



THE INFLUENCE OF GREEN MARKETING TOWARDS PURCHASE INTENTION THROUGH BRAND AWARENESS (A STUDY ON LOVE, BEAUTY, AND PLANET)

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**LETTER OF RESEARCH**

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THE INFLUENCE OF GREEN MARKETING TOWARDS PURCHASE INTENTION THROUGH BRAND AWARENESS. STUDY: LOVE, BEAUTY AND PLANET.

Thus, this letter of research is made to be used as appropriate.

Jakarta, 19th November,
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PENGARUH GREEN MARKETING TERHADAP NIAT BELI MELALUI KESADARAN MEREK. STUDY: LOVE, BEAUTY AND PLANET.

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Green Marketing untuk merek Love, Beauty and Planet terhadap Purchase Intention dan menguji apakah Brand Awareness berpengaruh sebagai peran mediasi. Penelitian ini dilakukan di Malang, Jawa Timur. Jenis penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif dan metode survei kuesioner yang dilakukan terhadap 150 responden. Pengambilan sampel menggunakan metode non probability sampling dengan teknik purposive sampling. Pengolahan data dilakukan menggunakan software SmartPLS versi 3.3. Penerapan Green Marketing pada merek Love, Beauty and Planet berpengaruh secara positif dan signifikan terhadap peningkatan Purchase Intention konsumen dan Brand Awareness terbukti berpengaruh sebagai peran mediasi terhadap Purchase Intention.

Kata kunci: Green Marketing, Niat Beli, Kesadaran Merek



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ABSTRACT

This study aims to determine the influence of Love, Beauty and Planete's Green Marketing on Purchase Intention and examine whether Brand Awareness has an influence as a mediating role. This study was conducted in Malang, East Java. This type of study is descriptive research with a quantitative approach and questionnaire survey methods, conducted on 150 respondents. The sampling employed non-probability sampling method with purposive sampling technique. Data processing was done by using SmartPLS version 3.3. The implementation of Green Marketing on Love, Beauty and Planet is positively significant to increase customer's Purchase Intention, and Brand Awareness has shown to have a significant influence as a mediating role towards Purchase Intention.

Keywords: Green Marketing, Purchase Intention, Brand Awareness.



CHAPTER I

INTRODUCTION

1.1 Background of the Study

Unilever is a multinational Fast Moving Consumer Good (FMCG) corporation that was established in 1929 by Margarine Unie and the Lever brothers. The company produces essential and non-essential commodities such as toiletries, meals, beverages, cleaning agents, personal care, pampers, beauty products, and many others. William Hesketh Lever formed Lever Brothers in 1885. Lever established soap factories around the world. In 1917, they began to diversify into meals, collecting fish, ice cream, and canned foods. In the thirties, Unilever applied improved technology to the firm. The firm prospered, and additional operations were created throughout Latin America. The founders' entrepreneurial spirit and their caring approach to their employees and communities are currently at the heart of Unilever's business.

Unilever was founded in 1930 due to the merger of the Dutch margarine firm Margarine Unie with the British soap manufacturer Lever Brothers. Both companies competed for the same raw materials; both engaged in the large-scale marketing of household products and utilized similar distribution methods. They operated in nearly 40 countries. Today, 2.5 billion people rely on Unilever goods to feel good, look good, and get more out of life. Their 400 brands are trusted in 190 countries and have risen to become one of the most successful consumers in the world.

Paul Polman was the CEO who introduced the 'Sustainability Living Plan' in November 2010. He recognizes the importance of businesses with a purpose



aligned with current society and consumers. Polman believed that implementing a new business model which integrates sustainability commitments for the next decade will help Unilever in the long run. The Unilever living plan focuses on four main areas: greenhouse gas emission, waste reduction, sustainable sourcing, and water conservation. The plan's end goal is to separate the business growth against environmental impact so that as the company's growth increases, it will decrease its environmental footprint across its value chain.

Businesses should continually adapt to changes, especially during this era. They should pick up on the ongoing changes in the external environment, such as consumer behaviors, to stay afloat in the market. They should make quick decisions and reinvent their business model to implement in the industry. With the availability of information through the internet, transparency will follow behind it. Consumers will be able to know what the businesses have contributed back. The need to change sometimes comes from social demands from society and even the consumers themselves.

A prime example would be Victoria's Secret. Victoria Secret has been on the radar as they have been criticized for lacking in inclusivity in both the type of model it hires and the size it offers for their customer; moreover, the CEO made a negative remark on transgender people, and as a result, sales dropped by 7%, and more than 50 stores have closed down. Model Robyn Lawley has made a petition to boycott the brand and proven by Forbes Magazine, Victoria's Secret's market share rapidly depleted. (www.Forbes.com, 2020)

Comparing the market place in Asia and the Western part of the world, such as Europe and North America, they are entirely on a different scale. Asian people



are often rooted in culture and tradition that has been deeply rooted in collectivism, whereas people from Europe and North America are considered individualistic. People in the west tend to express their political beliefs through personal lifestyle choices. By proclaiming they are vegetarian, shopping ethical brands, and encouraging them to shop fair trade and local. Collectivism-individualism is the most widely invoked distinction used to explain cross-cultural differences (Triandis & Suh, 2002). Whereas the individualism axis is anchored in an emphasis on caring for self and one's immediate family, collectivistic values orient toward the wellbeing of ones more extended network.

Values can influence consumer perceptions and purchasing behavior. For example, consumers in some countries, such as the United States, tend to be individualistic and make many purchasing decisions based on their own personal preferences. In other countries, such as Japan, the well-being of the group is more highly valued, and buying decisions are more influenced by the well-being of the group, such as the family. Based on these differences in values, it is not surprising that ads featuring individuals tend to do better in countries where individualism is an important value, and ads featuring groups do better in countries where the group's well-being is a higher value

In the past several years, the rise of sustainability has emerged. Companies have surged by implementing more green, eco-friendly, and sustainable materials. As COVID-19 hit humankind at the end of 2019 and early 2020, plastic usage is coming back. There have been an immense surge in face masks, pre-packaged goods, water bottles, and takeaway food containers. Many governments worldwide have pushed businesses to shift their target towards sustainability to minimize



damages to the global climate in the upcoming future. The value of Unilever has always been; Responsibility, Integrity, Respect, and Pioneering Spirit, and with their implementation of the 'Sustainability Living Plan' that emerged ten years back, the perceived value from the customer and potential customer will increase, but as more businesses are pushing themselves towards sustainability during COVID-19 many brands are becoming indistinct with one another.

Based on the Ministry of Industry data, beauty and personal care product is growing at a steady speed. Revenues are forecasted to extend around \$7.5 billion in 2021 and expand at a 6.5% compound annual growth rate through 2025 (Statistica.com). This increase in growth is driven by strong demand from the domestic and export markets, as with the trend of people starting to pay attention to body care products as a primary need. With this number, Indonesia is a potential market for entrepreneurs in the beauty industry both from outside and within the country (www.sigmaresearch.co.id, 2019). This increases consumer awareness of products that are safe for the health of the skin and body and the surrounding environment (www.researchgate.net, 2017). Seeing the current environmental conditions, many companies have started to pay attention to the products the consumers acquire every day. This phenomenon also affected the beauty and personal care industry (idtimes.com, 2020). Beauty and personal care products that carry the concept of eco-friendly/green/sustainable are not only safe for the environment, but the ingredients used are also proven to be safe for the skin (Beautynesia.id, 2019).

In the Global North, researchers have examined how, when, and why individuals become environmentalists, but countries in the Global South have



received far less attention. Chawla examined the life histories (life paths) of individual environmental activists in the United States and Norway and identified the following influences: childhood experiences in nature; environmental destruction experiences; family environmental values; environmental organizations; and role models (friends or teachers) (Chawla 1998, 1999). The sustainability trend has fluctuated throughout the years, especially in Indonesia. In 2018, there has been a growth of the metal straws trend, in which consumers and businesses would abstain from plastic straws and instead bring their metal straws, but now the trend seems to diminish over the years. The ban of single-use plastic from supermarkets has peaked, and many people joined in on the movement, and now it has decreased. The awareness of sustainability in Indonesia is low, and it has been proven by the article 'How Young People in Indonesia see themselves as environmentalists. Based on the article, there is some inconsistency in the behavior around litter. The data indicates that most students stated that they are frequently involved in 'clean-ups' (62.8%). If trash is viewed as an issue, it is concerning that around 500 of 1,000 mostly 'environmentalist' students will 'always' toss litter on the ground in the absence of bins, and that almost 80% of them will 'often' throw litter on the ground.

Additionally, it is shocking that just 25% 'always' pick up litter; while littering is not considered 'filthy,' but picking up litter is. The concept of 'the clean-up' paradoxically encourages littering behaviour by implying that it is someone else's responsibility to pick it up later. In other words, youth are not required to be accountable for their garbage. It is encouraging that multifarious students bring their food containers in which should help to reduce waste and material use.



The Pew Research Centre (2015) conducted two linked polls on public opinions of climate change. The 2006 survey questioned, 'Have you ever heard of global warming as an environmental problem?' and Indonesia was one of the world's least climate-conscious countries, with a sizable majority of the sample responding 'No.'

A recent report published by Bain&co. earlier this June discusses the impact of COVID-19 on consumer behavior. COVID-19 has led consumers to shift their spending habits in Southeast Asia. Health and welfare are two of the six emerging consumption themes. 73% will be more conscious of health, and an increase of 54% will be more environmentally conscious. Additionally, The Consumer Goods Forum stated that consumers seek out sustainable claims and packaging options. According to research conducted by FMCG Gurus (fmcggurus.com, 2021) a market research firm, 60% of global respondents polled during the pandemic say they are more concerned about the environment than they were previously, and 42% say they are more likely to maintain a sustainable lifestyle as a result of post-covid health and wellness concerns.

There are many factors that influence green marketing, products that are deemed negative and the use of which may lead to a set of negative effects (for example, global warming, ozone layer depletion, rainforests' destruction and so on) or consequences (for example, disruptions in agriculture, increases in the frequency of draughts/floods) are normally unsuitable. The development of the roles, skills and attitudes assumed by each gender has led many researchers to argue that women are more likely to present pro-environmental behaviour. But the results obtained in relation to this variable have not always produced similar



results. For example, some studies agree when they conclude that women are more aware of and concerned with the environment than men. Individuals with greater training and higher educational levels, and consequently enjoying access to more information, are expected to display greater concern, acting more frequently in favour of the environment. For example, Granzin and Olsen found that there was a positive relationship between the variable 'education' and the variable 'walking for environmental reasons' (instead of using a car).

In today's environment, companies must build brand value through proper marketing techniques. Brand equity has always been a critical asset for any organization, and establishing a brand takes time. Brand equity is related to consumers placing a higher premium on one brand over another, which increases the consumer's loyalty and readiness to pay a premium price for the particular brand. A strong brand will help people remember it since it may add value to their lives. A belief in the importance of relationship quality principles such as trust, commitment, and satisfaction fuels the customer-firm connection. The quality of relationships is a key determinant of purchasing intention. Consumers' perceptions of quality will improve due to increased consumer experiences, consumer confidence will increase as a result. Brand awareness, as a fundamental feature of brand equity, is frequently regarded as a necessity for consumer purchase decisions, as it is the primary factor that causes brands to be included in a sequence of considerations. Due to familiarity with the brand and its attributes, brand awareness can also impact consumers' perceived risk assessment and trust in purchase decisions.



Because it is critical for customers to recall the brand in the context of a specific product category, brand awareness enhances the possibility that the brand will become a member of a series of considerations. Awareness also influences brand decisions through various variables, even when consumers lack of brand associations. In a low-involvement decision scenario, a threshold of brand awareness may be enough to make a choice definitive. Additionally, awareness can influence customer decision-making by influencing brand associations that contribute to forming a brand image (Keller, 1998).

Global brand managers have to analyse the effectiveness of their marketing initiatives in various markets. This is a vital phase since it separates high-performing brands from low-performing rivals (Romaniuk et al., 2017). Brand awareness enables firms to connect brands with the connotations they expect, increase consumer familiarity with brands, and demonstrate commitment to their customers. The amount of brand awareness varies from the degree to which customers recognize a brand to the extent to which the brand becomes a dominant brand recall. The brand is the only one remembers and develops into the category's identity. Increased brand recognition can instill consumers with confidence in their desire to purchase.

Malang is the second-largest city in East Java. As it is known in general, Malang is considered as one of the tourist destinations in East Java because of its potential and climate. According to the results of the population census in 2020, the population of Malang City was 874,890 people. This city is also known as the city of education, because of the many educational facilities available, both organized by the government and the private sector (BPS, 2020).

One other indicator that can describe the progress of a region is economic growth. The economic growth can be calculated from changes in Gross Regional Domestic Product (GDP). The economic growth of Malang City in 2010 was 6.25% (BPS, 2011). As a city that is quite developed and a city of education, it is hoped that public awareness of the environment will also be high, especially in 2012 Malang City won Adipura, Wahana Tata Nugraha, and Adiwiyata. The award was obtained not only from physical cleanliness in the field but also from the assessment of waste and waste management, water pollution control and clean water management, air monitoring of facilities and infrastructure supporting cleanliness and beauty, as well as how caring and community participation rates were. Since COVID 19, Malang's economy depleted drastically and due to this, this is one of the main reasons why the author wanted to conduct research in Malang through 'Love, Beauty and Planet.'

The background draws the author's interest to conduct research entitled "The Influence of Green Marketing towards Purchase Intention through Brand Awareness (A Study on Love, Beauty and Planet)."

1.2 Problem Formulation

According to the research background, the core problem of this research tends to investigate the following:

1. Does Green Marketing influence Purchase Intention?
2. Does Green Marketing influence Brand Awareness?
3. Does Brand Awareness influence Purchase Intention?
4. Does Green Marketing have an indirect influence on Purchase Intention through Brand Awareness?



1.3 Objectives of the Study

According to the formulation of problems explained before, the objectives of this research are:

1. to analyze the influence of Green Marketing on Purchase Intention;
2. to analyze the influence of Green Marketing on Brand Awareness;
3. to analyze the influence of Brand Awareness on Purchase Intention;
4. to analyze whether Green Marketing has a direct influence on Purchase Intention through Brand Awareness.

1.4 Research Contribution

The findings of this research are intended to be applied theoretically and practically in the following ways.

1. Theoretically:
 - a) The findings are expected to expand the knowledge of marketing management and marketers, specifically for research concerning brand equity, repurchase intentions, and sustainability.
 - b) The findings can be used as a reference for other researchers who want to conduct studies related to brand equity, repurchase intentions, and sustainability.
2. Practically:
 - a) This research can be used as a reference for marketing managers to consider their strategies for increasing return.



CHAPTER II

LITERATURE REVIEW

2.1 Green Marketing

Since 1971, Bell, Emerl, and Feldman have promoted the concept of green marketing, argue that the marketing concept has been misdirected since it is focused exclusively on consumer needs and ignored the long-term interests of society and the environment (McDaniel and Rylander, 1993).

Green marketing is an increasingly attractive concept for academics, practitioners, public regulators, consumers, and people who care about the environment. This concept is so important to be implemented by companies because of a simple reason that has been known for a long time, namely limited resources.

The economics literature stated that economics is the study of how humans fulfill their needs and desires with limited means or resources. The resources in the world, whether natural or not, are limited in number. Arbitrary exploitation of resources can cause environmental damage, reducing the welfare of consumers and society.

The direct benefits of green marketing include:

1. Produce environmentally friendly products
2. Producers and advertisers develop products that they seek to meet the wishes of an environmentally conscious society
3. Innovation. Love for the environment will make the company more innovative in input, process, output, and even marketing/marketing strategies.



Green marketing was described by the American Promotion Association (AMA) in 1975 as the marketing of items deemed to be ecologically safe.

According to Rahmansyah (2013), there are several criteria for determining whether a product is ecologically friendly or not. They include the following.

1. The product is non-toxic.
2. The product is more resistant to wear and tear.
3. The product is made entirely of recyclable raw materials.
4. The product is manufactured using raw materials derived from recycled resources.
5. The product contains no components that are harmful to the environment.
6. The product avoids using animals in product testing unless necessary.
7. The use of the product does not have a detrimental effect on the environment.
8. The product maintains a simple design and offers refillable items.
9. The product does not consume excessive energy or other resources during production, usage, or sale.
10. The product does not generate unnecessary trash due to the brief duration of the inner packing.

In Marketing magazine (2009), John Grant defines green marketing as having three objectives which are green, greener, and greenest. At the green stage, green marketing aims to express that the brand or firm is environmentally conscious. At the greener stage, it aims to alter customer behavior. While, the most



environmentally friendly (greenest) stage tries to alter consumer culture. At this point, customers have developed a culture or habit that values the environment.

2.1.1 Green Marketing Indicator

According to Chaudhary et al. (2011), the indicators of green marketing called 4P, which are of conventional marketing, are explained in the following.

1. Product

Products for sustainable development are manufactured from recycled materials. Products must be efficient to conserve water, energy, and money while minimizing environmental effects.

Products must be packaged in an environmentally appropriate manner. Green products meet or exceed the high standards of quality set by customers and are rigorously tested.

2. Price

Most customers are willing to pay a premium price for a product with added value. This added value could be in the form of enhanced performance, functionality, design, visual appeal, or taste.

When product life cycle costs are considered, environmentally responsible items, such as fuel-efficient vehicles and water-efficient printing, are frequently less expensive.

3. Place

Conscious consumers are always curious about the source of the material. Few buyers make a point of purchasing green products purely for its sake. Marketers strive to successfully introduce new green products and, in most cases, position them extensively in the



marketplace, appealing to a broader audience than just the tiny green function market. Additionally, the site must be congruent with the image that a business wants to present. A company's location must set it apart from its competition. It can be accomplished through in-store marketing and visually appealing displays, as well as through the use of recycled materials to stress the environmental and other benefits of recycling (Chaudhary et al. 2011).

4. Promotion

Promotion of customers' products and services is through paid advertising, public relations, sales promotions, direct marketing, and on-site promotions. Astute green marketers will bolster their environmental reputation by utilizing sustainable marketing and communication techniques and practices. For instance, numerous financial industry firms distribute electronic statements by email and e-marketing, which expeditiously disseminates the firm's current viewpoints. These strategies are gradually displacing more traditional, expensive, and time-consuming marketing principles. The printed materials can be created utilizing recycled materials and environmentally friendly technologies such as waterless printing. Retailers understand the benefits of forming alliances with other businesses, environmental organizations, and research organizations when it comes to marketing their environmental commitment. To help minimize their reliance on plastic bags and demonstrate their commitment to



environmental stewardship, some merchants sell shopping bags through the Go Green Environment Fund (Chaudhary et al. 2011).

2.2 Brand Equity

Aaker (1991), in his research stated that brand equity is assets and liabilities that a Brand possesses, which add or subtract from the value provided by their product or service according to their customer's. Brand Equity has been an essential asset for any business during this competitive era. The role of brand equity is based on the perceived value from the customers. The result of positive brand equity can increase profit margin per customer because it permits the company to charge at a higher rate than their competitors. Hence, Brand Equity positively impacts sales because customers will incline more towards a brand with a pronounced reputation.

Brand equity can provide value and benefits, both for consumers and companies (Simamora, 2001):

1. Value to consumers

a. Consumers rely on brand equity assets to interpret, analyze, and

store vast amounts of information about products and brands.

b. Brand equity instils confidence in consumers when they make

purchasing decisions, according to both past and present experiences.

c. Perceptions of quality and brand affiliation can bolster

consumer happiness with products and services.

2. Value to the company

a. Brand equity can strengthen programs to attract new customers

or re-engage existing customers.

b. Brand awareness, perceived quality, brand associations, and other brand assets can strengthen brand loyalty, providing reasons for buying and influencing user satisfaction.

c. Brand equity will usually allow higher margins by allowing optimum pricing (premium pricing) and reducing reliance on promotions.

d. Brand equity provides the foundation for growth through brand expansion.

e. Brand equity provides the foundation for growth through brand expansion.

Factors under Brand Equity are a brand association, brand awareness, brand image, and brand loyalty, which are based on guiding principles of the Aaker model (1991). According to Chan *et al.* (2013), consumers who have a positive perception of a brand will be more prepared to develop a greater willingness to purchase a product and, later, actively seek out the products in a store. Inarguably, a positive attitude will affect customer intention to spread a favorable word of mouth commendation and willingly pay more for the products.

2.2.1 Definition of Brand Awareness

Brand is a name, sign, symbol, design, or mix of these elements that serve to identify a product and distinguish it from other products or brands (Durianto, 2004). A brand is also a symbol that gives identity to a product which can be a symbol consisting of words, images, or a combination of the two (Buchari, Alma, 2004). A brand is vital to differentiate between sellers (American Marketing



Association in Andrew Bima Markus, 2018).

Brand awareness is the possibility of a potential buyer to see, see, and remember an object as part of a product category (Durianto, 2004). Brand awareness requires a specific range that consumers can meet certain requirements to ensure that even the brand is dominant in specific product categories (Aaker, 2014).

Brand awareness is the first step when building a brand. Brand awareness begins a consumer's feeling of ignorance of a brand until he believes that the brand is part of a product category. If a recommendation is difficult for consumers to understand, consumers will still remember what is known even though they often get exposure to recommend others (Kotler and Keller, 2012).

Humdiana (2005) states that brand awareness creates values, namely:

1. Association

A new product or service is customized to get recognition. It

is rare for a buying decision to take place without an introduction.

Knowledge of a part and benefits of a new product is challenging

to do before it gets recognition. Brand recognition is the primary

first step in any communication task.

2. Familiarity

Brand reputation imparts a sense of familiarity, and consumers

crave familiarity. There is a positive correlation between

appearances and likes, both in abstract terms such as images,

names, and music. Repetition of sightings has little effect on

liking or recognition rate.



3. Commitment

Brand awareness can be a barometer of a product brand's presence, commitment, and substance. If a brand is well-known, there must be a reason for it, as the firm has marketed extensively, the company has been in business for a long time, the company has a vast distribution reach, and the brand has been successful.

4. Consider the brand

Typically, the first stage in the purchasing process is to narrow down the list of brands to evaluate. As a result, brand recall becomes critical. By and large, if a brand avoids a recall, it will be considered during the purchase selection process. Consumers, on the other hand, will frequently recall brands they dislike.

2.2.2 Brand Awareness Indicator

Brand awareness has a process that starts with a feeling of not knowing the brand until the brand is the first brand in his mind, such as levels and indicators as follows (Durianto, 2004):

1. Top of mind

Top of mind refers to brands cited first in consumers' minds.

2. Brand recall

Brand recall is a reminder of a brand or product without detailed assistance from other parties, but the brand in question is not the first brand to be remembered.

3. Brand recognition,

Brand recognition approaches brand recall, where a detailed

description of brand characteristics must stimulate the consumer's memory.

4. Unaware of the brand,

Unaware of the brand name, consumers do not know the brand in a product category.

Brand awareness consists of introducing and recalling a brand. The introduction of a brand is related to the consumer's ability to reinforce the previous understanding of a brand as a clue. It can be added that requires consumers to distinguish brands that have previously been seen or heard.

The following four indicators, which are also a measure of brand awareness, are as follows (Kriyantono, 2006):

1. Recall, specifically, how far customers can recall when it comes to which brands they recall.
2. Recognisability, i.e., the extent to which customers recognize the brand in various categories.
3. Purchase, the extent to which customers will incorporate a brand into their decision when purchasing a product.
4. Consumption, specifically how long customers recall a brand after using a competitor's goods.

2.3 Purchase Intention

Purchase intention is the desire in a person or a consumer for a product as a result of receiving information and learning about a product or brand. Purchase interest is also the desire to own a product. This intention will emerge when it is affected by the quality, quality, and other product information (Durianto, 2004).



Purchasing behavior is often initiated and influenced by stimuli outside the consumer, either in marketing or not. Individuals process individuals according to their respective personalities, who ultimately make purchasing decisions (Kotler, 2016).

The intention is one of the internal factors that can influence behavior, and an intention is a form of thought which is a consumer's plan to buy a product within a certain period (Schiffman and Kanuk, 2000). The buying interest that a person has is influenced by his motive for having the needed and desired product.

2.3.1 Purchase Intention Indicator

Purchase intention has several indicators that indicate that a consumer already has the intention to take further action on a product. The following are indicators of purchase intention (Schiffman and Kanuk, 2000):

- a. Want to know the product, where consumers are willing to find out more about the product.
- b. Interested in finding information consumers will move to find out more about the product with true and convincing interests. After the information collected about the product is deemed sufficient, the next action will be taken by the consumer.
- c. Considering buying from the many choices that consumers have, the choices will narrow down to one. After comparing the information obtained, consumers will consider buying one of these products.
- d. Interested in trying, namely the stage where consumers dare to try products which information has been obtained and consider the risks.



e. Want to buy products; there is interest from consumers where consumers wish to have products considered previously.

The following indicators can be used to define purchasing interest (Ferdinand, 2006):

1. Transactional interest, which refers to a desire or proclivity to purchase a product.
2. Referential interest, which refers to a person's desire to recommend a product to others.
3. Preferential interest, which refers to the behavior of someone who has a strong preference for a particular product.
4. Exploratory interest refers to the behavior of someone who is constantly on the lookout for information about the product in which he is interested and for information to bolster the product's positive attributes.

2.4 Previous Research

Completing the research entitled "The Influence of Sustainability towards Purchase Intention through Brand Awareness. The study on "Love, Beauty, and Planet."” Shown in table 2.1 is previous research according to the year, researcher, research title, analysis tools, and research results.

Table 2. 1 Previous Research

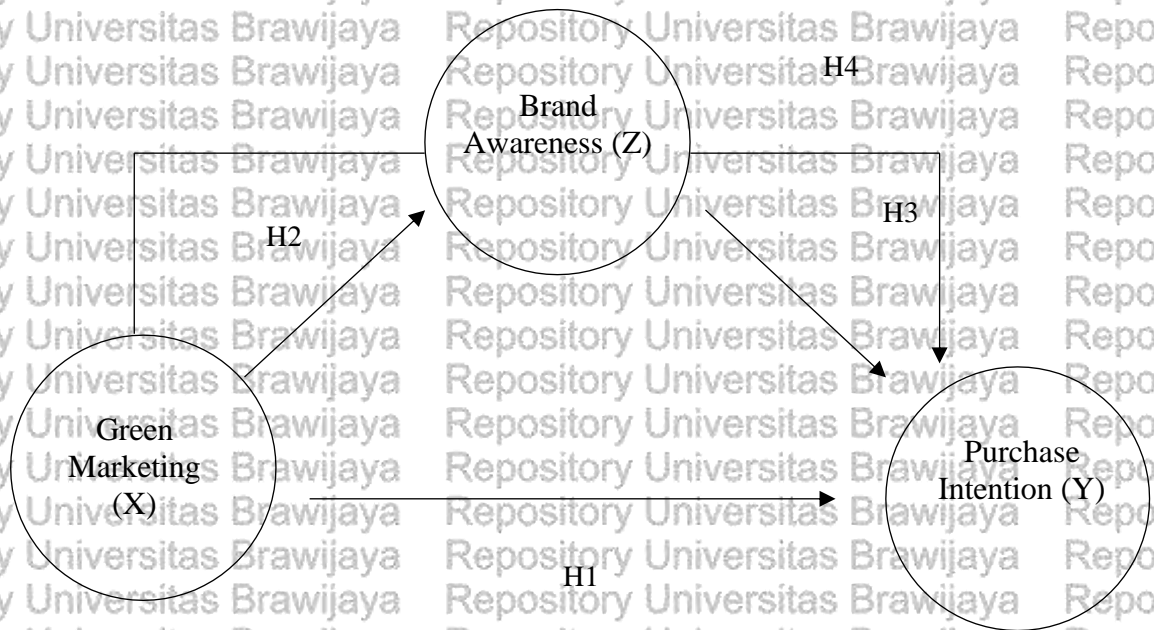
No.	Author	Variable	Method	Results
1	Thoria Omer Mahmoud, Siddig Balal Ibrahim and Abbas Bledy (2017)	Green Marketing mix, Purchase Intention, Theory of Planned behaviour, Environmental Knowledge	Explorative Research, Quantitative Descriptive Analysis	Green Marketing mix has a positive and significant relationship with Purchase Intention



2	I Gede Artha Sanjaya, Ni ketut Seminari (2021)	Green Marketing, Purchase Intention, Consumer Attitude	Explanatory Research, Quantitative Descriptive Analysis	Green Marketing has a positive and significant effect on Purchase Intention
3	Niar Andini, Sri Rahayu Tri Astuti (2015)	Green Marketing, Brand Awareness, Purchase Intention	Explanatory Research, Quantitative Descriptive Analysis	Green Marketing and Brand Awareness have a positive and significant impact on Purchase Intention
4	Dr. Muhammad Ehsan Malik, Hafiz Kashif Iqbal (2013)	Brand Awareness, Purchase Intention	Explanatory Research, Quantitative Descriptive Analysis	Brand Awareness has a significant effect on Purchase Intention

2.4 Conceptual Framework

Figure 2. 1 Conceptual Framework



H1: Green Marketing has a positive and significant influence on Purchase Intention.

Ansar (2013) argues that environmental promotions, price, and ecological packaging affect Purchase Intention positively and significantly. The result of his study has proven the significant impact of Green Marketing on Purchase Intention.

Ali (quoted by Mahmoud, 2018) shows that someone who has positive intentions to buy environmentally friendly products shows a higher level of actual purchases than people who have low or no intention of buying environmentally friendly products. Unilever is a brand that has been acknowledged by the world for ages.

According to Unilever, there is at least one Unilever product used in every household. Kotler (1999) claims that if a company can provide a product or service that exceeds customer expectations, consumers will consider repurchasing the product and recommending them to others. Based on the description above, the first



hypothesis can be formulated as ‘Green Marketing has a significant influence on Purchase Intention.’

H2: Green Marketing has a positive and significant influence on Brand Awareness.

According to Ottoman (1999), developing an environmentally product and manufacturing can increase brand image and cost and open a new market to meet customer needs. Consumers have changed their buying behaviour and purchased products that are considered Green. This is due to the related marketing campaigns and promotions that have helped firms increase brand awareness and create a positive brand image in the minds of the consumers.

By implementing this, Green Marketing could help brands elevate consumers’ awareness of the brand and as a way to raise brand equity. Based on the description above, the second hypothesis can be formulated as ‘Green Marketing has a positive and significant influence on Brand Awareness.’

H3: Brand Awareness has a positive and significant influence on Purchase Intention.

When a product has reached a high level of awareness of a brand or product, high brand awareness can affect purchase intention. Purchase intention is the desire in a person or a consumer for a product due to receiving information and learning about a product or brand (Durianto, 2004).

Danielle Paton (2014) explains that the higher the level of brand awareness in a person, the purchase intention of a product will increase because the brand or product is in his mind. This is supported by research conducted by Nurlaely Razak, Orfyanny Sahreffy T, and Herman Sjahrudin that Brand Awareness is positively

related to Repurchase Intention.

Typically, the first stage in the purchasing process is to narrow down the list of brands to evaluate. As a result, brand recall is critical. By and large, if a brand avoids a recall, it will be considered during the purchase selection process.

According to the description above, the third hypothesis can be formulated to 'Brand Awareness has a positive and significant influence on Purchase Intention.'

H4: Green Marketing has an influence on Purchase Intention through Brand Awareness

According to the findings obtained within the scope from Ozsacmaci, B. (2018), the positive consumer effect of brand awareness and green marketing activities on purchase intention has been demonstrated. Green Marketing ingrained into a brand can enhance Brand Equity, from awareness, associations, and perceived quality, as mentioned by Aaker (1991). Aaker (1991) also states that Brand Equity has a positive impact on sales because customers will incline more towards a brand with a pronounced reputation. According to Jung & Seock (2016), Kumar & Gupta (2016), and Siali et al. (2019), raising brand awareness increases the possibility that consumers will consider brands when making purchasing decisions. In a nutshell, the more people aware of a brand, the more likely that brand will be purchased. According to the description above, the fourth hypothesis can be formulated as '**Green Marketing has an influence on Purchase Intention through Brand Awareness.**'



CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Research

The research conducted by researchers is explanatory research which explains the position of the variables studied and whether or not there is a relationship between variables (Sugiyono, 2014). Explanatory research is research used to explain the causal relationship between variables by submitting formulated hypotheses (Effendi, 2008). Research that explains the nature of a relationship looks at differences in several groups or the dependencies of two or more factors (Sekaran, 2011). This research employs a quantitative approach. Quantitative research is a type of research that is predicated on optimism. This research is used to examine specific populations or samples to test hypotheses that have been established and generalized. This study collects data with research instruments, analysis, descriptive data using statistical tools to test hypotheses (Sugiyono, 2014).

The explanation above is the basis of the research conducted by the author, namely to explain, test the relationship between variables or the influence on the variable Green Marketing (X), Brand Equity (Z), and Purchase Intention (Y).

3.2 Research Location

The research location is the object or place of the implementation of the research to be carried out. The data sources found can be obtained through good and correct locations. The research location is also considered a description of the object of research and the source of the data obtained by the researcher. The location chosen to conduct the research is in Malang.

3.3 Population and Sampling



3.3.1 Population

According to Sugiono (2014), population is a collection of items assigned distinct features and attributes by researchers to be examined and concluded.

According to Uma Sekaran (2011), a population is an entire group of people, events, or things researchers want to investigate.

It can be concluded that the population is the whole object of research with specific characteristics according to the research to be carried out. The population in this study was individuals who are interested in Green Products.

3.3.2 Sample

Sugiyono stated that the sample is a subset of the population's total number and composition of factors. The sample is a selected member of the population (Sekaran, 2011). The population in this study is unknown, so in determining the number of samples, the writer will use the theory proposed by Roscoe and Hill, who compiled the sample:

1. The appropriate sample size in the study is between 30-500 people.
2. If the sample is divided by category (male/female), then the number of sample members for each category is at least 30 people.
3. The sample size in the multivariate research analysis (wallpaper or multiple regression), then the minimum sample size is ten times the number of variables or questionnaire items in the study.
4. For simple experimental research using experimental groups, sample members are between 10 and 20 people.

The author used nonprobability sampling because the number of population members is unknown. The researcher had the discretion to sample members of the

population. Non-probability sampling is a strategy for selecting members or members of a population that does not ensure equal opportunity for each member or member of the population chosen to be the sample.

Sampling in this study follows the theory; if the research is carried out a *multivariate analysis* (multiple regression), then the minimum sample size is ten times the number of variables or questionnaire items in the study. In this study, researchers used indicators to determine the minimum limit of the number of samples to represent the population better. The indicator in this study is 12, so the minimum number of respondents is $12 \times 10 = 120$ samples. The number of 150 respondents that the writer will take can also increase the accuracy of the data generated from this study. The number of respondents met the requirements because they had passed the minimum limit and were less than the maximum limit set in the Roscoe rule.

3.3.2.1 Sampling Technique

Sampling technique is a process that picks a sufficient number of items from the population so that the sample's nature or character can generalize the population's features or facts (Sekaran & Bougie, 2017). This study used a nonprobability sampling design (nonprobability sampling). This sampling strategy does not ensure that each element or member of the population has an equal chance of being selected as a sample. Because the population's size is unknown, this research uses nonprobability sampling. The opportunity for members of the population to be sampled is used on the researcher's decision.

Additionally, this study used purposive sampling, which Sekaran and Bougie (2017) define as sampling restricted to specific sorts of persons who can



supply the needed information and meet the researcher's requirements. The purpose of purposive sampling is to obtain samples that meet predetermined criteria.

The sampling criteria in this study are:

- a. Respondents are at least 17 years old because that age has played a role as adults (Santrock, 2012); wherein this study, it is expected that these respondents can describe their perceptions well.
- b. Respondents are domiciled in Malang, Indonesia.

3.4 Type of Data

In obtaining data, there are several data sources used in this study, the data sources are:

1. Primary Data

The data to be used in this research is primary data. According to Sekaran and Bougie (2013), primary data refers to information obtained from primary (first-hand) sources through surveys, interviews, focus groups, or observations.

2. Secondary Data

According to Sanusi (2012), secondary data is already available and collected by other parties. Ulber Silalahi (2009) stated that data collected from both hands or other numbers were available before the research. Secondary data is collected for purposes other than solving the current problem; this data can be shown quickly.

3.5 Data Collection Method

The method of data collection in this study uses the following description.

1. Literature study

Literature study is data sourced from works of literature that can be used to complement data, for example, through books, company data or government data, journals, or print media available in libraries or the internet related to research. This research obtains information through books, journals, and electronic media (internet).

2. Field Study

A field study is a type of research in which data is collected directly from customers about the research object. The data for this study are primary data collected using a questionnaire. To obtain primary data in this study is by utilizing a questionnaire. According to Sekaran & Bougie (2017), the questionnaire lists previously formulated written statements that respondents will answer. Researchers distributed questionnaires to respondents who had used Love, Beauty, and Planet according to predetermined criteria through online questionnaires via Google Form.

3.6 Operational Definition and Variable Measurement

The operational definition is the determination of the construct so that a variable can become a measurable variable. The operational report describes the means used to research and operationalize the context so that it is possible for researchers and other researchers to take measurements in the same way or develop to be better (Indriantoro, 2011).

3.6.1 Variable Identification

Research variables are anything that the researcher chooses to study to get information about it. In the end, a research conclusion can be drawn (Sugiyono, 2014). Independent variables affect the dependent variable in either a positive or

negative direction. The dependent variable is a variable that is the main factor that applies in research. The mediating variables have a dependent solid influence on the relationship between the independent and dependent variables (Sekaran, 2011).

3.6.1.1 Green Marketing (X)

Green marketing, according to Fuller (1999), is the process of planning, implementing, and controlling the creation, pricing, promotion, and distribution of products in a way that fits the criteria of (1) customer demands are addressed, (2) organizational objectives are met, and (3) the process is eco-friendly. Chaudhary (2011) mentions that there are factors under sustainable marketing described in the following.

1. Product

Products for sustainable development are manufactured from recycled materials. Products must be efficient to conserve water, energy, and money while minimizing environmental effects.

2. Place

Conscious consumers are always curious about the source of the material. Few buyers make a point of purchasing green products purely for its sake. Marketers strive to successfully introduce new green products and, in most cases, position them extensively in the marketplace, appealing to a broader audience than just the tiny green function market.

3. Promotion

Promotion of customers' products and services is through paid advertising, public relations, sales promotions, direct marketing, and on-site promotions. This instance refers to the company's ability to affiliate with

environmental organisations or projects.

4. Price

Pricing for a sustainable product allows the customer with renewable energy. It has been found that the quality of products for a sustainable product is higher.

3.6.1.2. Brand Awareness (Z)

Brand awareness refers to a prospective buyer's capacity to identify, recognize, and recall a brand as a member of a product category (Durianto, 2004).

Brand awareness requires a specific range that consumers have recognized beforehand to ensure that the brand is even a dominant product category (Aaker, 2014). Brand awareness has a process that starts with a feeling of not knowing the brand until the brand is the first brand in his mind, such as levels and indicators as follows (Durianto, 2004):

1. Top of Mind is the brands that are mentioned first appearing in the minds of consumers.
2. Brand recall is a reminder of a brand or product without the help of details from other parties, but the brand in question is not the first brand to be remembered.
3. Brand recognition, approaching brand recall, where the consumer's memory of the brand must be stimulated by a detailed description of the brand's characteristics.
4. Unaware of the brand, when consumers do not know the brand in a product category at all.



3.6.1.3 Purchase Intention (Y)

Purchase intention is defined as the desire in a person or a consumer for a product as a result of receiving information and learning about a product or brand.

Purchase interest is also the desire to own a product (Durianto, 2004). The following indicators can be used to characterize purchasing interest (Ferdinand, 2006).

1. Transactional interest, which refers to a desire or proclivity to purchase a thing.
2. Referential interest is an individual's desire to recommend a product to others.
3. Preferential interest refers to an individual's behaviour when he or she has a primary preference for a product.
4. Exploratory interest refers to the behaviour of a person who is constantly on the lookout for information about the product they are interested in and for information to bolster the product's good attributes.

Table 3. 1 Variable Operational Table

No.	Research Variable	Indicator	Item	Source
1	Green Marketing (X)	Product	1. Love, Beauty, and Planet make products free of toxic material. 2. Love, Beauty, and Planet contribute to producing products with less pollution.	Chaudhary, 2011
		Price	1. Love, Beauty, and Planet's prices are proportionate with their quality.	



	Promotion	1. Love, Beauty, and Planet contribute to supporting environmental programs and activists.	
	Place	1. Love, Beauty, and Planet products are accessible at a distinguished marketplace.	
2	Brand Awareness (Z)	Top of mind	1. Love, Beauty, and Planet are my top choice. 2. Love, Beauty, and Planet have a wide variety of types of products.
		Brand Recall	1. Love, Beauty, and Planet are easy to distinguish from other competing brands. 2. I often hear Love, Beauty, and Planet as a sustainable brand.
		Brand Recognition	1. I can identify the characteristic of Love, Beauty, and Planet's products. (Logo, symbol)
		Unaware of the brand	1. I know Love, Beauty, and Planet products. 2. The Love, Beauty, and Planet brand are easy to remember as sustainable brands.
3	Purchase Intention (Y)	Transactional Interest	1. I am interested in buying Love, Beauty, and Planet products after knowing they are sustainable brands.
		Referential Interest	1. I would refer to people to buy Love, Beauty, and Planet Products.
		Preferential Interest	1. I am more interested in specific products from Love, Beauty, and Planet.
		Exploratory Interest	1. Seek information first to find out more about the



	product and brand.
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3.7 Measurement Scale

According to Sugiyono (2014), a measurement scale is a reference used to determine the length and shortness of the intervals in the measuring instrument, ensuring that the tool produces quantitative data when employed in measurement. This study used a quantitative measurement scale to quantifies the information provided by respondents through a questionnaire using a Likert scale.

The Likert scale is a scale commonly used in the preparation of questionnaires. The Likert scale is used to determine how a subject agrees or disagrees with statements on a five-point scale. It is typically used to assess a person's attitudes and views about a topic (Ghozali, 2016). The Likert scale is used to determine how an individual agrees or disagrees with statements on this scale (Sekaran, 2011). The Likert scale is useful for assessing an individual's or group's attitudes, views, and perceptions on social issues (Sugiyono, 2014).

Using a Likert scale requires the variables to be measured to be described in terms of variable indicators. These indicators are then used to organize instrument items into statements.

This study employs a five-tiered response scale ranging from extremely positive to extremely negative, as indicated in Table 3.2.

Table 3. 2 Likert Scale

Answer	Weight
Strongly Agree	5
Agree	4
Neutral	3



Disagree	2
Strongly Disagree	1

3.8 Data Analysis Method

In quantitative research, data analysis occurs after all respondents' data has been collected. Data analysis activities include sorting data according to variables and respondent categories, tabulating data according to variables from all respondents, presenting data for each variable examined, and performing computations to evaluate hypotheses (Sugiyono, 2014).

3.8.1. Descriptive Analysis

This study employed descriptive analysis. Descriptive analysis is quantitative data collected from correlational, comparative, and experimental research, which is then processed using existing statistical formulas manually or using the help of electronic devices (Arikunto, 2013). Additionally, descriptive analysis is a statistic used to examine data by describing or characterizing previously gathered data (Sugiyono, 2014). Descriptive analysis in this study provides an overview of the state of each variable and its relationship to one another, namely the variables Sustainability, brand equity, and repurchase intention.

3.8.2. Partial Least Square (PLS)

The partial least squares (PLS) approach was utilized to analyze the data and evaluate the hypotheses in this study. PLS is a method that is in demand because data processing is not required for normally distributed data. PLS can assist in estimating complex causation with several variables.

PLS can analyze and test the initial concepts and theories (Robinson, 2011).



PLS is a variant-based structural equation analysis technique that may be used to assess the measurement and structural models concurrently (Jogiyanto and Abdillah, 2009).

This study uses SmartPLS 3.0 software, and there are three stages in using this method, namely as follows:

1. Measurement Model (Outer Model)
2. Structural Model (Inner Model)
3. Hypothesis Testing

3.8.2.1 Outer Model

The measuring model, also known as the outer model, defines the relationship between variables and indicators. This model assesses the reliability and validity of a research model through measurement or testing (Hartono, 2009).

The validity test is performed to determine the questionnaire's validity. Reliability is a term that refers to the ability of a questionnaire to serve as variable indications (Ghozali, 2016).

1. Validity Test

Validity test is concerned with determining the extent to which the instrument can accurately measure what should be measured (Agung, 2012). A questionnaire is deemed valid if the questions on it can provide information about the subject being measured.

This study includes two validity tests: convergent and discriminant validity. Convergent validity is a type of validity test based on the notion that a construct's measure should be substantially linked (Abdillah, 2009).

Convergent validity is defined as the value of the loading factor for variables

with indicators having an expected value greater than 0.7 (Hussein, 2015).

Discriminant validity refers to the notion that various constructs should not be highly linked in their measurement (Abdillah, 2009). This value is the cross-loading factor used to determine whether a construct has adequate discriminant, specifically by comparing the loading value of the targeted construct to the loading value of other constructs.

2. Reliability Test

Reliability is a technique used to assess the validity of a questionnaire that contains an indicator of the variable (in this case, a statement item). A questionnaire is considered reliable if the respondent's response to a question is constant or stable throughout time. A reliability test can be done after all statement items are valid (Ghozali, 2016). The measurement of reliability in this study uses Composite Reliability and Cronbach Alpha.

Composite Reliability, data with high reliability can be measured through composite reliability. The data must get a value of more than 0.6 - 0.7 to state that the data has high reliability in explanatory research. The data is expected to have a Cronbach's alpha value of more than 0.6 (Hussein, 2015).

3.8.2.2 Inner Model

Inner model or structural model is a model to predict the causality relationship between variables (Abdillah, 2009). The inner or structural model analysis is carried out and implemented to ascertain that the built structural model is robust and accurate. This model is tested by knowing the value of the coefficient of determination or r^2 (R-Square). Moreover, it is using the Goodness of Fit (GoF),

or in PLS called Q² (Q-Square).

The value of r² is an assessment of the effect of a variable on other variables to find out whether it has a substantial effect (Ghozali, 2016). The higher the r², the better the predictive model of the proposed research model.

Additionally, the predictive value of Q² for the constructive model was examined using the PLS model. Q² quantifies how successfully the model and its parameter estimation or indicators generate the observed value, with a closer Q² value to 1 indicating a better model. The formula for finding Q²:

$$\text{Value of } Q^2 = 1 - (\sqrt{1 - R1^2}) \times (\sqrt{1 - R2^2})$$

3.9 Hypothesis Testing

This study uses a hypothesis testing developed by Sobel in 1982, which is also known as the Sobel test. The Sobel test is used to determine the intensity of the independent variable's indirect influence on the dependent variable via an intervening variable or mediation.

This study has an intervening or mediating variable, namely brand awareness.

According to Ghozali (2016), if a variable affects the relationship between an independent and a dependent variable, it is referred to as an intervening or mediating variable. In addition, if the estimated t value is bigger than the t table value used in this calculation, a mediation effect exists.

Technically, a hypothesis can later be declared true or proven significantly if the t-statistics are higher than the t-table from the value of the P-value below the specified alpha value (0.05). The results of direct hypothesis testing can be seen through bootstrapping on Smart PLS 3.0 software by selecting bootstrapping to test the hypothesis, selecting bootstrap 500, then selecting start calculation to perform



calculations. The hypothesis can be stated by looking at the path coefficient, t-statistics, and p-value. In addition, this study will also test the indirect effect, wherein in this study, there is an intervening variable, namely Brand Awareness.

CHAPTER IV

ANALYSIS, FINDINGS, AND DISCUSSION

4.1 Love, Beauty, and Planet Company Profile

Love, Beauty, and Planet is a multinational vegan personal care company owned by Unilever. The brand was established in November 2017 in the United States and is sold over 16 countries worldwide. The company was started by a group of like-minded people who believed that looking good and doing good should go hand in hand. The brand's entire portfolio is certified vegan and cruelty-free as per PETA and Vegan Action Standard (Love beauty and planet, 2017). Love Beauty and Planet's principle are reflected in what they call 'Five Labours of Love', namely:

1. **Powerful & Passionate:** the use of bottles made from 100% recycled plastic that can be recycled again
2. **Fast & Fabulous:** high-quality conditioner equipped with fast rinse technology to help consumers get soft, nourished hair while saving time and water every time you wash your hair
3. **Goodies & Goodness:** formulated without parabens or artificial colors with vegan certification from vegan.org and cruelty-free from PETA
4. **Scents & Sensibility:** the fragrance of essential oils obtained through a 'responsible sourcing' partnership program with Givaudan
5. **Carbon Conscious & Caring:** a commitment to leaving a carbon footprint as minimal as possible, even to the point where it is almost non-existent

Figure 4. 1 Love Beauty and Planet Logo



4.1.1 Love, Beauty, and Planet Products

Love Beauty and Planet's product portfolio includes body washes, body lotions, hand creams, and hair care. The brand's portfolio has options for various hair and skin needs and desired benefits, from hair volume to dry skin. Love Beauty and Planet use a sustainably sourced extract and natural coconut oil in most of its products.

4.2 Respondent Characteristics

There were 150 respondents who participated in filling out the questionnaire in this study. The respondent has met the criteria where the respondent is at least 17 years old and is domiciled in Malang. The characteristics or demographics of the respondents used in this study include age, gender, occupation, and monthly income. The results of the distribution or distribution of answers filled out by several respondents have been described in the following points.

4.2.1 Gender

The results of the tabulation of the general description of respondents by

gender are presented in Table 4.1 below.

Table 4.1 Respondent's Gender

Gender	Frequency	Percentage
Male	4	2.67%
Female	146	97.33%
Total	150	100.0%

Source: Primary Data Processed (2021)

The table above illustrates that there are fewer male respondents than female respondents. The percentage of female respondents is 97.0%, while the percentage of male respondents is 3.0%. This statement can indicate that in this study, most of the audience and research respondents are female.

4.2.2 Age Group

The results of the tabulation of the general description of respondents by age are presented in Table 4.2 below.

Table 4.2 Respondent's Age

Age	Frequency	Percentage
17-21	52	34.67%
22-26	90	60.0%
27-31	6	4.0%
32-36	1	0.67%
>36	1	0.67%
Total	150	100.0%

Source: Primary Data Processed (2021)

Based on Table 4.2 above, it can be seen that the respondents aged 17 to 21 years were 52 respondents or 34.0%, aged 22 up to 26 years were 90 respondents or 60.0%, those aged 27 to 31 years were 6 respondent or 4.0%, and those aged between 32 up to 36 and above 36 years was only 1 or 1.0%. It can be concluded



that the majority of respondents who are domiciled in Malang is mostly vicenarian who are in early adulthood or individuals who are 22 -26 years old on average.

4.2.3 Occupation

The results of the tabulation of the general description of respondents by occupation are presented in Table 4.3 below.

Table 4.3 Occupation

Occupation	Frequency	Percentage
Students	52	34.0%
Private Employees	91	61.0%
Government Employees	6	4.0%
Others	1	1.0%
Total	150	100.0%

Source: Primary Data Processed (2021)

The table above illustrates that respondents who are still students are 52 respondents or 34.0%, private employees are 91 respondents or 61.0%, government employees are 6 respondents or 4.0%, and the rest make up of 1 respondent or 1.0%.

Based on the results, it can be assumed that most respondent are private employees.

4.2.4 Monthly Income

The results of the tabulation of the respondents general description based on monthly income are presented in Table 4.4 below.

Table 4.4 Characteristic of Respondent by Monthly Income

Income	Frequency	Percentage
< Rp2,000,000	103	69.0%
Rp2,000,001 – Rp4,000,000	32	21.3%
Rp4,000,001 – Rp6,000,000	7	4.0%
> Rp6,000,001	8	5.7%
Total	150	100.0%

Source: Primary Data Processed (2021)

Table 4.4 shows that most of the respondents' monthly income is less than 2 million rupiahs, namely 103 respondents or 69%, 2-4 million Rupiah is 32 respondents or 21.3%, 4-6 million Rupiah as many as 7 respondents or 4.0%, and more than 6 million Rupiah as many as 8 respondents or 5.7%.

4.3 Distribution of Respondents' Answers

The respondents of this study have various kinds of answers which the researcher then describes in the distribution of answers, which will be discussed at this point. Distribution results will be explained through frequency, total frequency, and average value. The independent variables in this study are green marketing (X), brand awareness (Z) as a mediating variable, and the dependent variable in this study is purchase intention (Y). The measurement of statement items in this study used a Likert scale at intervals of 1-5 with statements of 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

4.3.1 Distribution of Answers for Green Marketing Variable (X)

In the green marketing variable, there are 5 statement items given to the respondents. The frequency distribution of the respondents' answers regarding green marketing statements (X) is shown in Table 4.5 below.

Table 4. 5 Frequency Distribution of Green Marketing

Item	1		2		3		4		5		Total		Average
	f	%	F	%	f	%	f	%	F	%	f	%	
GM1	1	0.7%	5	3.3%	21	14.0%	56	37.3%	67	44.7%	150	100%	4.22
GM2	2	1.3%	3	2.0%	29	19.3%	50	33.3%	66	44.0%	150	100%	4.17
GM3	1	0.7%	3	2.0%	30	20.0%	51	34.0%	65	43.3%	150	100%	4.17
GM4	2	1.3%	2	1.3%	18	12.0%	49	32.7%	79	52.7%	150	100%	4.34

GM5	1	0.7%	7	4.7%	17	11.3%	29	19.3%	96	64.0%	150	100%	4.41
Green Marketing variable average													4.26

Source: Primary Data Processed (2021)

GM 1	<i>Love, Beauty, and Planet make products free of toxic material.</i>
GM2	<i>Love, Beauty, and Planet contribute to producing products with less pollution.</i>
GM3	<i>Love, Beauty, and Planet's prices are proportionate with their quality.</i>
GM4	<i>Love, Beauty, and Planet contribute to supporting environmental programs and activists.</i>
GM5	<i>Love, Beauty, and Planet products are accessible at a distinguished marketplace.</i>

The table above shows that from 150 respondents, the assessments of the green marketing variable got good results. This is based on green marketing getting an average value of 4.26. The statement item that becomes the green marketing indicator (X) with the highest average value is the GM4 item, namely, "Love, Beauty, and Planet contribute to supporting environmental programs and activists," with an average of 4.34. There were 79 respondents (52.7%) who chose strongly agree, 49 respondents (32.7%) answered agree, 18 (12.0%) chose neutral, 2 respondents (1.3%) answered disagree, and 2 respondents (1.3%) voted strongly disagree. These results show that respondents agree that Love, Beauty, and Planet has supported environmental activities and environmental programs.

The lowest averages were found in GM2 and GM3, namely "Love, Beauty, and Planet contribute to producing products with less pollution" and "Love, Beauty, and Planet's prices are proportionate with their quality," with a mean of 4.17. In the GM2 question item, it can be seen that there are 66 respondents who strongly agree or 44.0%, 50 respondents or 33.3% agree, 29 respondents who think neutral or

19.3%, 3 who disagree or 2.0%, and 2 respondents who stated strongly disagree or 1.3%. In the GM3 question item, it can be seen that 65 respondents strongly agree or 43.3%, 51 respondents or 34.0% agree, 30 respondents or 20.0% disagree, 3 respondents disagree respondents or 2.0%, and 1 respondent who stated strongly disagree or 0.7%. This statement shows that most respondents agree that the production process of Love, Beauty, and Planet products are low in pollution. Besides, the price of Love, Beauty, and Planet products is worth the quality.

The statement items illustrate that the average value of all statements regarding the green marketing variable (X) is 4.26. This value means that the respondent agrees with the statements in the green marketing variable

4.3.2 Distribution of Answers for Brand awareness (Z) Variable

In the Brand Awareness variable, there are 6 statement items given to respondents. The frequency distribution of respondents' answers regarding the statement of the Brand awareness variable (Z) is shown in Table 4.6 below.

Table 4. 6 Frequency Distribution of Brand Awareness

Item	1		2		3		4		5		Total		Average
	f	%	F	%	f	%	f	%	f	%	f	%	
BA1	7	4.7%	15	10.0%	34	22.7%	46	30.7%	48	32.0%	150	100%	3.75
BA2	5	3.3%	6	4.0%	13	8.7%	49	32.7%	77	51.3%	150	100%	4.25
BA3	2	1.3%	5	3.3%	21	14.0%	46	30.7%	76	50.7%	150	100%	4.26
BA4	5	3.3%	13	8.7%	24	16.0%	45	30.0%	63	42.0%	150	100%	3.99
BA5	5	3.3%	13	8.7%	13	8.7%	50	33.3%	69	46.0%	150	100%	4.10
BA6	91	60.7%	26	17.3%	9	6.0%	19	12.7%	5	3.3%	150	100%	1.81
BA7	53	35.3%	37	24.7%	31	20.7%	18	12.0%	11	7.3%	150	100%	2.31
Brand Awareness variable average												3.50	

Source: Primary Data Processed (2021)

BA1	<i>Love, Beauty, and Planet is my top choice.</i>
-----	---------------------------------------------------



BA2	<i>Love, Beauty, and Planet has a wide variety of types of products.</i>
BA3	<i>Love, Beauty, and Planet is easy to distinguish from other competing brands.</i>
BA4	<i>I often hear Love, Beauty, and Planet as a sustainable brand.</i>
BA5	<i>I can identify the characteristic of Love, Beauty, and Planet's products. (Logo, symbol)</i>
BA6	<i>I know Love, Beauty, and Planet products.</i>
BA7	<i>The Love, Beauty, and Planet brand are easy to remember as sustainable brands.</i>

In Table 4.6, it can be seen that from 150 respondents, the assessments of the Brand awareness variable were obtained. The results of the average calculation of the Brand awareness variable are 3.50. These results show that the Brand Awareness variable has a good category rating. The statement item with the highest average score on brand awareness is the BA3 question item with the statement "Love, Beauty, and Planet are easy to distinguish from other competing brands.", with an average of 4.26. There are 76 respondents (50.7%) answered strongly agree, 46 respondents (30.7%) answered agree, 21 respondents (14.0%) answered neutral, 5 respondents (3.3%) answered disagree, and 2 respondents (1.3%) answered strongly disagree. This statement shows that respondents can distinguish Love, Beauty, and Planet products from other products.

The statement item with the lowest average is the statement item BA6 with the statement "I don't know Love, Beauty, and Planet products," with an average of 1.81. There are 5 respondents (3.3%) who answered strongly agree, 19 respondents (12.7%) answered agree, 9 respondents (6.0%) answered neutral, 16 respondents (17.3%) answered disagree, and 91 respondents (60.7%) answered strongly disagree. This statement shows that most of the respondents strongly disagreed about the question "I know about Love, Beauty, and Planet products."

Overall, the average value of the brand awareness variable (Z) has a value of 3.50.



The value of 3.50 means that the respondents agree with the statements in the brand awareness variable.

4.3.3 Distribution of Answers for Purchase Intention Variable (Y)

In the purchase intention variable, there are four statement items given to respondents. The frequency distribution of respondents' answers regarding the purchase intention variable statement (Y) is shown in Table 4.7 below.

Table 4. 7 Frequency Distribution of Purchase Intention

Item	1		2		3		4		5		Total		average
	f	%	F	%	f	%	f	%	f	%	f	%	
PI1	4	2.7%	7	4.7%	30	20.0%	47	31.3%	62	41.3%	150	100%	4.04
PI2	6	4.0%	16	10.7%	39	26.0%	56	37.3%	33	22.0%	150	100%	3.63
PI3	7	4.7%	21	14.0%	51	34.0%	57	38.0%	14	9.3%	150	100%	3.33
PI4	3	2.0%	11	7.3%	33	22.0%	76	50.7%	27	18.0%	150	100%	3.75
<i>Purchase Intention average variable</i>												<u>3.69</u>	

Source: Primary Data Processed (2021)

PI1	<i>I am interested in buying Love, Beauty, and Planet products after knowing they are sustainable brands.</i>
PI2	<i>I would refer to people to buy Love, Beauty, and Planet Products.</i>
PI3	<i>I am more interested in specific products from Love, Beauty, and Planet.</i>
PI4	<i>Seek information first to find out more about the product and brand.</i>

In Table 4.7, it can be seen that from 150 respondents, the assessment of the Purchase Intention variable was obtained. The results of the average calculation of the Purchase intention variable are 3.69. These results indicate that the Purchase intention variable has a good rating category. It can be seen that the question item from the purchase intention indicator (Y), which has the highest average value, is the PI1 item, namely, "I am interested in buying Love, Beauty, and Planet products after knowing they are sustainable brands.", with an average of 4.04. A total of 62

respondents (41.3%) answered strongly agree, 47 respondents (31.3%) answered agree, 30 respondents (20.0%) answered neutral, 7 respondents (4.7%) answered disagree, and 4 respondents (2.7%) answered strongly disagree. It can indicate that respondents are interested in making purchases on Love, Beauty, and Planet products.

Meanwhile, the lowest average was found in PI3 statement items, namely, "I am more interested in specific products from Love, Beauty, and Planet.", with an average of 3.33. It can be seen that the respondents who stated strongly agree as many as 14 respondents or 9.3%, agreed as many as 57 respondents or 38.0%, neutral as many as 51 respondents or 34.0%, disagreed as many as 21 respondents or 14.0%, and 7 respondents (4.7%) who stated strongly disagree. This statement shows that most respondents are not very interested in the specific Love, Beauty, and Planet products.

The average value of all statements regarding the purchase intention variable (Y) is 3.69. This value means that the respondent agrees with the statements in the purchase intention variable.

4.4 Data Analysis

4.4.1 Partial Least Square (PLS) Analysis

The Partial Least Square method has two stages. The first stage is testing the outer model or the measurement model of the statement item on the variable. The next stage is to test the inner or structural model to gain knowledge of the results of the hypothesis testing used. In the next test, the estimation of path coefficients is also carried out, which describes the strength of the relationship between exogenous variables and endogenous variables.



4.4.2 Outer Model Test (Measurement Model Evaluation)

Research using SmartPLS application or software, outer model test, or measurement model evaluation is used to determine the validity and reliability of a research instrument.

4.4.2.1 Validity Test

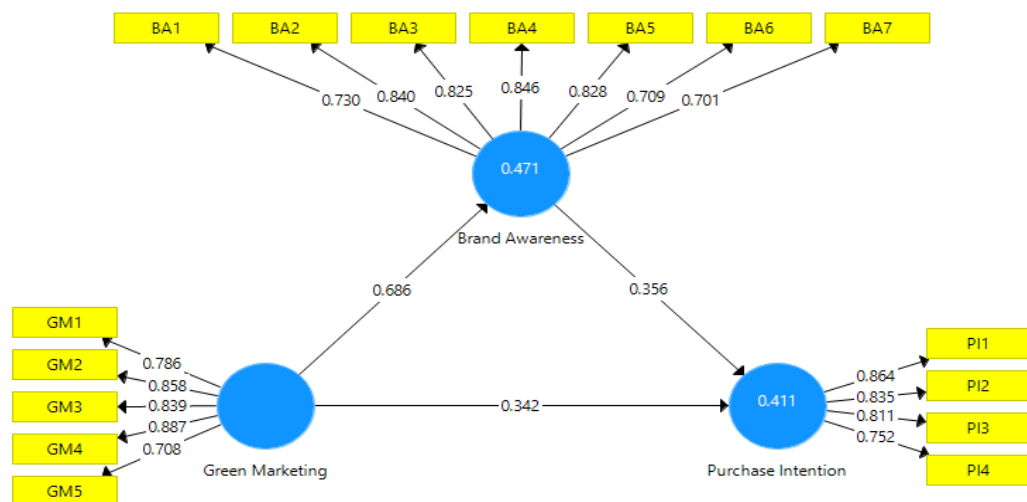
The validity of an instrument is the accuracy in carrying out measurements.

This test was carried out to find out the validity level of the research instrument used and also to explain whether all the ideas and concepts contained in the operational definition have been reflected in the research instrument used. The SmartPLS 3.0 application or software will use convergent validity (convergent validity) by looking at the table value of the loading factor and discriminant validity (discriminant validity) by looking at the value of the cross-loading table to test the validity of a data.

4.4.2.2 Convergent Validity

Convergent Validity aims to measure the validity of each relationship between the statement items used and the latent variables. The convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between the component score and the construct score calculated by SmartPLS 3.0.

Figure 4. 2 Test Measurement Model



Source: SmartPLS 3.0 Output (2021)

The result of the outer model test is that if the loading factor value is above 0.7, it is said to be ideal and valid. Based on the measurement model test in Figure 4.3, it can be seen that the loading factor value for each indicator generated by each exogenous and endogenous latent variable obtained from data processing using SmartPLS 3.0 is as shown in the following table.

Table 4. 8 Validity Test Results Using Loading Factor Value

	<i>Brand Awareness</i>	<i>Green Marketing</i>	<i>Purchase Intention</i>
BA1	0.730		
BA2	0.840		
BA3	0.825		
BA4	0.846		
BA5	0.828		
BA6	0.709		
BA7	0.701		
GM1		0.786	
GM2		0.858	



GM3		0.839	
GM4		0.887	
GM5		0.708	
PI1			0.864
PI2			0.835
PI3			0.811
PI4			0.752

Source: *Data Processing with SmartPLS 3.0 (2021)*

The table above shows the loading factor value of the convergent validity of each indicator. The loading factor value > 0.7 can be said to be valid. The table provides knowledge that all loading factor values of the Green Marketing (X), Brand awareness (Z), and Purchase intention (Y) indicators are greater than 0.7 which indicates that these indicators are valid and pass the convergent validity test.

4.4.2.3 Discriminant Validity

Discriminant validity is the value of the cross-loading factor which is useful to determine whether the construct does not have a high correlation with other constructs used in measuring theoretically different concepts. This discriminant validity test is carried out by comparing the loading value on the intended construct, and the value must be greater than the loading value on other constructs (Hussein, 2015). The following table shows the results of the cross-loading of the green marketing variables generated by calculating the SmartPLS 3.0 algorithm.

Table 4.9 Green Marketing Validity Test Results Using Cross Loading

	<i>Brand Awareness</i>	<i>Green Marketing</i>	<i>Purchase Intention</i>	<i>Description</i>
GM1	0.467	0.786	0.424	Valid
GM2	0.485	0.858	0.517	Valid



GM3	0.543	0.839	0.526	Valid
GM4	0.618	0.887	0.547	Valid
GM5	0.667	0.708	0.369	Valid

Source: *Data Processing with SmartPLS 3.0 (2021)*

Table 4. 10 Purchase Intention Validity Test Results Using Cross Loading

	Brand Awareness	Green Marketing	Purchase Intention	Description
BA1	0.730	0.492	0.577	Valid
BA2	0.840	0.636	0.461	Valid
BA3	0.825	0.644	0.508	Valid
BA4	0.846	0.582	0.551	Valid
BA5	0.828	0.483	0.497	Valid
BA6	0.709	0.405	0.262	Valid
BA7	0.701	0.467	0.286	Valid

Source: *Data Processing with SmartPLS 3.0 (2021)*

Green marketing has a higher loading factor value than brand awareness and purchase intention, so it can be concluded that each indicator in the green marketing variable is discriminately valid, that is, each construct indicator is not highly correlated with other constructs used to measure this study.

Based on Table 4.10, purchase intention has a higher loading factor value than green marketing and brand awareness. It can be said that each indicator in the purchase intention variable is discriminately valid, that is, each construct indicator is not highly correlated with other constructs (green marketing and brand awareness) used to measure in this study.

Table 4. 11 Brand Awareness Validity Test Results Using Cross Loading

	Brand Awareness	Green Marketing	Purchase Intention	Description
PI1	0.564	0.558	0.864	Valid
PI2	0.514	0.519	0.835	Valid

PI3	0.476	0.428	0.811	Valid
PI4	0.332	0.375	0.752	Valid

Source: *Data Processing with SmartPLS 3.0 (2021)*

Based on the table, brand awareness has a higher loading factor value than purchase intention and green marketing. It can be said that the indicators on the brand awareness variable are valid because each construct indicator does not have a high correlation with other constructs (purchase intention and green marketing) used to measure in this study.

The method that can also be used to test discriminant validity in order to see the comparison of the square root value of the Average Variance Extracted (AVE) with the correlation value between constructs. The model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between the other constructs.

Table 4. 12 Validity Test Results Using Correlation Values Between Constructs

	<i>Brand Awareness</i>	<i>Green Marketing</i>	<i>Purchase Intention</i>	Description
<i>Brand Awareness</i>	0.785			Valid
<i>Green Marketing</i>	0.686	0.818		Valid
<i>Purchase Intention</i>	0.591	0.586	0.816	Valid

Source: *Data Processing with SmartPLS 3.0 (2021)*

Based on the data in Table 4.12, it can be seen that the square root value of the AVE of each variable (0.785; 0.818; 0.816), which has a value greater than the correlation of each construct. It shows that the three variables in this study are discriminately valid, where each construct indicator is not highly correlated with other constructs used to measure in this study.

Table 4. 13 Value of Average Variance Extracted



	<i>Average Variance Extracted (AVE)</i>
<i>Brand Awareness</i>	0.616
<i>Green Marketing</i>	0.669
<i>Purchase Intention</i>	0.666

Source: *Data Processing with SmartPLS 3.0 (2021)*

Based on the data in the table above, it can be seen that the AVE value is above or more than 0.5, so it can be proven its validity.

4.4.2.4 Reliability Test

Instrument reliability is the level of consistency possessed by a research instrument. An instrument is said to be reliable if the instrument has a Composite

Reliability value > 0.7 and Cronbach Alpha > 0.6 for all constructs (Hussein, 2015).

The following Table 4.14 is the result of reliability testing that has been carried out through the Smart PLS 3.0 software.

Table 4. 14 Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability (>0.7)	Cronbach's Alpha (>0.6)	Description
<i>Green Marketing</i>	0.909	0.874	Reliable
<i>Brand awareness</i>	0.918	0.896	Reliable
<i>Purchase intention</i>	0.888	0.834	Reliable

Source: *Data Processing with SmartPLS 3.0 (2021)*

Evaluation using composite reliability aims to determine the level of reliability of a construct. The composite reliability value greater than 0.7 indicates that the construct is reliable. Based on the values in the table above, all values have met the requirements for composite reliability > 0.7 and all variables have values greater than 0.7. It can be said that the latent variable has high reliability.

Reliability can also be seen through Cronbach's Alpha, where the Cronbach's Alpha value is used to find out the reliability of a construct. The value

of Cronbach's alpha which is closer to one, the more reliable the construct is in making measurements. Hussein (2015) explains that the Cronbach's alpha value must exceed 0.60 so that a study can be said to be good. In Table 4.14, it can be seen that the variables of green marketing, brand awareness, and purchase intention have a Cronbach's Alpha value of more than 0.60. It can be said that the variables in this study have good reliability.

4.4.3 Inner Model Test (Structural Model Evaluation)

The inner model test or structural model evaluation is carried out to ensure that the structural model built is robust (the model parameters do not change much when a new sample is taken from the total population) and accurate, by looking at several other indicators, such as the Coefficient of Determination (R^2), Predictive Relevance (Q^2), and Goodness of Fit Index (GoF) (Hussein, 2015).

4.4.3.1 Coefficient of Determination (R^2)

The value of the coefficient of determination (R^2) is used to see the level of variation of changes in exogenous variables to endogenous variables. The results of the calculation of R^2 using SmartPLS 3.0. in this study are as follows.

Table 4.15 Coefficient of Determination Value

	<i>Original Sample</i>
<i>Brand awareness</i> (R^2)	0.471
<i>Purchase intention</i> (R^2)	0.411

Source: Data Processing with SmartPLS 3.0 (2021)

Based on the calculation results of the SmartPLS 3.0 application. It can be seen that the R^2 value of the brand awareness variable is 0.471, which means that the brand awareness variable is influenced by the green marketing variable by

47.1% and the other 52.9% is influenced by variables not discussed or explained in this study.

The result of the R^2 value of the purchase intention variable shows a value of 0.411, meaning that the purchase intention variable can be influenced by the green marketing variable and the brand awareness variable by 41.1%, and the other 58.9% is influenced by other variables not discussed in this study.

4.4.3.2 Conformity Index (GoF)

In the Partial Least Square analysis, the results of goodness of fit are obtained through q-square (Q^2). Calculation results that are close to the value of 1 (one) are considered to have good predictions. Most likely the predictions generated by the model and its parameter estimates in this study will be shown from the following Q^2 calculations:

$$\begin{aligned} Q^2 &= 1 - (\sqrt{1 - R12}) \times (\sqrt{1 - R22}) \\ Q^2 \text{ value} &= 1 - (\sqrt{1 - 0.471}) \times (\sqrt{1 - 0.411}) \\ &= 1 - (\sqrt{0.529}) \times (\sqrt{0.589}) \\ &= 1 - (0.727 \times 0.767) \\ &= 0.442 \end{aligned}$$

Information:

Q^2 : Predictive Relevance value

R 2: R-Square value of Brand awareness variable

R 2: R-Square value of Purchase intention variable

The Q^2 value of 0.442 resulting from these calculations means that the large diversity of data from research that can be explained by the structural model that has been formulated is 44.2%, while the remaining 55.8% is explained by other factors outside the model that are not yet in the model and errors. Based on these

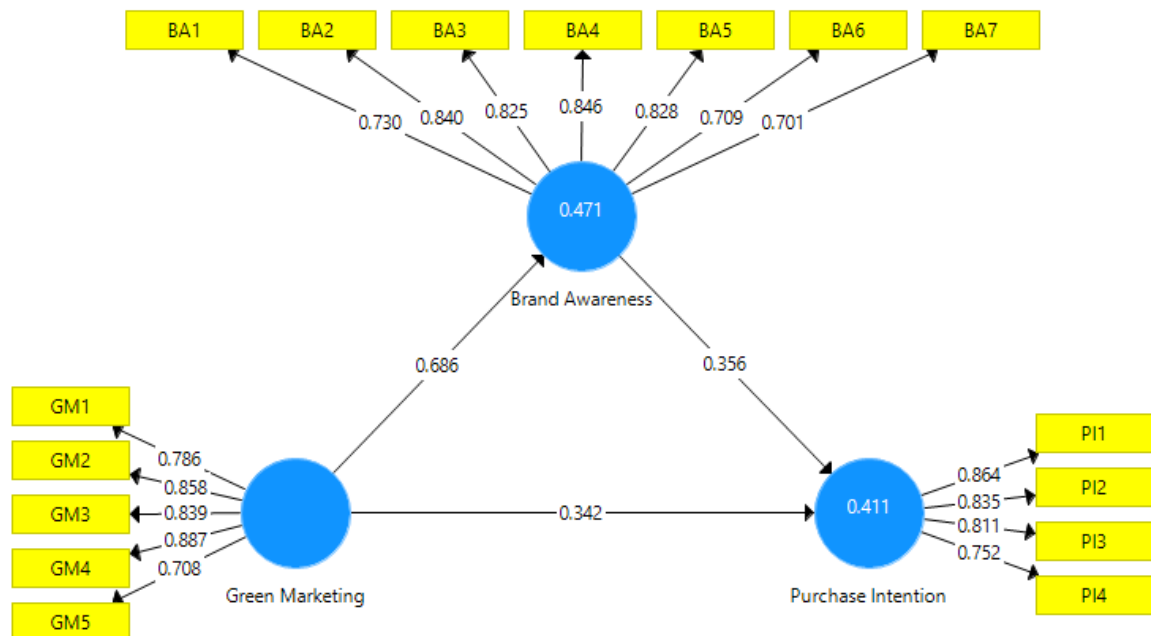
results, it can be said that the structural model in this study is quite good because the value of Q2 is closer to the value of 1.

4.4.4 Hypothesis Testing

The model that has been formulated has passed the outer and inner model tests so that the next step can be carried out, namely hypothesis testing. The hypothesis test conducted in this study is divided into two parts. The first part is the direct effect test, which will be carried out through bootstrapping on the Smart PLS 3.0 software. The second part is the indirect effect test, which will be carried out through the Sobel Test.

Through the use of applications or software SmartPLS 3.0, obtained the model formed as follows:

Figure 4.3 Path Diagram of the Theoretical Model of Research



Source: SmartPLS 3.0 Output (2021)



4.4.4.1 Direct Effect Test

The implementation of the direct effect test was used to test Hypotheses 1, 2, and 3 which focused on the direct effect between variables. This test uses path coefficients, using a t-statistics value that is more than t-table (1.98) and a p-value <0.05. It means that the hypothesis can be accepted, namely that there is a positive and significant influence between the variables tested. The results of testing the direct influence hypothesis are carried out using the values in the path coefficients presented in Table 4.16. as follows.

Table 4. 16 Path Coefficients

Relationship Variable	Original Sample	T-Statistics (O/STDEV)	P-Value
H1: Green Marketing -> Purchase Intention	0.342	3.325	0.001
H2: Green Marketing -> Brand awareness	0.686	15.576	0.000
H3: Brand awareness -> Purchase intention	0.356	3.780	0.000

Source: SmartPLS 3.0 Output (2021)

H1: The Influence of Green Marketing on Purchase Intention

The influence of green marketing on purchase intention is formulated in Hypothesis 1. From the results of the analysis, the t-statistical value (3.325) with p < 0.05 (0.001) and path coefficients is positive (0.342). The results of t-statistics have a value greater than t-table (1.98) and the p-value has a value less than 0.05 so that in this study green marketing has a significant influence on purchase intention.

The path coefficients value shows a positive number (0.342) which indicates that green marketing has a positive influence on purchase intention. In this study,



Hypothesis 1 is accepted because green marketing has a positive and significant influence on purchase intention. These results indicate that the higher the green marketing carried out, the higher the purchase intention.

H2: The Influence of Green Marketing on Brand awareness

The influence of green marketing on brand awareness is formulated in Hypothesis 2. From the results of the analysis, the t statistic value (15.576) with $p < 0.05$ (0.000) and path coefficients is positive (0.686). The results of t-statistics have a value greater than t-table (1.98) and the p-value has a value less than 0.05. So, in this study, green marketing has a significant influence on brand awareness.

The path coefficients value shows a positive number of (0.686), which indicates that green marketing has a positive influence on brand awareness. In this study, Hypothesis 2 is accepted because green marketing has a positive and significant influence on brand awareness. This result means that the higher the green marketing carried out by a company, the higher the brand awareness.

H3: The Influence of Brand Awareness on Purchase Intention

The influence of brand awareness on purchase intention is formulated in Hypothesis 3. From the results of the analysis, the t-statistic value (3.780) with $p < 0.05$ (0.000) and path coefficients is positive (0.356). The results of t-statistics have a value greater than t-table (1.98) and p-value has a value less than 0.05, so that in this study brand awareness has a significant influence on purchase intention. The path coefficients value shows a positive number (0.356), which indicates that brand awareness has a positive influence on purchase intention. In this study, Hypothesis 3 is accepted because brand awareness has a positive and significant influence on

purchase intention. These results indicate that the higher the brand awareness, the higher the purchase intention.

4.4.4.2 Indirect Effect Test

Table 4. 17 Path Coefficients

Relationship Variable	Original Sample	T-Statistics (O/STDEV)	P-Value
H4: Green Marketing -> Brand awareness -> Purchase intention	0.244	3.632	0000

Source: SmartPLS 3.0 Output (2021)

H4: The Influence of Green Marketing on Purchase Intentions Mediated by Brand Awareness

The results of the analysis showed that the t-statistical value was (3.632) with $p < 0.05$ (0.000) and the path coefficient was positive (0.244). The results of t-statistics have a value greater than t-table (1.98) and p-value has a value less than 0.05, so that in this study green marketing has a significant influence on purchase intention. The indirect effect is significant if the two direct influences that forming it are significant. The direct effect of green marketing on brand awareness and direct influence of brand awareness on purchase intention, both of which have a significant influence. It can be said that there is a significant indirect effect between the indirect effect of green marketing on purchase intention through brand awareness, this means that Hypothesis 4 is accepted.

Hypothesis 4 shows that in this study there is a mediating variable in the form of brand awareness. Green marketing (X) in this study has a significant influence on brand awareness (Z), brand awareness (Z) has a significant influence

on purchase intention (Y), and green marketing (X) has a significant influence on purchase intention (Y).

4.4.5 Hypothesis Test Results

Based on the test results of direct and indirect effects that have been carried out in this study. The following is a summary of the overall hypothesis test results presented in Table 4.18.

Table 4. 18 Hypothesis Test Results

	<i>Path Coefficient</i>	<i>T-Statistics</i>	<i>P-Value</i>	Description	Significance	Mediation type
H1	0.342	3.325	0.001	Accepted	Significant	-
H2	0.686	15.576	0.000	Accepted	Significant	-
H3	0.356	3.789	0.000	Accepted	Significant	-
H4	0.244	3.632	0.000	Accepted	Significant	Partial Mediation

H1: Green Marketing (X) has a significant influence on Purchase Intention (Y).

H2: Green Marketing (X) has a significant influence on Brand awareness (Z).

H3: Brand awareness (Z) has a significant influence on Purchase Intention (Y).

H4: Green Marketing (X) has a significant influence on Purchase Intention (Y) mediated by Brand awareness (Z).

This study shows that green marketing has a significant positive effect on purchase intention mediated by brand awareness, where the brand awareness variable is partially mediated. It can happen because green marketing (X) has a significant effect on brand awareness (Z), brand awareness variable has a significant influence on purchase intention (Y), and green marketing (X) has a significant influence on purchase intention (Y).

4.5 Discussion of Research Results



Based on the results of the hypothesis testing that has been done, the researcher will then discuss the results of the hypothesis test which will later be related to the theory and previous research that has a relationship with this study, so as to support the statements that have been made. The explanation of each hypothesis is as follows.

H1: Green Marketing (X) has a significant influence on Purchase Intention (Y).

The results of the hypothesis test that have been carried out show that the higher the influence of Green Marketing towards purchase intention in Malang, the higher the brand awareness of the product. These results are in line with previous research conducted by Arthur Thoria Omer Mahmoud (2018) that Green Marketing Activities result in an increase in Purchase Intention.

Based on the hypothesis analyzed above, the indicator that mainly influences the statement 'I am interested in purchasing Love, Beauty, and Planet after knowing they are a sustainable brand' with the value of 0.864.

Based on the respondent's characteristics the researcher has obtained through the survey, 97% of the respondent were females within the age group 22 – 26. It signifies that those are Love, Beauty, and Planet's green consumers, who are well aware of sustainability. Environmental advertisements help to form a consumer's values and translate these values into the purchase of green products. The results of the hypothesis test have been carried out by the researcher shows that the higher contributions that Love, Beauty, and Planet implement in their product in Malang, the higher the positive purchase intention for a product.



These results are in accordance with research conducted by Ansar (2013) which found that consumers begin to value environmental issues gradually and accordingly become more willing to purchase green products and consumers believing in the green concept were willing to spend more money to purchase green organic products. Environmental advertisements and Ecological packaging are positively related to the green purchase intention.

H2: Green Marketing (X) has a significant influence on Brand awareness (Z).

The results of hypothesis testing that have been carried out show that the higher the Green Marketing, the higher the consumer's Brand Awareness for the product; in this case is the Love, Beauty, and Planet product. When the respondent has recognized a brand, it will be able to increase the respondent's buying interest.

The result is in accordance with the previous research conducted by Hussain (2017) that customers' personal and emotional association can influence purchase intention of buying a certain brand. John Grant (2009) defines that green marketing has three objectives, which are green, greener, and greenest. At the green stage, the purpose of green marketing is to communicate that the brand or firm is environmentally conscious. The second stage of greener; this step aims to alter customer behavior while being the most environmentally friendly. Moreover, greenest tries to alter consumer culture. At this point, customers have developed a culture or habit that values the environment. Green marketing can be explored by using the consumer theory; the existing consumer behavior theory holds that consumers often have a better understanding of information related to themselves and are consistent with their personal beliefs and values. Consumers will have more

positive attitudes toward advertisements and increase the possibility of trying and buying the product.

Based on this study, Love, Beauty, and Planet support environmental programs has the highest value of 0.887. The results of hypothesis testing that have been carried out show that there is a significant influence between the Green Marketing of Love, Beauty, and Planet's product in Malang, which creates positive brand awareness.

H3: Brand awareness (Z) has a significant influence on Purchase Intention (Y).

The results of hypothesis testing that have been carried out show that the higher the brand awareness, the higher the consumer's purchase intention for the product; in this case is the Love, Beauty and Planet product. The findings are in accordance with Malik (2013) research that when the respondent has recognized a brand, it will be able to increase the respondent's buying interest. Based on the findings, 'Love, Beauty, and Planet are easy to distinguish from other competing brands' has the highest value of 0.846. When consumers are more aware of a brand, they are more confident and able to become loyal to that brand, whereas brands with a low level of awareness may find it harder to penetrate the market (Keller, 1993). It signifies that Love, Beauty and planet's brand is prominent in the consumer's memory and has a good reputation in the market.

The results of hypothesis testing that have been carried out show that there is a significant influence between the Green Marketing of Love, Beauty, and Planet's product in Malang which creates positive brand awareness to create positive purchase intentions.



H4: Green Marketing (X) has a significant influence on Purchase Intention (Y) mediated by Brand awareness (Z).

Based on the research results above, it is shown that Green Marketing has a significant influence on Purchase Intention mediated by Brand Awareness. The results showed that Brand Awareness provided a mediating effect from the influence of Green Marketing on Purchase Intention. The results of Green Marketing indicators towards Brand Awareness and Brand Awareness to Purchase Intention show significant results. The existence of a direct effect between Green Marketing on Purchase Intention has shown significant results. It can be concluded that the role of Brand Awareness in this study is partial mediation (all variables are significant).

This proves that the influence of Green Marketing can improve Love, Beauty, and Planet Purchase intention with or without Brand awareness. Through green marketing, producers and advertisers develop products that they seek to meet the wishes of an environmentally conscious society, and their love for the environment will make the company more innovative, both innovative in input, process, output, and even marketing/marketing strategies.

The results of the hypothesis test show that the higher the effect of Green Marketing towards Brand Awareness in Malang, the higher the Purchase Intention of the product. These results are in line with previous research conducted by Arthur

Bulent Ozsacmaci (2018) which considered brand awareness to be an important factor that determines the purchase intention of brands. Similarly, they are coherent with Evans (2008) who considers that brands using social media can promote their brands, increase brand awareness which leads to actual purchase behavior.

Furthermore, the obtained results match Huang and Su (2011) who establish that the



more known the brand is and the stronger the brand awareness, the more likely individuals are to actually purchase the product or service.

4.6 Research Implication

This study contributes practically to Love, Beauty, and Planet or other Sustainable brands in Indonesia. Love, Beauty, and Planet can determine what factors need to be maintained, improved, and enhanced about research variables, such as Green Marketing, Brand Awareness, and Purchase Intention. This study provides managerial implications related to the following findings:

1. The Green Marketing that has been implemented by Love, Beauty, and Planet has a significant and positive influence on the customer's Brand Awareness. The more profound the Green Marketing provided by the sustainable marketing manager, so will the Brand Awareness.
2. Brand Awareness has a significant and positive influence on Purchase intention. The higher the reputation of Love, Beauty, and Planet's brand is, so will the Purchase Intention.
3. Green Marketing's indicator has a significant and positive influence on revisit intention. The indicator can influence Purchase Intention. The more the Love, Beauty, and Planet manager understands and considers the factor of Green Marketing, the higher the intention to buy will be.

4.7 Research and Limitation

The research limitations contained in this study are as follows:

1. The number of respondents used for this study is still lower than the total population of Malang, so it does not represent the condition of Love, Beauty and Planet.



2. This study only focuses only on four dimensions of the green marketing mix (green product, green price, green place, and green promotion).

Future research can adopt more and different dimensions such as 7P's.

In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes even more importance and relevance in developing countries like Indonesia. In the future, only those companies will reap the greatest reward that innovates with new products, materials, technologies that are eco-centric and address the challenge by walking their talk.



CHAPTER V CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

After conducting various analyses in the previous chapter, several conclusions can be drawn. The purpose of this study aims to find out the influence of Green Marketing on purchase intention through a brand awareness study on Love, Beauty, and Planet in Malang. Based on the research that has been done, The summary of the results is as follows. First, It is known that Green Marketing can increase brand awareness of Love, Beauty, and Planet so that when a company implements Green Marketing, it will have an impact on high brand awareness. This is based on green marketing getting an average value of 4.26. The statement item that becomes the green marketing indicator (X) with the highest average value is the GM4 item, namely, "Love, Beauty, and Planet contribute to supporting environmental programs and activists," with an average of 4.34. Second, It is known that Green Marketing can increase positive purchase intentions so that when a company implement Green marketing, it will have an impact on consumers' positive purchase intention. Third, It is known that brand awareness can increase positive purchase intention. It can be interpreted that when brand awareness is more positive, it will also increase positive purchase intention. Fourth, the results of the study prove that when Love, Beauty, and Planet green marketing influence the audience to create a positive perception of the level of brand awareness, which can encourage positive purchase intentions. Arthur Bulent Ozsacmaci (2018) has investigated the same hypothesis that verified the mediating effect of Brand Awareness on the relationship between Green Marketing and Purchase Intention,



which considered brand awareness to be an important factor that determines the purchase intention of brands.

5.2. Suggestion

Based on the findings of this study, the researcher tries to provide suggestions that can benefit several parties. The researcher's suggestions are as follows:

1. The number of respondents needs to be increased in the scope of Malang and expanded in several major cities in Indonesia so that the number can better represent consumer behavior in Indonesia.
2. The intervening variable (Brand Awareness) between Green Marketing and Purchase Intention is varied among researchers. Choose wisely to depend on the object observed. The further researcher can add up and examine more variables regarding the above analysis, such as, customer satisfaction, Brand Trust, Perceived Quality, and Word of Mouth (WOM).

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Malang 23rd December 2021,

Prof. Dr. Dra. Noermijati, S.E., MTM., CPHR



APPENDIX

Appendix 1. Research Questionnaire

The influence of Sustainability towards Purchase Intention through Brand Awareness. Study on 'Love, Beauty, and Planet'.

Assalamualaikum Wr. Wb

Selamat/Pagi/Siang/Sore

Perkenalkan nama saya, Lika Akhfiani (NIM 175020207141006), mahasiswa S1 Program Management, Fakultas Ekonomi dan Bisnis, Universitas Brawijaya yang sedang melakukan penelitian untuk tugas akhir dengan topik: The influence of Sustainability towards Purchase Intention through Brand Awareness. Study on 'Love, Beauty, and Planet.' di Wilayah Malang.

skala pengukuran untuk pertanyaan di bawah ini menggunakan skala Likert, yaitu skala 1 sampai dengan 5, dengan penjelasan sebagai berikut:

1 : Sangat Tidak Setuju

2 : Tidak Setuju

3 : Netral

4 : Setuju

5 : Sangat Setuju



Mohon beri tanda silang pada salah satu jawaban yang paling mewakili anda pada pernyataan-pernyataan dibawah ini.

Kesadaran saudara dalam mengisi kuisisioner merupakan bantuan yang sangat penting bagi saya untuk menyelesaikan maksud yang sebenarnya. Saya menjamin kerahasiaan data pribadi yang saudara isi dalam kuisisioner ini. Atas partisipasi dan kerjasamanya, saya ucapkan terima kasih.

Peneliti,

Lika Akhfiani

Screening Questions

1. Apakah anda sudah berusia 17 tahun atau lebih?

a. Ya

b. Tidak

2. Apakah anda berdomisili di Wilayah Malang?

a. Ya

b. Tidak

**BAGIAN I**

Pernyataan dan/atau pertanyaan di bagian

Imerupakan keterangan identitas responden,

pilihlah jawaban sesuai dengan pilihan anda.

1. Apakah jenis kelamin anda?

- a. Laki – laki
- b. Perempuan

2. Apakah pekerjaan anda saat ini?

- a. Pelajar
- b. Pegawai Swasta
- c. Pegawai Negri Sipil
- d. Lain – lain (sebutkan) _____

3. Berapakah usia anda saat ini?

- a. 17 – 21 Tahun
- b. 22 – 26 Tahun
- c. 27 – 31 Tahun
- d. 32 – 36 Tahun
- e. > 36 Tahun

4. Berapakah

pendapat

an

perbulan

anda?



a. < Rp
2.000.000
0

b. Rp 2.000.001 – Rp 4.000.000

c. Rp 4.000.001 – Rp 6.000.000

d. > Rp 6.000.001

BAGIAN II

Pernyataan pada bagian II berkaitan dengan variabel penelitian, maka andadiharapkan untuk mengisi sesuai dengan pilihan anda.

STS (1) = Sangat Tidak Setuju
TS (2) = Tidak Setuju
N (3) = Netral
S (4) = Setuju
SS (5) = Sangat Setuju

No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
Green Marketing (X)						
1	<i>Love, Beauty, and Planet</i> membuat produk bebas dari bahan beracun. (contoh: paraben, silicone, sulfate etc.)					
2	<i>Love, Beauty, and Planet</i> berkontribusi dalam menghasilkan produk dengan polusi yang rendah.					
3	<i>Harga Love, Beauty, and Planet</i> sebanding dengan kualitasnya.					
4	<i>Love, Beauty, and Planet</i> berkontribusi dalam mungurangi limbah plastic.					
5	Produk <i>Love, Beauty, and Planet</i> tersedia di pasar terkemuka (contoh: Guardian, Indomart, Hypermart)					



No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
Brand Awareness (Z)						
1	Brand <i>Love, Beauty, and Planet</i> menjadi brand pertama yang saya ingat dalam kategori ramah lingkungan					
2	Saya mengetahui bahwa <i>Love, Beauty, and Planet</i> memiliki berbagai macam jenis produk.					
3	Produk <i>Love, Beauty, and Planet</i> mudah dibedakan dari merek pesaing lainnya (contoh: The Body Shop)					
4	Saya sering mendengar <i>Love, Beauty, and Planet</i> sebagai merek yang ramah lingkungan					
5	Saya mengenali karakteristik produk produk <i>Love, Beauty, and Planet</i> . (Logo dan simbol)					
6	Saya tahu produk <i>Love, Beauty, and Planet</i> .					
7	Merek <i>Love, Beauty, and Planet</i> gampang diingat sebagai merek yang ramah lingkungan					

No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
Purchase Intention (Y)						
1	Saya tertarik untuk membeli produk <i>Love, Beauty, and Planet</i> setelah mengetahui bahwa brand mereka ramah lingkungan.					
2	Saya merekomendasikan ke orang-orang untuk membeli produk <i>Love, Beauty and Planet</i> .					
3	Saya lebih tertarik dengan produk <i>Love, Beauty, and Planet</i> dibandingkan dengan brand lainnya.					
4	Saya akan mencari informasi untuk mengetahui produk dan brand <i>Love, Beauty, and Planet</i> lebih lanjut.					

