



THE INFLUENCE OF GREEN PRODUCT, GREEN ADVERTISING, GREEN KNOWLEDGE ON PURCHASING DECISIONS WITH BRAND IMAGE AS AN INTERVENING VARIABLE

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ABSTRACT

Environmentally, friendly businesses at this time are needed to suppress existing environmental problems. Companies must market environmentally, friendly products so as not to add to environmental problems. The purpose of this study is to analyze the influence of green products, green advertising, green knowledge on purchasing decisions with brand image as an intervening variable. This study used a quantitative type of research. Data collection techniques using questionnaires. data analysis techniques using SEM PLS. The results show that green products, green advertising, green knowledge have a significant influence on consumer financing decisions. Brand image is also an intervening variable that indirectly influences green products, green advertising, green knowledge on purchasing decisions

Keywords: Green Product, Green Advertising, Green Knowledge, Purchasing Decisions, Brand Image

1. Introduction

Environmental problems that have occurred in recent years have become a growing issue in the world community, such as environmental pollution, climate change, forest destruction and global warming (Dewi and Rahanatha, 2022). Environmental problems are not only the problem of acid rain, the greenhouse effect, air and water pollution which are already at dangerous levels as well as fires and deforestation which threaten the atmosphere on earth. consumers choose *green product* regarding awareness of several products and the level of concern which is sometimes still low.

One real action to reduce environmental problems is to maintain *environmental movement* or the environmental care movement (Nozari et al., 2021). *Environmental movement* resulting in increased demand *green product*. *Green product* is a product that is made and designed in such a way that it can be repaired, recycled and reused so that it does not have a negative impact on the environment (Sharma, 2021). Request *green product* The increasing number of companies encourages companies to develop and produce more environmentally friendly products (Asyhari and Yuwalliatin, 2021).

Development *green product* aimed at offering alternatives to products that use chemicals, and reducing pollution and waste. *Green product* also designed to reduce excessive natural resources in the production process and minimize adverse environmental impacts during the production process (Yuliana, 2022). A purchasing decision will be influenced by several factors, one of which is the product being sold (*green product*) (Hidayah et al., 2022). Then, to be able to increase consumer purchasing decisions for these products, advertising is needed that can attract consumers to buy and increase awareness of environmental concerns, namely by conducting *green advertising*.

Green products is a product that is not harmful to humans and the environment, does not waste resources, does not produce excessive waste and does not cause cruelty to the ecosystem (Saleem et al., 2021). According to Yuliana (2022), green product is an environmentally friendly product made by marketers to be friendly to health and the environment. A product that is designed and processed in a way to reduce the effects that can pollute the environment, both production, distribution and consumption.

Green knowledge needed by the community regarding products or activities that can have an impact on the environment by educating the community about issues and phenomena that are currently occurring. People understand the impact of using environmentally friendly products. According to Wulandari and Miswanto (2022), the emergence of the problem of large amounts of waste makes people care about the state of the environment and find out about the environment, so that *green knowledge* drive action before they make a purchase of the product.

Consumers who are aware and care about environmental sustainability are called brand awareness *green*. Brand image believes that environmental problems have occurred and must be resolved immediately with concrete steps and they also have various information to keep the earth lasting and sustainable. Information held by *green consumer* is part of consumer knowledge *green product* which is used as a decision-making basis for purchasing green products. Knowledge of *green product* or *green product knowledge* owned by *green consumer* is the basis for assessing environmental attributes and benefits *green product* when making purchasing decisions (Saleky & Souisa, 2019).

Brand Image will gradually increase its product knowledge by actively seeking related information *green product* from various sources. Consumers who have higher levels of knowledge are related *green product* the higher their understanding regarding the functions and attributes of environmental protection *green product* (H. Wang et al., 2019). Finally, a brand image that cares (*care*) with environmental sustainability will choose and decide to buy *green product*. The following is some previous research that analyzes the influence *green product*, *green advertising*, dan *green knowledge* to the purchase decision.

Study of Zameer and Yasmeen (2022) obtained information on the results of this research using SEM PLS analysis. The research results showed that partially **Green Product significant influence on purchasing decisions. Results of research carried out** Mustika (2022) has a research objective to describe *green advertising* and the influence it has on purchasing decisions.. Research by Nguyen-Viet, (2023) results show that partially *green product knowledge*, *green advertising*, *green product* positive and significant effect on purchasing decisions. Research conducted by Shi et al., (2022) results show that partially advertising, price strategy has a positive and significant influence on purchasing decisions *green product*. Research by Tan et al., (2019) results show that green products, green knowledge, price are the most influential variables in determining young people's purchasing decisions.

Cosmetics as beauty products are items that are often bought and chosen by female consumers in particular. Cosmetic products are unique products, because in addition to this product has the ability to meet basic needs (especially women) for beauty as well as a means for consumers to clarify their identity in society. One of the popular cosmetic businesses among the public is The Body Shop brand. The Body Shop is a global cosmetics and beauty company that draws inspiration from nature and produces products that lean on ethical values. The Body Shop is also a pioneer international cosmetics company that calls for cosmetic standards for humans by eradicating animal testing. The importance of the meaning of the environment realized by the European community is the main reason for the presence of The Body Shop. As much as 95% of The Body Shop products sold in Indonesia are imported directly from the UK. Some of the accessories products are local products from small entrepreneurs and individual craftsmen in Bandung, Salatiga, and Baduy. The Body Shop products are divided into several categories, namely Wellbeing, Make-up, Bath and Body, Skin Care, Men's, Home Fragrance.

2. Literature Review

2.1 Green Product

Green product Firmansyah et al., (2019) stated that a product does not cause damage to the environment and natural resources, and does not cause pollution. Hidayat (2020) reveals its creation *green product* should consider environmental aspects in life so as to minimize negative impacts on natural conditions. *Green product* developed from increasing problems regarding global warming, pollution and waste. Therefore, consumers translate environmental problems into a strong commitment to buying environmentally friendly products (Bhutto et al., 2019). *Green Product* harmless to human health, the atmosphere and the environment. The most widely held beliefs regarding *gre productis* that the products produced will be healthier and always pay attention to environmental safety (Purnama \$ Putu, 2019).

Green product is a product that has benefits for consumers and also has social benefits felt by consumers, such as being friendly to the environment (Nekmahmud et al., 2022). *Green product* or environmentally friendly products Zameer and Yasmeen (2022) express a product that is designed and processed in a way to reduce the effects that can pollute the environment, both in production, distribution and consumption.

Green product describes products that protect or enhance the natural environment, energy conservation, and reduction or elimination of toxic agents, pollution, and waste (Tan et al., 2019). According to Kautish and Sharma (2019) categorize *green product* into four types. The first type is that the product does not contain elements that are harmful when consumed, and the product can help preserve the environment without producing pollution. The second type is efficiency in energy use, where *green product* More economical than other conventional products. The third type is products made from raw materials that provide recycling functionality; and the fourth type is a product whose production process technology is environmentally friendly.

2.2 Green Advertising

Pittman et al., (2022) revealed that green advertising is a form of green product promotion media) both through electronic media (television) and print media. The main role of advertising is to strengthen brand awareness and brand confidence: announcing the existence of a product or persuading customers by saying that the product has various advantages (Nguyen-Viet, 2023). If this works well then customers will make good purchases by switching brands (*switching brand*) or stay with the same brand (*remaining*).

Shi et al. (2022) explained the function of advertising is:

- a. Product awareness and knowledge
- b. Preferences and likes (*liking*) regarding the product which will later form an attitude of liking the product (*favorable attitudes*)
- c. Convince and purchase (*conviction and purchasing*) which will eventually lead to a purchase action.

Meanwhile, Mehdikhani and Valmohammadi (2022) stated that there are two functions of advertising which are directly related to the classical psychological model which divides behavior into three components or dimensions:

- a. The cognitive component is intellectual, mental or rational statements
- b. The affective component is an emotional statement or feeling

Issues regarding the environment have increased and made it an advertising theme for various products and services, even the green movement (*the green movements*) has become a very important social movement in this century. Several national polls conducted show consistency in the high level of public concern for the environment.

2.3 *Green Knowledge*

Product knowledge is all the understanding and information that consumers have regarding product characteristics such as product brand, product specifications, product type, product price, and product class (Wang et al., 2019). In this research, *green product knowledge* refers to subjective knowledge which is consumers' understanding of the environmental attributes and environmental impacts of green products (Lin et al., 2018).

Knowledge about the environment or green knowledge, green attitude or attitudes that can be taken to prevent environmental damage, and *environmental concern* within oneself which can be a driving factor in community action to reduce environmental damage. *Environmental concern* provide awareness in solving problems related to the environment. Research conducted by Winda and Ketut (2020) explained that environmental concern is a form of responsibility in dealing with environmental problems not only to improve the quality of the organization but also to increase consumer loyalty. Motivation is the initiation and direction of behavior and motivation lessons are actually lessons about behavior.

2.4 *Brand Image*

Brand Image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand (Hien et al., 2020). *Brand Image* related to attitudes in the form of beliefs and preferences towards a brand (Agmeka et al., 2019). Consumers who have a positive image of a brand are more likely to make purchases (Mao et al., 2020). Kottler (2016) defines *brand image* as a set of beliefs, ideas and impressions that a person has towards a brand.

In concept *Brand Image* Consumer attitudes and actions towards a brand are largely determined by *brand image* is a requirement for a strong brand (Büyükdağ, 2021). Therefore *brand image* is an association *brand* are interconnected and create a series in consumers' memories. *Brand image* which is formed in the minds of consumers (Zhang et al., 2020). Consumers who are accustomed to using *brand* certain brands tend to have consistency with the brand image. *Brand image* is related to the association with the brand because when brand impressions that appear in consumers' memories increase due to the increasing number of consumer experiences in consuming or purchasing the brand (Islam and Hussain, 2022).

Brand image positive ones can be associated with consumer confidence in positive brand values, and a willingness to continue purchasing the brand. It also functions to influence consumer interest in future brand promotions and guarantee consumer immunity to promotional activities from competing brands (Fan, 2019). In formation *Brand Image* Consumers more often buy products from well-known brands because they feel more comfortable with familiar things, there is an assumption that well-known brands are more reliable, always available and easy to find, and have undoubted quality, so better-known brands are more often purchased. consumers choose over unknown brands (Evgeniy et al., 2019).

Based on several theories put forward by the experts above, it can be concluded that *brand image* is the consumer's perception of a good sharia brand which can be obtained based on information about the facts that then use the product, so that the impression that emerges is relatively long-term which is formed in the mind of the consumer to choose the product. Indicator *brand image* according to (Astuti et al., 2021) includes impressions of product quality, service, use or benefits, risks, price offered, image of the company. Meanwhile, according to Boateng (2021) explains that indicators *brand image* consists of three parts, namely *corporate image*, *user image*, *product image*. In this research, indicators are adopted *brand image* includes:

- a. Have a good impression of product quality
- b. Have a good impression of product prices
- c. Have a good impression of the image

3. Research Methods

The type of research used in this study is quantitative research.. Population is a combination of all elements in the form of events, things or people who have similar characteristics seen as a research universe (Ferdinand, 2014).The population in this research was consumers who purchase products at The Body Shop Semarang located at Citraland Mall and DP Mall Semarang. Sample is a subset of a population, consisting of several members of the population. This subset was taken because in many cases it is not possible to examine all members of the population, therefore a representative called a sample was formed (Ferdinand, 2014).

The sampling technique is to use *Probability Sampling*, that is, all elements in the population have an equal chance of being selected for the sample. The sampling technique uses *Accidental Sampling*, The sampling technique is based on provisions, namely who has deliberately purchased products at The Body Shop Semarang. This research will use *Structural equation modeling* (SEM), the recommended sample size is between 100 and 200 respondents (Ghozali, 2018).So the sample size used was 150 respondents with details of 50% of the sample taken at The Body Shop Citraland and 50% of the sample at The Body Shop DP Mall.

Data collection techniques are techniques or methods used to collect data according to the problem being studied. The data collection technique used in this research is using questionnaires. A questionnaire is a data collection technique that is carried out by giving a set of questions or written questions to respondents to answer. The distribution of the questionnaire consists of closed and open questions (Ferdinand, 2014).

Analysis Techniques in research included data processing, processing data organization and results discovery. The analytical technique used in this research is analysis *Structural Equation Modeling* (SEM) with AMOS software. Analytical techniques are used to interpret and analyze data. In accordance with the model developed in this research, the data analysis tool used is SEM (*Structural Equation Modeling*), which is operated through the IBM SPSS AMOS 24 program (Ghozali, 2018). Ghozali (2018) explains that SEM is a combination of separate statistical methods, namely factor analysis (*factor analysis*) as well as simultaneous equation models (*simultaneous equation modeling*). Hypothesis testing is processed using SEM (*Structural Equation Modeling*) with the AMOS 4 program.

4. Research Result

Based on the results of research and data processing, the following hypothesis test results can be obtained.

Table 1 Hypothesis Test Results

No.	Hypothesis	Estimate	S.E.	C.R.	P	Results
H1	Green Product → Purchase Decision	0.224	0.080	2.806	0.005	Significant Positive
H2	Green Advertising → Purchase Decision	0.254	0.083	3.068	0.002	Significant Positive
H3	Green Knowledge → Purchase Decision	0.392	0.097	4.061	0.000	Significant Positive
H4	Green Product → Brand Image	0.233	0.082	2.827	0.005	Significant Positive
H5	Green Advertising → Brand Image	0.300	0.081	3.682	0.000	Significant Positive
H6	Green Knowledge → Brand Image	0.234	0.097	2.422	0.015	Significant Positive

The results of data processing show the coefficient value *regression weight* of 0.224. Mark *regression weight* with a positive value indicated that the product is environmentally friendly or better *green product* from The Body Shop, the higher the purchasing decisions that

occur. Meanwhile, in the tests carried out on Hypothesis 1, a value was obtained *critical ratio* of 2.806 which fulfills the rule of thumb, namely greater than 1.96, and the probability value is 0.000, which also meets the rule of thumb, namely less than 0.05. Based on these three values, then H_0 rejected and H_1 acceptable, that is, it means that *green product* has a positive and significant effect on purchasing decisions for The Body Shop in Semarang City. The findings in this study are also supported by research conducted by Okadiani et al. (2019) which states that *green product* has a positive and significant influence on purchasing decisions. There is a concentration regarding the products produced to build a certain image, namely *green product* which are presented through environmentally friendly products, products that can be recycled, and products that are good for health can provide distinct advantages in increasing consumer preferences to make purchasing decisions on certain brands or in this research, The Body Shop.

The results of data processing are the coefficient values *regression weight* positive value or more than zero, namely 0.254. This value shows that it is getting better *green advertising* which is done by The Body Shop in the eyes of consumers, the higher the purchasing decision will be. Meanwhile, rate *critical ratio* amounting to 3.068 which is greater than 1.96 accompanied by a probability value of 0.002 which is smaller than the required significance level of 0.05, indicating that there is a significant influence in the relationship between the variables studied. Based on this data, there is acceptance of the hypothesis and significance, both of which are in accordance with the practical rules that are used as a reference. Therefore, the conclusion that can be drawn in testing this hypothesis is H_0 rejected and H_1 declared accepted. With the acceptance of H_1 or a competing hypothesis, then the hypothesis proposed in this research is true and is stated as a research finding, namely *green advertising* has a positive and significant effect on purchasing decisions for The Body Shop in Semarang City. The findings in this research state that *green advertising* has a positive and significant effect on purchasing decisions, in line with research conducted by Mustika (2022). *Green advertising* which is part of the strategy *green marketing* carried out by a brand, including The Body Shop, as an effort to communicate further about the products and campaigns carried out through advertising in order to stimulate purchasing decisions of consumers who are interested and care about the environment, which is also proven in the findings of this research.

The results of data processing provide coefficient values *regression weight* in testing the correlation between *green knowledge* with the purchase decision of 0.392 or positive value. Positive coefficient value *regression weight* This gives an idea that the direction of the hypothesis which is proven to be in accordance with the direction of the hypothesis being built is positive or getting better *green knowledge* consumers have about The Body Shop, the higher its contribution will be in influencing purchasing decisions. Apart from the coefficient value *regression weight* which indicates a positive influence in this hypothesis, there is also a value *critical ratio* and a probability that meets the rule of thumb where C.R 4.061 (>1.96) and P 0.000 (<0.05) indicate that this hypothesized correlation is significant. Thus it can be concluded that H_0 rejected and H_1 accepted that stated *green knowledge* has a positive and significant effect on purchasing decisions for The Body Shop in Semarang City. Research conducted by Yuliana (2022) also supports the findings in the research, namely that there is a positive and significant influence resulting from *green knowledge* on purchasing decisions. Consumer knowledge regarding brands, types, specifications, prices and benefits of products that carry an environmentally friendly concept also contributes to increasing stability in making purchasing decisions. With the role of *green knowledge*, consumers can create and filter wiser alternatives in an effort to select products that have a lower environmental impact than products from other brands. *Green knowledge* can also influence consumer purchasing decisions through its contribution in helping consumers become aware of environmental issues around them, developing preferences for environmentally friendly products, influencing perceptions of a

brand and the reputation of the company that houses it, encouraging lifestyle changes, and helping targeted consumers. to realize the long-term benefits offered by environmentally friendly products.

The results of data processing show the coefficient value *regression weight* of 0.233. Mark *regression weight* with a positive value can indicate a positive relationship, the better the product is environmentally friendly or *green product* from The Body Shop, you will be able to improve even more *brand image* at The Body Shop itself. Apart from that, in testing Hypothesis 4 a value was obtained *critical ratio* of 2.827 which fulfills the rule of thumb, namely greater than 1.96, and the probability value is 0.005, which also meets the rule of thumb, namely less than 0.05. Therefore, by referring to these three values, it can be stated that H_0 rejected and H_1 accepted *green product* positive and significant effect on *brand image* at The Body Shop Semarang City. The findings in this research are also supported by similar research conducted by Azizah (2022) which states that *green product* has a positive and significant influence on *brand image*. Through strategy *green product* This is done by launching products that are synonymous with being environmentally friendly, recyclable and good for health, which can improve the image of the brand that remains in the minds of consumers. By implementing the strategy *green product* can help brands to frame positive consumer perceptions regarding value consistency or *value* which reflects the brand's commitment to sustainability and environmental responsibility, differentiates the brand from similar competitors, increases consumer trust, and enlarges the brand's appeal.

The results of data processing are the coefficient values *regression weight* positive value or more than zero, namely 0.300. This value shows that it is getting better *green advertising* which is done by The Body Shop in the eyes of consumers will be even higher *brand image* that is awakened in the minds of consumers. Meanwhile, in data processing, values are also obtained *critical ratio* amounting to 3.682, which is greater than 1.96, accompanied by a probability value of 0.002, which is also smaller than the required significance level, namely 0.05. These two values are used as an assessment of whether the resulting influence is significant or insignificant. So based on this value, the conclusion that can be drawn in testing this hypothesis is H_0 rejected and H_1 declared accepted. With the acceptance of H_1 or a competing hypothesis, then the hypothesis proposed in this research is correct as a research finding, namely *green advertising* positive and significant effect on *brand image* The Body Shop in Semarang City. This research produced findings in the form of *green advertising* positive and significant effect on *brand image* which is in line with Purnama's (2019) research. These findings prove that the implementation *green advertising* Through The Body Shop's advertising related to environmental issues, it is able to provide knowledge, form attitudes towards products, and increase trust in products, all three of which are dimensions that can measure how *brand image* can be framed positively.

Results of data processing that has been carried out previously. The results of data processing provide coefficient values *regression weight* in testing the correlation between *green knowledge* with *brand image* of 0.234 or positive value. With a positive coefficient value *regression weight* This then shows that the direction of the hypothesis which is proven to be in accordance with the direction of the hypothesis developed in this research is positive or getting better *green knowledge* consumers have about The Body Shop, the higher their contribution to improving *brand image* the positive. Besides the coefficient value *regression weight* which describes the positive influence in this hypothesis, there is also value *critical ratio* and a probability that meets the rule of thumb where C.R 2.422 (>1.96) and P 0.015 (<0.05) indicate that this hypothesized correlation is significant. Thus this research rejects H_0 and accept H_1 that is *green knowledge* positive and significant effect *brand image* The Body Shop in Semarang City. In order to support the results of this research, research was also collected which contributed findings in the form of a positive and significant influence from *green knowledge*

tobrand image. This research as supporting research was carried out by Jinan et al. (2022). By applying *green knowledge*, Brands can show their commitment to sustainability which can strengthen the brand image in the eyes of consumers. Apart from that, with *green knowledge* which consumers already own or understand will help brands to provide advantages in the form of differentiation and innovation that are guided by sustainability and environmental issues that differentiate them from other similar competitors. Therefore, in this research it has been proven based on data that *green knowledge* can improve or maintain a positive brand image in the minds of consumers and potential consumers.

5. Conclusion

Based on the data obtained and the results of the analysis that has been carried out, the following conclusions can be obtained

- a. The results showed that green products have a positive and significant effect on purchasing decisions. This means that the better the Green Product, the more Purchasing Decisions will be improved.
- b. The results showed that green advertising has a positive and significant effect on purchasing decisions. This means that the better the Green Advertising, the more Purchasing Decisions will increase.
- c. The results showed that green knowledge has a positive and significant effect on purchasing decisions. This means that the better the Green Knowledge, the more Purchasing Decisions will increase.
- d. The results showed that green products have a positive and significant effect on brand image. This means that the better the Green Product, the more Brand Image will increase.
- e. The results showed that green advertising has a positive and significant effect on brand image.
- f. The results showed that green knowledge has a positive and significant influence on brand image. This means that the better the Green Advertising, the more Brand Image will increase.

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