

Effectiveness of Green Brand, Green Advertising, and Green Products on Consumer Purchase Decisions on AVOSKIN PHTE in Yogyakarta

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ABSTRACT

This study aims to determine how the influence of green brand, inexperienced advertising and inexperienced merchandise on purchasing decisions on AVOSKIN PHTE skincare products in Yogyakarta. This research is an open quantitative descriptive study with buyers of Avoskin PHT skin care products. The most striking result in this study is that Green products no longer have a significant effect on purchase options. And for Green products, green advertising and inexperienced producers simultaneously have a high quality impact on purchase choices.

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 impacts on the environment are considered. On the other hand, there are negative influences related to environmental issues such as environmental pollution, forest destruction, and global warming, which are getting worse from year to year. Moreover, ecological damage directly connects the manufacturing industry in the world so that people have environmental problems that continue to increase [1].

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 is not optimal, causing flooding, water pollution, and soil damage. From the many cases of environmental pollution, people are now starting to realize protecting the environment and health if people ignore environmental health will have an impact on the survival of the community[2].

With awareness of the environment and health, it will indirectly change the mindset and lifestyle of humans without exception for business actors. This 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 [3].

According to the Ministry of Environment, green consumers care about environmentally friendly products (Ardianti et al., 2008). Recorded in America in 2005, the ecologically friendly market segment reached 23% of the total population in the United States[4].

Green Brand is the perception of a green brand image as a reflection of brand associations in consumer memory [5]. Green brands created for products and services make consumers trust these products and services [5]. 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 [5]. Green products are products that do not cause damage to the environment and natural resources and do not cause population [6]. Creating green products must consider environmental aspects in life to minimize adverse impacts on natural conditions [7].

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 it 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 who are interested in caring for the environment, in general, will think sceptically about green advertising or better known as environmental care advertising[8]. 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. But, of course, this will change consumer perceptions, which will affect consumers[9].

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 [9]. Nature tourism and their belief in the environment are new with increasing awareness of environmental issues.

These changes occur in the environment and in the marketer's environment significantly. Of course, this condition will encourage the emergence of new behaviour from consumers, reflected in their needs and desires. To stay ahead of the competition, marketers must be responsive to environmental changes, change customer demands, and satisfy all their needs and wants [10]. Based on the issues described above, the researcher is interested in getting to know "Effectiveness of Green Brand, Green Advertising and Green Product on the Purchase Decision of Avoskin PHTE in Yogyakarta."

2. METHOD

These research objectives it was conducted using a quantitative approach with a survey method. The object used as sampling the author's research is Avoskin PHTE Consumers in City Yogyakarta, with the selected population being consumers who use Avoskin PHTE products in Yogyakarta. The specified sample is 100 samples, taking into account the higher level of population representation. The sampling technique was carried 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 PHTE products and consumers who use the product at least 1 or 2 times.

The analytical method uses 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 test, t-test, and the coefficient of determination test. This research method is used as a reference for researchers to obtain answers that are in accordance with the existing problems and conclusions that do not doubt.

3. RESULT AND DISCUSSION

Results of the distribution of 100 questionnaires obtained an overview of the respondents described in Table 1. Valid or not an instrument can be known by comparing the results of r arithmetic with 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 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 [11].

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, 2021

Table 2 Multiple Linear Regression Test Results

Variable	Unstandardized Coefficients Beta	Standardized Coefficients Beta	t	Sig t	Note
X1	0.169	0.124	1.122	0.265	Not significant
X2	0.554	0.421	3.386	0.000	Significant
X3	0.018	0.014	0.112	0.911	Not significant
R	0.510				
R square	0.367				
Adjusted R square	0.334				
F count	11.254				
Sig. F	0.000				
F table	2.700				
t table	1.661				

Source: *Processed personal data, 2021*

3.1. Impact of Green Brands on Purchase Decisions

The green brand variable was declared a nominal meaningful value of 0.265. This means that the green brand or green brand owned by Avoskin PHTE does not yet have an essential role in consumer purchasing decisions. Usually, consumers do not see the product from the brand, consumer perceptions of the green brand image, level of consumer satisfaction, consumer confidence and consumer awareness to remember and recognize the product. The environment of the brand is lacking. The regression coefficient of 0.124 indicates the green brand variable purchase decision purchasing decisions on Avoskin purchasing decisions on Avoskin PHTE products in Yogyakarta. Green brands do not influence purchasing decisions. This is because consumers have not considered Avoskin PHTE as a green brand. Consumers who care about the environment have not realized that Avoskin PHTE is not because of their needs and desires, so consumers decide to buy Avoskin PHTE just because Avoskin PHTE is more attractive, not because of the brand.

3.2. The Effect of Green Advertising on Purchase Decisions

The green advertising variable was declared significant with a significance value of 0.001. This means that green or environmentally friendly advertising owned by Avoskin PHTE has an essential role in consumer purchasing decisions. The regression coefficient of 0.421 indicates that the green advertising variable positively affects consumer purchase decisions in Yogyakarta. Purchase decisions are influenced by green advertising. This is because green advertising or AVoskin PHTE green advertising has been conveyed well. Environmental care advertisements illustrate that the use of environmentally friendly products will impact the environment. This makes consumers will be influenced and decide to buy the product.

3.3. 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 that the green product variable purchase decision Yogyakarta. Environmentally friendly products do not influence purchase decisions. This 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 do not know 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 their products. Consumers who are still not aware of and care about the environment will buy Avoskin PHTE products because the advertisements are attractive to their liking.

3.4. Impact of Green Brand, 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 means green brands, green advertising, and green products jointly influence purchasing decisions. The value of the coefficient of determination is 0.334. This explains that the independent variables can define the dependent variable by 33.40%. The remaining 66.60% explained other variables that were not investigated in this study.

The results of the calculations and analysis carried out are in accordance with the research conducted.

4. 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 brand, 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 that influences Consumer purchasing decisions regarding Avoskin products in Yogyakarta. This 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 PHTE products in Yogyakarta.

5. 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 product, green advertising, and green brand that influence Have a significant impact on consumers Avoskin purchase decisions. In addition to these four variables, other variables were not examined and may influence consumer purchasing decisions on Avoskin PHTE 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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