro, 2019) which revealed that buying interest variables have a positive and significant effect toward purchase decisions. The stages of purchase interest through the AIDA model developed (Kotler and Armstrong, 2012) are as follow:

1. Attention. At this stage, the consumer learns the products offered to him, the consumer assesses whether the product suits their needs.
2. Interest. Consumers at this stage begin to become interested in buying a product, after getting information about the product they are interested in.
3. Desire. At this stage, consumers begin to be interested in the product of their choice.
4. Action. Consumers have decided to buy and use the products they want.

**Green Product**

Green Product is the product designed not to pollute the environment either from its production, distribution, and consumption. Besides its durability, it is recyclable, free from chemicals and toxins and is good for consumers' use. In addition, it is entirely harmless to natural resources and does not involve cruelty to animals (Polonsky, Rosenberger and Ottman, 1998). D'Souza *et al* 2006) in their research explain the dimensions in green products or environmentally friendly products, as follows:

1. Product perception. Consumers see green products or environmentally friendly products as products that are not harmful to animals and the environment.
2. Packaging. Product packaging presents to customers certain elements and is seen to be related to environmental concerns.
3. Composition. The content of Recycled materials can justify use at a certain limit and can claim for overall use at a lower level and minimum damage to the environment.
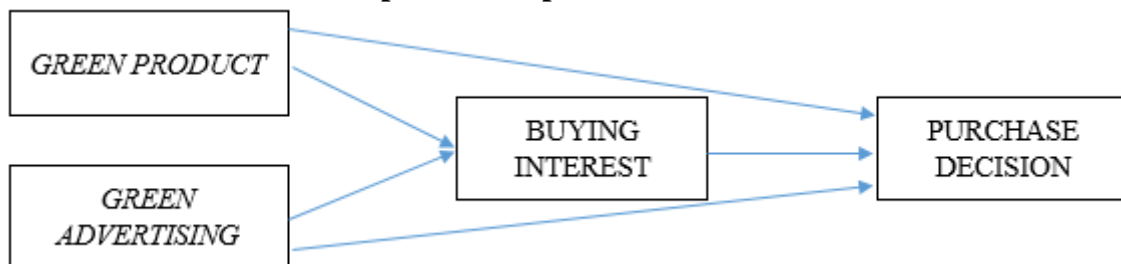
**Green Advertising**

Fowler and Close 2013) indicates Green advertising as an activity that promotes awareness of environmental problems and suggests consumer behaviour to minimize or repair environmental damage. Moreover, Karna and Juslin 2001) state advertisements that concern environment has the following criteria: explicitly or implicitly showing the relationship between the product and the biophysical environment.

**Conceptual Framework**

Based on the discussions in the literature review, the hypothesis in measuring the effect of green products and green advertising on buying interest and purchase decisions is as shown in graph 2:

**Graph 2. Conceptual Framework**



*Source: Made by the author*

H1: Green product has a significant effect on purchase decisions.
H2: Green advertising has a significant effect on purchase decisions.
H3: Green product has a significant effect on buying interest.
H4: Green advertising has a significant effect on buying interest.
H5: Buying interest has a significant effect on purchasing decisions.
H6: Buying interest mediates the relationship between green product and purchase decision.
H7: Buying interest mediates the relationship between green advertising and the purchase decision.

**Methods**

**Population and Sample**

The target population in the study is represented by the consumer of The Body Shop products with specific characteristics  (Bilson, 2004). The population used in this study consists of 741 users of Instagram social media platform. I choose Instagram users because this social media is very popular with all groups, both children, teenagers and parents and some of them regularly use the body shop products, of course the advantage for the body shop companies is that they sell their products, one of them through social media.

The sample was taken by a polling system, using an application on Instagram, asocial networking service that is currently frequently used. Instagram is a multifunctional application because it is not only limited to providing or receiving information, but also selling or buying products. In this study I examined followers on my own Instagram network which had 741. After I choose respondents to fulfilled

the characteritics needed for the present exploratory study, there remained 103 respondents who matched the criteria determined by the researcher.

**Data collection**

The data were collected using a questionnaire with a Likert scale that was designed in the google form format that allowed us to disseminate it online. It was distributed through the Instagram social media application via direct message.

**Data analysis**

This research uses descriptive and quantitative analysis. The analysis serves to describe the frequency distribution of respondents' answers about the research variables. While quantitative data obtained through questionnaires distributed to respondents were analysed using Structural Equation Modelling (SEM) analysis using Partial Least Square (PLS) software.

**Descriptive Statistic**

The sample of this study consist of 103 respondents and at the biginning there were analysed the structure of the respondents in terms of gender, age, education, status, work, income. Explanation of the characteristics in their diploma and bachelor's education level, the majority of them already have an income so they use the body shop products for their cosmetic purposes considering the price of the body shop products are expensive, in terms of status, most of them are not married who use these products because they really need care and of the 103 female respondents it was the most frequent use of the body shop products They are described in table 2.

**Table 2. Respondent Data**

| No | Category | Number (N) | Percentage (%) |
|----|----------|------------|----------------|
| 1 | **Gender** | | |
| | Male | 5 | 5% |
| | Female | 98 | 98% |
| 2 | **Age** | | |
| | 24-25 years old | 48 | 48% |
| | 25 – 30 years old | 55 | 55% |
| 3 | **Education** | | |
| | Diploma | 33 | 33% |
| | Bachelor | 70 | 70% |
| 4 | **Status** | | |
| | Single | 60 | 60% |
| | Married | 43 | 43% |
| 5 | **Income/Month** | | |
| | 4.500.000-6.000.000 | 49 | 49% |
| | 6.000.000-10.000.000 | 34 | 34% |
| | >10.000.000 | 20 | 20% |
| | Total | **103** | **100.00** |

*Source : processed data, 2019*

Based on Table 2 above, most respondents are female, 98 people (95%), and 5 people (5%) were male.

## Quantitative Analysis

Testing of research instruments was carried out through validity and reliability tests. A questionnaire is declared valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The convergent validity of the measurement model with reflexive indicators is based on recommendations between the item scores / component scores estimated by the PLS software. The validity test of indicators in PLS modeling can be done using convergent validity and a measurement model with reflexive indicators which can be seen from the indicator between the item score / indicator and its construct (loading factor) which can be seen from the outer loading output. Output outer loading estimation result from PLS Algorithm.

**Graph 3. Outer Loading**
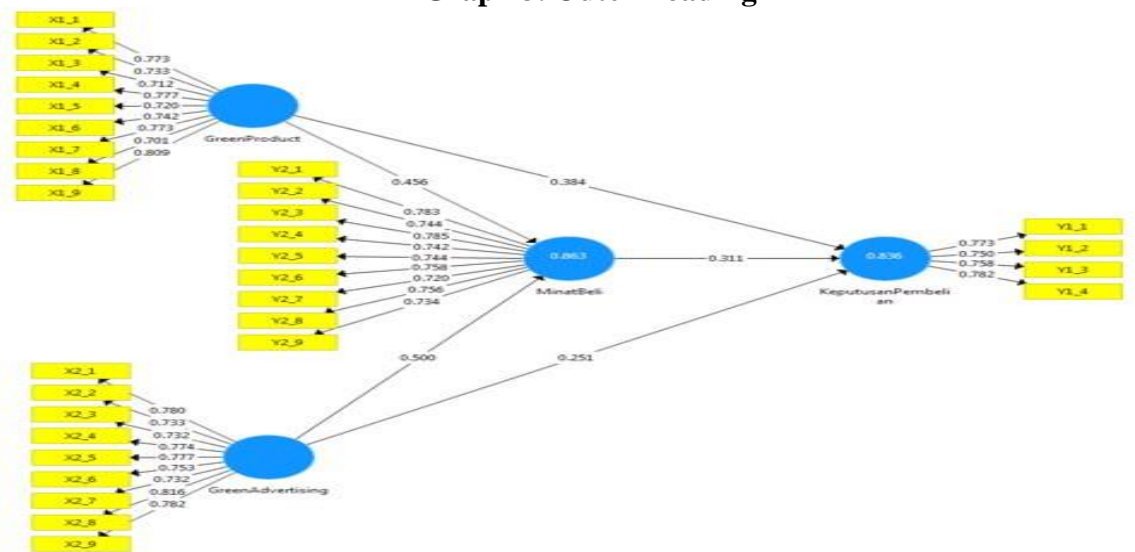


*Source : Processed data, 2019*

The details of the validity test results are very important for my research because, validity is used to develop and evaluate a study, and also validity needs to be done to test whether or not the construct of questions that define a variable is feasible

**Table 3. Validity Test(*Convergent Validity*)**

| Variable Indicator | *Green Product* | *Green Advertising* | Purchase Decision | Buying Interest |
|---|---|---|---|---|
| X11 | 0,773 | | | |
| X12 | 0,733 | | | |
| X13 | 0,712 | | | |
| X14 | 0,777 | | | |
| X15 | 0,720 | | | |
| X16 | 0,742 | | | |
| X17 | 0,773 | | | |
| X18 | 0,701 | | | |
| X19 | 0,809 | | | |

| | | | |
|---|---|---|---|
| X21 | 0,780 | | |
| X22 | 0,733 | | |
| X23 | 0,732 | | |
| X24 | 0,774 | | |
| X25 | 0,777 | | |
| X26 | 0,753 | | |
| X27 | 0,732 | | |
| X28 | 0,816 | | |
| X29 | 0,782 | | |
| Y11 | | 0,773 | |
| YI2 | | 0,750 | |
| Y13 | | 0,758 | |
| Y14 | | 0,782 | |
| | | | |
| Y21 | | | 0,783 |
| Y22 | | | 0,744 |
| Y23 | | | 0,785 |
| Y24 | | | 0,742 |
| Y25 | | | 0,744 |
| Y26 | | | 0,758 |
| Y27 | | | 0,720 |
| Y28 | | | 0,756 |
| Y29 | | | 0,734 |

*Source: Processed Data, 2019*

Based on the outter output loading, in all indicators for each construct, the loading factor has met the convergent validity with loading factor score more than 0.7. Based on the output outer loading, it can be seen that the loading factor results of all indicators for each construct have met the convergent validity, because all loading factor values are> 0.7. output cross loadingIt can be seen that the correlation of each indicator with its construct is higher than with other constructs. This shows that the latent construct predicts indicators on its own block better than indicators on other blocks.

**Table 4. Validity Test (*Discriminant Validity*)**

| Variable | *Green Product* | *Green Advertising* | Purchase Decision | Buying Interest |
|---|---|---|---|---|
| X1_1 | 0,773 | 0,676 | 0,657 | 0,681 |
| X1_2 | 0,733 | 0,603 | 0,632 | 0,652 |
| X1_3 | 0,712 | 0,660 | 0,681 | 0,666 |
| X1_4 | 0,777 | 0,717 | 0,714 | 0,695 |
| X1_5 | 0,720 | 0,621 | 0,649 | 0,632 |
| X1_6 | 0,742 | 0,683 | 0,660 | 0,713 |
| X1_7 | 0,773 | 0,673 | 0,667 | 0,702 |
| X1_8 | 0,701 | 0,655 | 0,635 | 0,607 |
| X1_9 | 0,809 | 0,704 | 0,690 | 0,717 |
| X2_1 | 0,728 | 0,780 | 0,703 | 0,732 |
| X2_2 | 0,690 | 0,733 | 0,591 | 0,654 |
| X2_3 | 0,660 | 0,732 | 0,673 | 0,707 |

| | | | |
|---|---|---|---|
| X2_4 | 0,660 | 0,774 | 0,628 | 0,656 |
| X2_5 | 0,729 | 0,777 | 0,675 | 0,720 |
| X2_6 | 0,593 | 0,753 | 0,636 | 0,679 |
| X2_7 | 0,680 | 0,732 | 0,675 | 0,645 |
| X2_8 | 0,753 | 0,816 | 0,743 | 0,768 |
| X2_9 | 0.615 | 0,782 | 0,682 | 0,654 |
| Y1_1 | 0,688 | 0,642 | 0,773 | 0,641 |
| Y1_2 | 0,698 | 0,655 | 0,750 | 0,726 |
| Y1_3 | 0,661 | 0,703 | 0,758 | 0,718 |
| Y1_4 | 0,672 | 0,677 | 0,782 | 0,619 |
| Y2_1 | 0,703 | 0,697 | 0,673 | 0,783 |
| Y2_ 2 | 0,713 | 0,693 | 0,667 | 0,744 |
| Y2_3 | 0,683 | 0,660 | 0,649 | 0,785 |
| Y2_4 | 0,657 | 0,654 | 0,635 | 0,742 |
| Y2_5 | 0,661 | 0,683 | 0,704 | 0,744 |
| Y2_6 | 0,631 | 0,653 | 0,623 | 0,758 |
| Y2_7 | 0,697 | 0,694 | 0,712 | 0,720 |
| Y2_8 | 0,675 | 0,696 | 0,672 | 0,756 |
| Y2_9 | 0,665 | 0,689 | 0,642 | 0,734 |

*Source : Processed Data, 2019*

**Table 5. Reliability Test (*Composite Reliability*)**

| Variable | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| *Green Product* | 0,902 | 0,920 |
| *Green Advertising* | 0,911 | 0,927 |
| Purchase Decision | 0,765 | 0,850 |
| Buying Interest | 0,904 | 0,921 |

Table 5 shows that the composite score for all variable are more than 0.7. Thus, it is considered reliable. Based on the composite output reliability and cronbach's alpha above, it shows that the value of each construct is above 0.70. So it can be denied that each construct in the estimated model has good reliability

**Table 6. R *Square* Score**

| Variable | R Square |
|---|---|
| **Purchase Decision** | 0,836 |
| **Buying Interest** | 0,863 |

*Source : Processed Data, 2019*

$$Q2 = 1 \ (1 - R^2{}_1)(1 - R^2{}_2) \ \text{......} \ (1 - R^2{}_P)$$
$$Q2 = 1 - (1\text{-} \ 0{,}863) \ (1 - 0{,}836)$$
$$Q2 = 0{,}977$$

The Q2 score is 0.984, which means the structural model is relevant.

**Hypothesis Testing Results**

To test the proposed hypothesis, we conducted  the t-statistic test. If the t-statistic value exceeds the t-table value ($\alpha = 0.05$) of 1.96 or a probability value of 0.05 and if the positive and negative effects of the variables on the original sample value are suitable, then the hypothesis is accepted. The test results are shown in Table 7:

**Table  7. Hypotheses Testing Results**

|  | Hipotesis penelitian | Statistik-t | Probabilitas | Hasil |
|---|---|---|---|---|
| **H1** | *Green Product* -> Purchase Decision | 3,888 | *** | **accepted** |
| **H2** | *Green Advertising*-> Purchase Decision | 2,078 | 0,038 | **accepted** |
| **H3** | *Green Product* -> Buying Interest | 6,814 | *** | **accepted** |
| **H4** | *Green Advertising*-> Buying Interest | 7,399 | *** | **accepted** |
| **H5** | Minat Beli -> Purchase Decision | 2,131 | 0,034 | **accepted** |
| **H6** | *Green Product* -> Buying Interest -> Purchase Decision | 2,097 | 0,037 | **accepted** |
| **H7** | *Green Advertising*-> Buying Interest - > Purchase Decision | 1,982 | 0,048 | **accepted** |

Table 7 shows for green product and purchase decision, the coefficient of sig is 0.000, $t_{count}$ is 3.888, which is lower than 1.96, and the probability is below 0.05. These indicate that the Green Product variable has a positive effect on Purchase Decisions. While for the effect of Green Advertising toward Purchase, it is specified the coefficient of sig is 0.038 and $t_{count}$ is 2.078, which is lower than 1.96, and the probability value is below 0.05.  These imply that the Green Advertising variable has a positive effect toward Purchase Decisions. Advertising is one of the determinants of a purchase decision. For green product and Buying interest, it shows the coefficient of sig is 0.000, the value of $tc_{ount}$ is 6.814, and the probability value is below 0.05. These suggest that the Green Product variable has a significant effect toward Buying Interest. For green advertising and buying interest, the results show the coefficient of sig is 0.000, $t_{count} = 7.399$, and the probability value is below 0.05. These results indicate that the Green Advertising variable has a positive and significant effect toward Buying Interest. The results for buying interest and purchase decision show that the coefficient of sig is 0.034, $t_{count}$ 2.131, and the probability value is below 0.05. These suggest that the buying interest variable has a positive effect toward purchase decisions.

Purchase interest can be a mediating variable between the green product variable and the purchase decision variable as demonstrated by the sig coefficient of 0.037 and the $t_{count}$ of  2.097, which is lower than 1.96. It means that hypothesis 6 that green product has an effect toward purchase decision through purchase intention is accepted. In this study, buying interest has an indirect effect on the green product variable toward purchase decisions. Therefore, the effect of green products on purchase decisions is more effective if there exists consumers' buying interest. Buying interest can be a mediating variable between the green advertising and the purchase decision variables as indicated by the sig coefficient of 0.048, the $t_{count} = 1.982$ which  means that hypothesis 7 that green product affects purchase decision through buying intention is accepted. In this study, buying interest indirectly influences the green advertising variable toward purchase decisions. Green advertising can encourage consumers to buy environmentally friendly products. With the help of green advertising, consumers can understand the relationship of products toward environmental sustainability, in that these products have a positive value in the eyes of consumers.

## Conclusion

In the present study green Advertising is the most dominant variable. Through the Body Shop promotion of going green in various media and real-life actions to preserve the environment, it raises consumer awareness of the importance of protecting the environment and makes them trust in green products more. The statement on green advertising resulted in higher consumer confidence in green products. Advertisements captured by consumers can be convincing and trustworthy so that consumers are interested and will decide to buy the product. Green Product variable, in terms of product perception dimensions, the indicator needs to be considered is the green product production process and chemical-free packaging dimension. So that if The Body Shop company pays attention to these, consumer buying interest will increase and they will buy the product.

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