

# The Role of Green Marketing and Green Brand Image in Enhancing Purchase Intention

Lena Ellitan

Faculty of Business, Widya Mandala Catholic University Surabaya, Indonesia

## ABSTRACT

People are starting to become aware by starting to buy products that do not add to the environmental damage. People also switch to buying products that use basic ingredients that do not damage the environment or in other words environmentally friendly materials. This article will discuss Green Marketing, Green Brand Image, and Green Perceive Value which are topics relevant to the current situation, where changing market trends created by consumers are very influential for the sustainability of the company's operations. Furthermore, this will affect the image of environmentally friendly and also the value obtained in making purchasing decisions. The thing that needs to be considered is how to convince consumers that what they are buying is an environmentally friendly product. Green marketing has several advantages, and because of these advantages, green marketing has good prospects for enhancing brand image as a choice of marketing strategy to enhance a company's brand image. Companies that implement green marketing certainly have some more value than conventional strategies.

**Keywords:** Green Marketing, Green Brand Image, Purchase Intention

## INTRODUCTION

Currently the issue of environmental pollution is directly felt by the community, such as the many social media activities campaigning for zero waste or as much as possible without creating waste from daily activities which shows that people are starting to increase awareness of the increasingly damaged environment. Many people are starting to realize the importance of protecting the environment. According to the Ministry of Environment and Forestry, as well as the Ministry of Industry, until 2019 the total amount of waste in Indonesia reached up to 64 million tons a year. Meanwhile, plastic waste reaches 15% of the total waste or about 9.6 million tons per year. Of the total plastic waste that can be recycled only 10-15%, in other words, the management of plastic waste can be said to be ineffective.

Starting from this problem, people are starting to become aware by starting to buy products that do not add to environmental damage. People switch to buying products that use basic ingredients that do not damage the environment or in other words environmentally friendly materials. The materials

referred to are not only the main product material but also other supporting raw materials such as packaging, labels, wrapping cartons and so on. People who are starting to become aware of environmental problems and focus on buying environmentally friendly products are sometimes referred to as green consumers or environmentally friendly consumers.

There are several statements that consumers who love the environment are those who actively participate in efforts to save nature. And there are those who state that they are a segment of teenagers who have idealism so that they only use products that are produced ethically. The answer above could be true and it illustrates that there is a huge market potential in the future. This can certainly be a consideration for companies to focus more on environmental issues. As well as opening a new view that this phenomenon can be utilized by using the concept of green marketing. In a study conducted by Mahmoud, Ibrahim, Ali, & Bledy (2017). It was found that environmental or green marketing in the business world is a new focus for companies with marketing that can target this new

*How to cite this paper:* Lena Ellitan "The Role of Green Marketing and Green Brand Image in Enhancing Purchase Intention" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-5 | Issue-6, October 2021, pp.1277-1282, URL: [www.ijtsrd.com/papers/ijtsrd47599.pdf](http://www.ijtsrd.com/papers/ijtsrd47599.pdf)



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market with efforts that can satisfy consumer wants and needs that are carried out effectively and efficiently compared to competitors and have minimal effect on natural destruction so as to maintain earth sustainability. Purchase intention is an impulse or force in an individual that makes consumers to take an action. Arshad, Mahmood, Siddiqui, & Tahir (2014) suggest that buying interest is a good indicator in predicting buying behavior. According to Chen (2010) defines Green Brand Image as the entire visualization, and conception of the brand in the customer's memory related to sustainability and environmental concerns. Brand image is the spirit of a service or product, which is usually passed on to consumers, causing them to believe at a certain stage so as to assist consumers in making purchasing decisions for a product. Green Brand Perceived Value or perceived value of environmentally friendly brands have a positive effect on marketing performance according to Aulina and Yuliati (2017), because it is felt more significant at this time, companies can increase customer purchase intentions through product value.

Perceived value can not only be a major determinant in maintaining long-term customer relationships, but also plays a key role in influencing purchase intentions. The perceived value is also significant in influencing consumer confidence. Several companies apply recycle-able, biodegradable, source reduction, reuse, ozone-safe and ozone-friendly in their products and their packaging. The product is researched to reduce the material used during the production process and during the packing process through the optimal size and weight according to the contents, recycling by reusing the packaging that is received back by the factory. Eliminating unnecessary inside packaging, maximizing packaging from recycling and renewing resources and researching possible ways of degrading and decomposing materials. Based on the background that has been described, this article will discuss Green Brand as a topic that is relevant to the current situation, where changing market trends created by consumers are very influential for the sustainability of the company's operations and how the impact of an environmentally friendly image and also the value obtained in creating buying decision.

### **Green Marketing**

Green marketing is a marketing activity that combines various activities related to environmental sustainability as a reference. Green marketing is used synonymously with words like Environmental Marketing, Ecological Marketing and Sustainable Marketing. Green marketing includes a variety of activities, such as; production process changes,

product modifications, sustainable packaging, and advertising changes. (Mahmoud, Ibrahim, Ali, & Bledy; 2017). Environmentally friendly marketing refers to all marketing activities that are responsive to environmental protection". Green marketing is not only limited to marketing activities, composition or characteristics of the products produced, green marketing also exists during production processes and techniques. In marketing there is the term positioning, namely the position of the company towards rivals, consumers, other companies, organizations/institutions as well as the government. Environmental issues are not only to build a positive image, but can also be used as a strong positioning basis for the company. There are five reasons for companies or organizations according to Bastian, Ellitan, Handayani (2017) in applying the concept of green marketing, namely: (1). Organizations can use the concept of green marketing in taking advantage of opportunities to achieve their goals. (2). Organizations believe that they have a moral obligation to be socially responsible. (3). The government has issued regulations forcing companies to pay more attention to their environmental responsibilities. (4). Environmental activities implemented by competitors make organizations change their green marketing activities. (5).

Outcome factors associated with wasteful spending, or reducing the use of materials that can change company behavior. In order to gain competitive advantage in a changing world, organizations must follow market trends of consumer demand and make improvements and developments from time to time. Green marketing is the process of planning and implementing the marketing mix to facilitate the production, consumption, packaging, labeling, and distribution of products in a way that is more responsive and sensitive to environmental concerns. Green marketing and marketing mix are actually almost the same, but in green marketing they use a more environmentally friendly approach. So that this can give more value to a product because in the use of the product the environment occupied by consumers will also be maintained.

According to Armstrong and Kotler (2012), the marketing mix is the marketing tools used by organizations to achieve company goals in the target market. The marketing mix includes 4 important elements, such as price, promotion, places, and product. 1. Green products are defined as "products that are manufactured using toxic-free materials and environmentally friendly measures, and which are certified as such by a recognized organization". 2. Price, namely the value issued by consumers for the

benefits of using or owning a product or service with a value determined by the seller and buyer through bargaining, or determined by the seller at the same exact price as all consumers. 3. Places are defined about how to manage logistics to minimize transportation emissions, so that it basically aims to reduce the carbon footprint and environmental pollution in general. 4. Environmentally friendly promotion is to influence consumer buying behavior by encouraging and directing their buying interest to buy products that do not pollute the environment so as to give positive consequences for buying behavior for themselves and their environment.

### Green Brand Image

Chen (2010) defines green brand image as a set of beliefs, ideas, and impressions that a person has of a brand. Consumers who have a positive image of the brand, will be more likely to purchase. In essence, green brand image is a description of consumer confidence in a brand. The results of green marketing are significantly connected with creating a positive brand image for green products, and the results show that the customer's intention to use this product. "Alshura and Zabadi, (2016) stated that green brand image is understood to have a positive effect on green brand choice. Good reputation company and a large positive image increase consumers' intention to use environmentally friendly products. The company's success in attracting additional customers and creating loyalty for its products is an important step in the right marketing strategy. From the theories put forward by the experts above, it can be concluded that if green brand image is a set of beliefs in a name, symbol / design and the impression that a person has for a brand that is obtained based on information which then uses the brand, so that it has a relatively long-term impression formed in the minds of consumers.

Green Brand Image is a series of brand impressions, conceptions, and concerns in the memory of the same customer with sustainable and environmentally friendly issues. Brand image is the spirit of products and services, which are usually passed on to consumers, thereby causing trust in certain stages of production and assisting in making purchasing decisions. The main advantage of creating a great brand image is a definite increase in environmental awareness, which companies can exploit for competitive advantage through the deployment of their products in different markets. The indicators of green brand image according to Chen (2010) are as follows: (1). The brand is assumed to be the best brand in commitment to the environment. (2). Professional to protect the environment and give a good reputation (2). The brand is considered to have

been successful in protecting the environment (4). Brand business processes can be trusted in protecting the environment

### Green Brand Perceived Value

Consumers' overall assessment of the benefits gained and sacrificed is based on the desire for the environment, hoping for sustainability, all 'environmental' needs (Fuiyeng, & Yazdanifard, (2015). Because perceived value is more significant today, companies can increase purchase intentions customers through the value of the product. The value paid can not only be the main determinant to maintain consumer relationships in the long term, and also plays a key role in influencing purchase intention, perceived value also significantly influences consumer trust. Currently, consumers believe that the use of products eco-friendly offers many advantages compared to conventional products, Customer needs for eco-friendly products or services can be developed while the perceived value of eco-friendly brands/products is increased.

Green brand perceived value is one of the most significant for green consumers. "The more consumers really care about their purchases, it is important for them that the eco-friendly products they buy are accepted in their social environment" Esmaeli et al. (2017). If the product is poorly executed in terms of social approval, negative events such as uncertainty or dissatisfaction may occur. Green brand perceived value is also an assessment given by consumers to brands that are related to the environment, and based on their concern and expectations for the creation of environmental sustainability. According to Chen (2010) indicators of green brand perceived value, namely: (1). Have a good value in the commitment to protect the environment (2). In accordance with consumer expectations (3). The product pays attention to the environment (4). Environmentally friendly products (5). Products that are beneficial to the environment.

### Purchase Intention

Several studies have tried to find the relationship between academic theories (models) and empirical trends in the field of customer purchase intentions because customer purchase intentions carried out the final consequences out of perspective, Chen, (2010), showed that having an important relationship between caring, environmental knowledge, attitudes, and social influences as well as the intention to buy environmentally friendly products. Purchase intention refers to an attempt to purchase a product or service. Arshad, et al., (2014) suggested that intention is a specificity to act in a guaranteed way Arshad, et al. (2014) show that unlike collectivism values,

environmental visibility, and subjective norms, which have a positive effect on purchase intentions of green products, external locus of control has a negative effect. The results of this study also show the dominant influence that collectivism values are given to green purchase intentions. Purchase intention can be defined as "the likelihood that a consumer will intend to purchase a product or service in the future". Positive purchase intentions encourage consumers to take actual purchase actions or negative purchase intentions limit consumers not to buy (Tanazal, Ellitan, and Lukito, 2021).

Purchase intention for green environmental products is conceptualized as "the probability and willingness to prefer to buy products that have environmentally friendly features" According to Aulina and Yuliati (2017), four factors influence consumer buying interest, including: Attention (attention). There is great attention from consumers to a product (goods or services); Interest (interest). Shows a focus of attention and feelings of pleasure towards the product; Desire (desire). There is an urge to have a product and Conviction (belief). There is a feeling of individual confidence in the usability, quality, and benefits of the purchased product.

### **The relationship between Green Marketing, Green Brand Image and Purchase Intention**

Previous research has shown that four forms of green marketing mix namely green product, green place, green price, and green promotion have a positive and significant relationship with purchase intention (Alshura, & Zabadi, (2016) Research conducted by Wang, Ya-Hui, Ssu -Ting Chen, and Nai-Ning Chen (2016) found that environmentally friendly marketing has a positive relationship with the brand image of the product being promoted. Green marketing can be said to not only offer products that are only environmentally friendly, but also include the production process, packaging changes, as well as product modification activities. Green marketing has good prospects to be developed as a marketing strategy option to increase the company's brand image. Companies that implement green marketing certainly have several points of value compared to conventional strategies. Green marketing is not only a strategy to get the maximum profit, but also as a way to maintain environmental stability. In the midst of environmental issues like today, the use of a green marketing strategy will build a brand image. Consumers tend to give a positive image of companies that start to carry out activities that are environmentally oriented.

Research by Stervanie (2013) green marketing has a positive effect on the perceived value of the product.

The product has a high value so that green marketing has a positive and significant effect on the perceived value of purchase intention. Research conducted by Suki, (2016). shows the positive influence of green brand image on purchasing decisions. Green marketing is known to have an influence on purchase intention. This means that when environmentally friendly marketing or green marketing is done well, it can increase consumer purchase intentions or purchase intentions for a product. This is because good and appropriate green marketing is able to influence consumer desire to increase purchase intention. generally most consumers do not want to be bothered by a lot of information about the characteristics of a product. This is because consumers do not want to buy all the characteristics of the products offered, but want the benefits obtained from the products to be obtained. Thus product selection will be very subjective and strongly influenced by factors such as brand image. Consumers tend to choose products that are well known or already have a good brand image. So if a product has a positive self-image in the eyes of consumers and is believed to be able to meet the needs and desires of consumers, then interest in buying a product will arise in consumers. So it can be concluded that green marketing can add to the brand image of a product.

Green marketing is known to have an influence on green brand image. This means that when green marketing is done correctly, it will be aligned to improve the green brand image or the image of environmentally friendly products. This is because good green marketing will affect the increase in green brand image. Green marketing is known to have an influence on green brand perceived value. This means that when green marketing is done well, it will be in line with the increase in green brand perceived value or environmentally friendly perceptions of product value. This is because the right green marketing will increase the green brand perceived value (Mahmoudh, et.al 2017).

Green brand image has an influence on purchase intention. This means that a good green brand image can affect a person's purchase intention on the product. Meanwhile, green brand perceived value is known to have an influence on purchase intention. This means that a good green brand perceived value can increase consumer purchase intention towards the product. Perceived value can not only be an important determinant in maintaining customer relationships in the long term, but also plays an important role in influencing purchase intentions. This is because most consumers of green products prioritize a good green

brand perceived value compared to green brand image products (Mahmoud, 2018). Consumers of environmentally friendly products are more interested in the environmentally friendly value of products obtained when buying products than the image of environmentally friendly products. Consumer judgments are often based on incomplete information, the perception of product value is considered a positive signal that will affect purchase intentions.

### Conclusion

To Increase green marketing implementation can be done by innovating in the delivery of advertisements. Especially for this product, which is a segmented product by emphasizing that it is an environmentally friendly product, unlike other toothbrush products in general. Companies need to have a more serious commitment and provide knowledge to consumers about how the company's efforts can increase green brand perceived value by seeking how to meet consumer expectations of environmental conservation. The thing that needs to be considered is how to convince consumers that what they are buying is an environmentally friendly product. Green marketing has several advantages, and because of these advantages, green marketing has good prospects for enhancing brand image as a choice of marketing strategy to enhance a company's brand image. Companies that implement green marketing certainly have some more value than conventional strategies. For a company must be able to face the competitive strategy of any existing competitors. With a green marketing strategy, consumers will get an impact that is more than just satisfaction with the products that have been provided because beyond that the company is also trying to save the environment for the next generation. The green marketing strategy must also be on the right object, otherwise the expected increase in sales will not increase significantly

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