The Effect of Green Marketing and Consumers' Attitudes on Brand Image and Consumers' Purchase Intention of Green Products in Denpasar

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Abstract-This study analyzed the effect of green marketing strategy and consumers' attitudes on brand image and cunsumers' intention of green products. This study uses a quantitative survey method. The object of this study is consumers' purchace attitudes towards green products, with variables: attitude, green marketing, brand image, and purchase intention of green products. The data were collected through online surveys on participants who were lived Denpasar, were over 17 years old, and had their income, as well as having purchased the green products. The study found that the green marketing has a positive and significant effect on the brand image, which means that the better green marketing can improve the the brand image of green products. Apart from that, it is also discovered that the green marketing has a positive and significant effect on consumers' purchase intention, which means that the better green marketing can increase the consumers' purchase intention of green products. The attitudes of consumers have a positive but not significant effect on the brand image, which means that no matter how better the attitudes of the consumers, they could not improve the brand image of the green products significantly. The attitudes of consumers have has a positive but not significant effect on the consumers' purchase intention, which means that no matter how better the consumers' attitudes, they could not increase the purchase intentions of the consumers significantly. Brand image has a positive and significant effect on the consumers' purchase intention, which means that the better the brand image, it will increase the the consumers' intention to purchase the green products. Brand image is a partial mediation between green marketing and the consumers'purchase intentions because all direct and indirect relationships are significant, and the direct coefficient of green marketing's relationship with the purchase intention is greater than indirect compensation (indirect effect) for performance. Brand image is a full mediation between consumers' attitudes and their purchase intentions.

Keywords: Brand image; consumers' attitude; consumers' purchase; green marketing; green products

INTRODUCTION

The increasingly rapid development of business today is also accompanied by the increasingly complex environmental problems. Environmental issues have become strategic issues to be studied and resolved by various parties. At present, environmental protection efforts are growing along with the increasing consumer awareness. Companies and consumers are parties that play a crucial role in maintaining environmental sustainability, such as in saving energy use, eliminating toxic products, and reducing pollution and waste (Pankaj, 2014). Green products are designed to reduce excessive use of natural resources during the production process and to minimize adverse environmental impacts during the production process (Albino, 2011). One of the

main environmental problems faced by society today is waste pollution. From various cases, garbage problems are very dominant in various countries, especially developing countries. Bali is one of the provinces in Indonesia that has a rapidly growing industrial sector. From the data of the Department of Industry and Trade of Denpasar, the number of industries in Denpasar in 2017 as a whole was 4,053, this number has increased compared to the previous year, namely in 2016 there that were 3,877 industries. In general, industrial development in Bali has increased but the number of industries with green products in Denpasar has decreased. The development in the industrial sector in Bali is directed at the development of small and medium industries, one of which is the industry with green products.

The development of green products in the city of Denpasar encounters many obstacles that are almost the same as those experienced by other small industries; the main problem is how to increase consumers' buyer intention. Basically, the purpose of a business is to increase the intention of the consumer buyer and cause satisfaction for the consumer itself. The company must understand the consumer behaviour towards the product to be sold to be able to place the product as satisfying the needs and desires of the consumers (Sumarwan, 2011). According to Kotler (2002) consumers' attitudes are claimed to be a driving factor for brand age because the attitude is a relatively fixed organization of beliefs, has a tendency to be studied and to be responded consistently to profit or not profit, like or dislike to the object of the situation because in practice the image is measured by asking the consumers of how well and how important the aspects are sold.

The marketing world of Indonesia will be increasingly dynamic, which is characterized by global competition. The existence of a significant environmental change and with full uncertainty is forced the industry to keep thinking so that the company can live stable and win the competition (Manap, 2016). Anzar (2013) found that in Malang in the survey of non-Tupperware member consumers, the results of the study revealed that green marketing variable had a positive and significant direct influence on the purchase intention (Ansar, 2013). Agustin and et al., (2015) in her study in Malang found Green Marketing has direct and significant effect on purchase decision, in that it is equal to 34%. Purchase intention has direct and significant

effect on purchase decision, in that it is equal to 39,3%. Thus, Tupperware company should continue to maintain the green marketing program with supported innovation in producing better quality plastic product and friendly environmental. This innovation will elicit the consumers' interest to choose Tupperware products, so that it can have an impact on the purchase decision (Agustin, Kumadji, & Yulianto, 2015).

Silvia and friends in their research found that Green Marketing has a significant direct influence on Brand Partners. Direct Brand Image has a significant influence on Purchasing Decisions. Green Marketing can directly have a significant influence on Purchasing Decisions in Jakarta a survey of pirated products found that consumers' attitudes had a positive and significant effect on purchase intention (Silvia, Fauzi, & Kusumawti, 2014). Risna (2015) in Manado survey on forwarding companies this study found that consumers' attitudes were positive and significant with purchase intentions.

Based on the description above, it is necessary to do this research to analyze the influence of the green marketing strategy and the consumers' attitudes on brand image and the consumers' intention to purchase the green products.

Conceptual Framework and Literature Review

A number of previous studies had revealed that the relationship between variables made based on literature and that support from the results of previous research results of previous studies indicate that green marketing strategies and brand image influence the consumers' attitudes and purchase intentions. One of the things that needs to be considered by green product sellers is learning how the green products are purchased. Factors that influence the consumers' purchase intention are brand the image, the green marketing, and the consumers' attitudes. The present study specifically discusses the influence of the green marketing on the purchase intentions. The results of Agustin's study (2015) show that green marketing can affect the consumers' purchase intentions. Anzar (2013) and Risna (2015) showed that the green marketing variable has a positive and significant direct influence on the consumers' purchase intention (Agustin et al., 2015; Ansar, 2013).
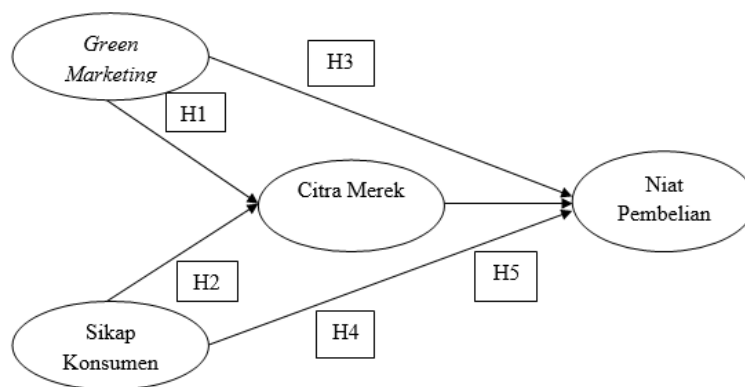
Figure 1.
Research Conceptual Framework

Literature Review

Purchase intention

Kotler (2010) defines intention as an impulse, the strong internal stimuli that motivates action, where this impulse is influenced by stimulus and positive feelings about the product (Philip Kotler & Armstrong, 2010). Kotler and Keller (2012) define intention as consumers' decision regarding preferences for brands in a collection of choices (Phillip Kotler & Keller, 2012). Lamd and Mcdaniels define intention as a customer's process in making and using the goods and services purchased (Lamb & Mc.Daniel, 2002). Based on these definitions, it can be concluded that intentions are all things that encourage someone to act or do something, like buying a product or service. Consumers' intention is the tendency of consumers to do something about what is most liked. If the consumer has decided which alternative will be chosen, then they will carry out what is of interest. Attitude is the expression of consumers' feelings about an object whether liked or not, and the attitudes can also describe the consumers' confidence in the attributes and benefits of the object. If the consumers has a positive response to the object, then they will try to obtain an object. There are two things that can help activate the purchase intention of consumers, namely (Peter & Olson, Jeey, 2000):

the consumers' memory of the product brand, which is useful as a decision plan when they are faced with a purchase situation.

The purchase of consumers is measured by several indicators. In the Silvia's study (2014), she states 4 indicators to measure the purchase intention, namely recognizing the benefits of the product to be purchased, incessant in seeking information about the product quality, the desire to immediately buy the product and having a tendency towards certain products (Silvia et al., 2014). This preference can only be replaced if something happens with the product of his preference and explorative interest in this interest illustrates the behaviour of someone who is always looking for information about the product he is interested in and looking for information to support the positive traits of the product.

Brand Image

Brand image can be defined as a perception that appears in the minds of consumers when remembering a brand of a particular product. There are several definitions of brand image. According to the American Marketing Association in (Philip Kotler & Amstrong, 2008) a brand is interpreted as a name, term, sign, symbol, or design, or combination thereof, which is intended to identify goods or services from one seller or group of sellers and to differentiate between competing goods or services. According to Kotler and Armstrong, a brand is a name, term, sign, symbol or design, or a combination of all these that shows the identity of a product or service from one seller or group of sellers and distinguishes the product from competing products (Philip Kotler & Amstrong, 2008). Based on the above definition, it can be concluded that the brand image is the name, term, symbol, sign, and design used by the company to distinguish their products from competitors.

Consumers' attitude

The attitude of consumers is an important fact that will influence consumer decisions. The term 'consumers' attitude formation' often describes the relationship between trust, attitude, and behaviour. Trust, attitude, and behaviour are also related to the concept of product attributes. Product attributes are characteristics of a product. Consumers usually

have confidence in the attributes of a product. Attitude is a trend that is learned; this means that the attitudes related to buying behaviour are formed as a result of direct experience of products, verbal information obtained from others or exposed by advertisements in mass media, the internet and various forms of direct marketing. Attitudes may result from behaviour, but the attitude is not the same as behaviour. Attitudes can drive consumers towards certain behaviours or attract them from certain behaviours.

Green Marketing

Jeong Yim Hee (2007) says "If green marketing is part of marketing, the marketing mix must also apply to green marketing" (Hee, 2007). The author defines green marketing as a marketing activity that is oriented to environmental preservation. This means the extent to which marketers can find ways to create and market goods and services that are environmentally friendly. In essence, Green marketing is not only limited to marketing activities and the composition or characteristics of the products produced, but also in the production processes and techniques. In marketing there is the term positioning which means the position of the company towards consumers, rivals, other companies, organizations/institutions and the government. Environmental issues are not only for building good images; they can even be used as a strong positioning basis for companies especially if environmental issues are a necessity for consumers.

Research Hypothesis

Green marketing develops in line with the public's attention to environmental issues, so that people demand responsibility from business people in conducting business activities.

H1 : Green marketing has a positive and significant effect on purchase intentions

H2 : Green marketing has a positive and significant effect on brand image

H3 : Consumers' attitudes have a positive and significant effect on purchase intention.

H4 : Consumers' attitudes positively influence brand image

H5 : Brand image has a positive and significant effect on purchase intention

METHOD

Data Collection and Variables

This study uses a quantitative survey method. This research is also a causal study that measures the influence of variables. This research was conducted in Denpasar City. The object of this study is consumers' purchace attitudes towards green products, with variables: attitude, green marketing, brand image, and purchase intention of green products. Primary sources are respondents who directly provided their responses to the research variables that was tested later. Primary data needed in this study is the respondents' answers to several questions raised by researchers through questionnaires, and respondents are individuals who have done online shopping. Secondary sources are green product news and empirical studies related to the variables in this study. The data were collected through online surveys on participants who were lived Denpasar, were over 17 years old, and had their income. Exogenous constructs in this research are Green Marketing (X1) and Consumers' attitudes (X2). Mediation constructs are constants that influence the relationship between exogenous and endogenous constructs (Sugiono 2015: 81). The construct of mediation in this study is the Brand Image (Y1). Endogenous constructs, which are often referred to as output variables are the dependent variables. The endogenous construct in this study is the Purchase Intention (Y2).

Research Instruments

Data as a depiction of the variables under study functions as a means of proofing the research hypotheses. Valid whether invalid the data really determines the quality or the low-grade of the data that depends on the instrument used, which is to fulfill the principle of validity and reliability.

Validity Test

Validity is important for a measuring instrument, because the test shows that the instrument or measuring instrument used to measure a concept actually performs its function, namely measuring the desired concept. The steps to test the instrument validity can be explained as follows:

1) Operationally defining the concept to be measured.

2) Testing the gauge on a number of respondents.

3) It is strongly recommended that the number of respondents to test is at least 30 people. With a minimum of 30

people, the score distribution (value) will be closer to the normal curve.

4) Preparing the answer tabulation table.

5) Calculating the correlation between each statement with the total score using the product moment correlation formula.

Statistically, the correlation number obtained must be tested first to state whether the correlation value obtained is significant or not. If the correlation number obtained is above the critical number, the statements are significant, meaning the existing statements have construct validity. In statistical languages there is internal consistency, which means that the statements measure the same aspects. In addition, if the correlation number obtained is negative, this indicates that the statement contradicts other statements, and is declared invalid or inconsistent with other statements, and does not measure the same aspects as those measured by other statements. If the calculation is found to be an invalid statement (not significant at a certain level), it is likely that the statement is presented poorly, the arrangement of the words or the contents of the sentence that lead to different interpretations, so it needs to be changed.

Reliability Test

Reliability testing aims to ensure the consistency of measuring instruments used, so that when re-measurements are made of the same objects and techniques at different times, they will give the same results. Testing using the Chronbach alpha statistical technique, the instrument is said to be reliable for measuring variables if it has an alpha value greater than 0.60. The instruments in the study are as follows:

1) Purchase intention is measured based on buying behaviour using three indicators. Each indicator uses a one to five Likert scale.

2) Green product brand image is measured based on brand image behaviour approach with several brand image indicators using 5 indicators. Each statement item uses a one to five Likert scale.

3) Green marketing is measured based on a green marketing behaviour approach with five green marketing indicators. Each statement item uses a one to five Likert scale. Consumers' attitudes are measured based on the consumers' attitude behaviour approach with 5 indicators. Each statement item uses a one to five Likert scale.

DISCUSSION

The Effect of Green Marketing on Brand Image

Based on the results of the analysis the green marketing has a positive and significant effect on Brand Image. This means that the better the Green Marketing approach by the company, the brand image increases. The results of this study show that the more affordable the price of products, the products are easy to obtain, to complete information in various media, such as print and online media, reputation, both in environmental preservation efforts, and extensive distribution networks, the better implementation of green marketing can encourage consumers to buy the green products because they are aware of their eco-friendly image.

The Effect of Green Marketing on Purchase Intentions

Based on the results of the analysis, green marketing has a positive and significant effect on the purchase intention. This means that the better the green marketing approach by companies that sell green products, they will be able to increase the customers' purchase intention of green products. The results of this study also support the Anshar's study (2013) which shows that the price indicators of the green marketing variables have a positive and significant relationship to the consumers' interests in buying environmentally friendly products. This means affordable product prices, easy-to-obtain products, complete information in various media, such as print and online media, its reputation in environmental conservation and extensive distribution networks will increase the consumers' purchase intention.

The Effect of Consumers' attitudes on Brand Image

The results of the analysis show that the attitudes of consumers have a positive and not significant effect on the Brand Image. This means that the more positive consumers' attitudes towards green products have not been able to significantly enhance brand image. The high level of competition requires companies to replan their businessess mission and marketing strategy. The company is now not only engaged in the faimiliar market but also the unfaimiliar and uncertain competitors. Likewise, changes in the consumers' behaviour need to be watched out by the

companies to be able to estimate the current and the future needs of the consumers. For this reason, the companies can always create the products to avoid environmental damages, products that improve the product quality that can improve protection of the environment and to create the publics' awareness to use the environmentally friendly products.

The Influence of Consumers' attitudes on the Purchase Intention

The results of the analysis show that the attitudes of the consumers have a positive and not significant effect on their purchase intention. This means that the more positive the attitudes of consumers towards the green product have not been able to increase the consumers' purchase intention significantly. The attitude is the main role in shaping the behaviour that is useful for assessing the effectiveness of marketing activities, helping to evaluate the marketing actions before being implemented in the market successfully in shaping market share and choosing the target market shares.

The Effect of Brand Image on purchase intentions

The results of the analysis show that the brand image has a positive and significant effect on purchase intention. This means that the better the brand image, the purchase intention will increase. The brand image can provide power to influence the consumers' attitudes and can lead to the consumers' buying interest. This of course will be able to influence consumers to definitely make a purchase. Consumers tend to choose products that are well known or already have a good brand image. So, if a product has a positive self-image in the eyes of consumers and is believed to be able to meet the needs and desires of consumers, then the interest in buying a product will arise in the consumer. The impact of the brand will have an impact on consumers' attitudes, namely the current buying behaviour of the brand as will be used in the intensity of future repurchases. Therefore the company is required to produce its products with good reputation, these products are safe to use, brands are easy to remember, and products contribute to maintaining the environment and upholding the value of protection toward our planet to obtain maximum purchases and to overcome market competitions.

CONCLUSION

Based on testing the hypothesis and discussing the results of the study, conclusions can be stated as follows:

Green marketing has a positive and significant effect on brand image, which means that the better green marketing can improve the image of green products.

Green marketing has a positive and significant effect on purchase intention, which means that the better green marketing can increase the purchase intention of green products.

The attitudes of consumers has a positive and not significant effect on brand image, which means that the better the attitude of consumers, it has not been able to improve the brand image of the green product significantly.

The attitude of consumers has a positive and not significant effect on purchase intention, which means that the better the attitude of consumers, it has not been able to increase purchase intentions significantly.

Brand image has a positive and significant effect on purchase intention, which means that the better the brand image will increase the intention to purchase green products.

Brand image is a partial mediation between green marketing and purchase intentions, because all direct and indirect relationships are significant, and the direct coefficient of green marketing's relationship with the purchase intention is greater than indirect (indirect effect) compensation for performance.

Brand image is a full mediation between consumers' attitudes and purchase intentions.

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