**The Effect of Green Advertising on Environmental Attitudes and Purchase intention in Buying Environmentally Friendly Products**

**(Studies on Garnier Products)**

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**ABSTRACT**

**Objectives** This study aims to determine green advertising on purchase intention in buying environmentally friendly products through mediating environmental attitudes

**Methodology**: The population in this study is the people in DKI Jakarta with a sample of 100 respondents. The respondents are obtained using the purposive sampling method with questionnaire distribution. Data processing was carried out by SEM-PLS analysis technique using SPSS and SmartPLS software.

**Finding**: The results of this study found that Garnier’s green advertising and environmental attitudes had a positive and significant effect on purchase intentions in buying Garnier’s environmentally friendly product, and environmental attitudes had a positive and significant effect in mediating green advertising towards purchase intention in buying environmentally friendly product.

**Conclusion**: The better implementation of green advertising increase consumer interest in buying environmentally friendly products, the higher the consumer’s environmental attitude, and the greater individual’s interest in buying environmentally friendly products.

**Keywords**: Green Advertising, Environmental Attitudes, Purchase Intention in Buying Environmentally friendly Product

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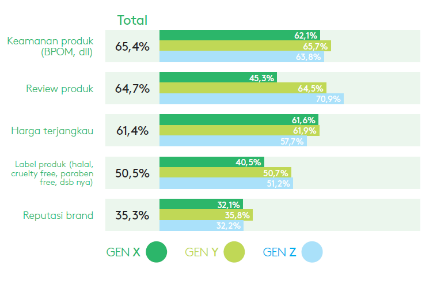
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**INTRODUCTION**

Global warming and poor waste management are crucial environmental problems that have caught the attention of the world community. Research conducted by the Copernicus Climate Change Service (2021) found that the average global temperature of the earth has increased every decade due to industrial activities. Research conducted by Meijer et al. (2021) also found that Indonesia is the fourth country with the most waste contributor. The increase in waste production due to poor waste management in Indonesia also occurred the following year. Ministry of Environment and Forestry of the Republic of Indonesia (Kementerian Lingkungan Hidup dan Kehutanan) stated that in 2020, Indonesia's national waste production has increased to 67.8 million tons. This means that around 185,753 tons of waste are generated by 270 million people every day (Setiawan, 2021).

The awareness and willingness of the Indonesian people to contribute to managing waste is illustrated through a survey conducted by Sustainable Waste Indonesia (Setiawan et al., 2020), where the survey results found that the contribution of the Indonesian people in managing waste is still very minimal.

On the other hand, the care and beauty product industry is an industry that has high interest. A research report uploaded by GlobalData. The report entitled “Country Profile: Cosmetics & Toiletries in Indonesia” revealed that the value share of skin care products in Indonesia is quite high, even almost rivaling the value share of the total in Asia Pacific, with a figure of 9.5% in 2018. The consumption rate per capita in Indonesia is also expected to increase and be stable until 2023 (GlobalData, 2019).



Source: Survey ZAP Clinic (2020)

**Figure 1. Factors that Influence the Purchase of Beauty Products**

A survey conducted by ZAP Clinic (2020) to examine the factors that influencing consumers in Indonesia in considering beauty products found that product prices are no longer the main consideration in choosing beauty products. Overall, more than half of Indonesian women (65.4%) prioritize the safety of the beauty products they choose. Furthermore, as many as 50.5% of Indonesian women stated that product labels contained information regarding halal status, cruelty free, and paraben free is an important thing to consider when buying a product. This shows increased consumer sensitivity and education.

Increased public awareness about the importance of using environmentally friendly products is also reflected in a survey conducted by L'Oreal, where the survey results showed that 75% of women in Indonesia prefer to buy beauty products that contain natural ingredients (Spencer, 2018).

Consumers who are interested in environmentally friendly products are known as green consumers, namely consumers who are aware and interested in environmental issues (Rahman, 2018). Individuals who have awareness and interest in environmental issues tend to describe themselves as green consumers and show consistent environmentally friendly behavior (Clark et al., 2019). According to Asih et al., (2020), there are several factors that shape consumer buying behavior, including good environmental attitudes.

Changes and shifts in consumer behavior in determining product preferences and buying interest provide opportunities for companies to start implementing strategies and innovations that heed environmentally friendly principles, namely green marketing. Green marketing does not only cover the offering of environmentally friendly products, but also includes the production process, change of packaging, and activities to modify product ingredients to minimize the impact on the environment (Kartikasari et al., 2018).

Green advertising is a type of non-personal marketing communication that has an important role in marketing environmentally friendly products because it is related to consumer behavior after getting information from advertisements (Luo et al., 2020)

PT L'Oreal is a company in the beauty industry that is consistent in producing and providing eco-friendly beauty products through the Garnier brand. Garnier has been committed not to conduct animal testing since 1989 and is one of the pioneers of beauty brands that promotes environmentally friendly concepts. As a form of this commitment, Garnier initiated an environmental care movement entitled Green Beauty which is disseminated through green advertising (Kering Group, 2020).

Previous research regarding the effect of green advertising on purchase intention of environmentally friendly products has indications of differences in research results. Research conducted by Kusuma et al (2018) and Kusumawati (2019) found that green advertising has a positive and significant influence on the intention to buy environmentally friendly products. However, research conducted by Santoso dan Fitriani (2016) found that green advertising could not have a significant effect on the intention to buy environmentally friendly products.

Based on the Theory of Planned Behavior (TPB) which was sparked by Ajzen (2011), an interest can be formed from the existence of a good attitude towards a behavior. The attitude towards a behavior is initiated by the existence of several factors, one of which is the information factor. In the context of this study, green advertising is reflected as a factor providing information, which will then shape consumer attitudes toward an object, namely the environment. Environmental attitudes will then influence the formation of consumer intentions or interest in buying environmentally friendly products.

Previous research related to the role of environmental attitudes in mediating the influence of green advertising on the intention to buy environmentally friendly products was conducted by Amallia et al. (2021) indicates that attitudes are capable of providing a full mediating effect. The research conducted by Kartawinata et al. (2020) found that consumer attitudes have a full mediating role between the influence of the marketing mix on the intention to buy environmentally friendly products.

This research shows that high consumer demand for beauty products, especially beauty care products, has increased plastic waste production. Even though there is an increase in consumer awareness about the importance of environmentally friendly products, the awareness and participation of the Indonesian people in waste management still need to be improved. The percentage of waste that ends up in landfills and is disposed of illegally is much higher than that of recycled waste. This issue shows a gap between awareness of the importance of waste management and the actions taken by the community. This research combines two crucial environmental problems today: global warming and poor waste management. This research shows increased consumer awareness and concern for eco-friendly beauty products and their interest in using them.

**LITERATURE REVIEW**

**Consumer Behaviour**

In simple terms, consumer behavior can be interpreted as the study of the decision processes that drive consumers to buy and use products (Ebert dan Griffin, 2015). Consumer behavior is a scientific discipline that begins with the development of economics, where consumers tend to act rationally to maximize the benefits (satisfaction) derived from the transaction process (Priansa, 2017).

**Green Consumers’ Behavior**

Consumers who are interested in environmentally friendly products are known as green consumers. Green consumer are individuals or groups of individuals who have concern and awareness of environmental issues, which will then influence their considerations in choosing the product to be used (Rahman, 2018; Utami, 2020).

Furthermore, an understanding of green consumers or green consumers can be understood by applying the self-identity theory. Individuals who have awareness and interest in environmental issues tend to describe themselves as green consumers and show consistent environmentally friendly behavior. This behavior is reflected by the individual, when he considers a product (Carfora et al., 2019; Clark et al., 2019; Demaria et al., 2019).

A theory related to social learning (Social Learning Theory) put forward by Albert Bandura (dalam McLeod, 2016) emphasizes the importance of observing, imitating, and imitating the behavior, attitudes, and emotional reactions of others. Green consumers’ behavior will be formed through the results of observations, observations, and imitating the behavior carried out by the model (can be in the form of socialization related to environmentally friendly movements and environmental issues, advertisements shown on television, as well as small things related to environmentally friendly behavior exemplified by people in the environment around).

Furthermore, Albert Bandura (dalam Abdullah, 2019) formulate Social Cognitive Theory. Related research applies social cognitive theory to the formation of green consumer behavior conducted by Sawitri et al., (2015) found that this theory proposes that various variables, people, environment, and behavior affect the process of pro-environmental behavior or green consumer behavior.

**Theory of Planned Behavior**

Theory of Planned Behavior (TPB) is a theory that explains that a person can act based on intention or intention when that person has control over his behavior (Ajzen, 2011). This theory can be implemented as a basic concept to explain one's psychological interest or purchase intention (Bong Ko dan Jin, 2017; Nam et al., 2017; Ricci et al., 2018; Wang et al., 2020).

This theory assumes that behavior is formed by someone's interest in taking an action. Meanwhile, interest is formed from three indicators, namely: (1) attitude towards behavior, (2) social encouragement received to do or not do a behavior (subjective norm), and (3) self-efficacy towards behavior (perceived behavioral control).

**Environmental Attitude**

Referring to the Theory of Planned Behavior (TPB), attitude is one of the most important components in forming an interest and behavior (Fauzan & Azhar, 2020; Sreen et al., 2018; Wang et al., 2020).

Fundamentally, environmental attitudes are no different from other types of attitudes, so they can be defined and adapted to the same way of thinking (Cruz dan Manata, 2020). The understanding of environmental attitudes is a manifestation of likes or dislikes and whether someone likes or dislikes to take action against an object or situation related to the environment (Wang et al., 2020). Environmental attitudes can be measured by assessing consumer knowledge and concern about the environment (Asih et al., 2020; Rini et al., 2017)

**Purchase Intention in Buying Environmentally Friendly Products**

Interest in buying environmentally friendly products can be interpreted as how strong a person's desire is to try or buy environmentally friendly products (Lestari dan Kardinal, 2018).

According to Soelton (2020), Interest in buying environmentally friendly products can be measured through the following four dimensions: 1) Transactional interest, namely a person's tendency to buy products; 2) Referential interest, namely the tendency of people to refer products to others; 3) Preferential interest, namely the tendency of someone who has a primary preference for the product; 4) Explorative interest, namely interest that describes the behavior of someone who is always looking for information about the product.

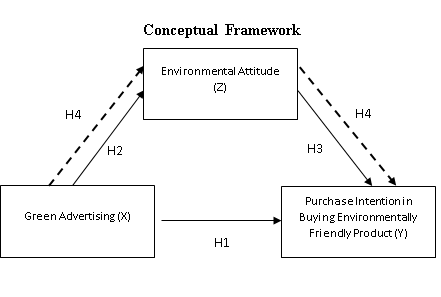
**Green Marketing**

The definition of green marketing according to American Marketing Association (AMA) namely a marketing process that focuses on developing and marketing products that are assumed to meet environmentally friendly criteria. Green marketing does not only cover the offering of environmentally friendly products, but also includes the production process, change of packaging, and activities to modify product ingredients to minimize the impact on the environment (Kartikasari et al., 2018).

**Green Advertising**

Green advertising can be defined as advertising that promotes environmentally friendly products to attract consumers' interest in environmentally friendly products that can fulfill their wants and needs for environmentally friendly products. (Lestari et al., 2020).

According to Banarjee (dalam Priansa, 2017), green advertising is an advertisement that has the following message criteria: 1) Demonstrates a relationship between the product or service and the physical environment; 2) Promote an eco-friendly lifestyle without highlighting a particular product or service; 3) Showing a corporate image that seems to be responsible for the environment.



**Figure 2. Conceptual Framework**

According to Sekaran dan Bougie (2017) a hypothesis is a logically tentative relationship between two or more variables expressed in the form of a statement that can be tested. As according to the framework above, the research hypothesis is as follows:

H1: Green Advertising has a positive effect on Purchase Intention in Buying Environmentally Friendly Products

H2: Green Advertising has a positive effect on Environmental Attitudes

H3: Environmental Attitudes have a positive effect on Purchase Intention in Buying Environmentally friendly products

H4: Environmental Attitudes mediate the influence of Green Advertising on Purchase Intention in Buying Environmentally friendly products

**METHOD**

This research was conducted using a causality research design through a quantitative approach with data collection methods in this study using a questionnaire distributed via GoogleForm media to the people of DKI Jakarta. Sampling was carried out using the Non-Probability Sampling technique with a purposive sampling method. The sample size in this study was 100 samples. The results of the questionnaire were then analyzed using the PLS SEM method using SmartPLS 3.0 software.

**RESULTS AND DISCUSSION**

**Respondent Characteristics**

**Table 1 . Respondent Characteristics**

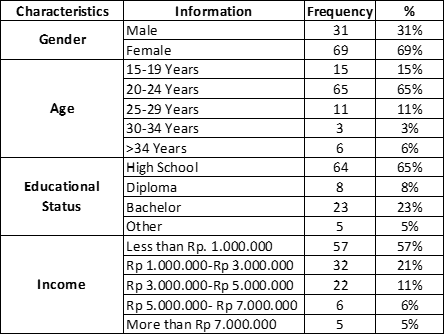


Table 1 shows that if grouped into gender categories, the majority of respondents in this study were women (69%). Most respondents are aged between 20-24 years (65%), have high school/equivalent educational status (64%), and have an income of less than IDR 1,000,000 (57%).

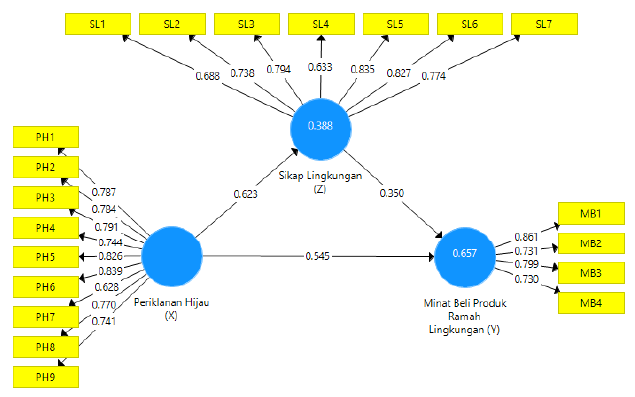
**SEM PLS Data Analysis**

**Evaluation of Measurement Model Test (Outer Model)**

**Validity Test**

The validity test used in this study consisted of convergent validity and discriminant validity

**Convergent Validity**



**Figure 3. PLS Algorithm Result**

**Table 2. Convergent Validity (Outer Loading)**



Based on Figure 3 and Table 2, the indicator values ​​for the variable green advertising, environmental attitudes, and purchase intention in buying environmentally friendly products are declared valid because the resulting outer loading value is greater than 0.4.

**Table 3. AVE Test Result**

|  |  |
| --- | --- |
| **Variable** | **Average Variance Extracted (AVE)** |
| **(X) Green Advertising** | **0.593** |
| **(Z) Environmental Attitude** | **0.576** |
| **(Y) Purchase Intention in Buying Environmentally Friendly Product** | **0.612** |

Based on Table 3, the results of data processing on all variables produce an AVE value of more than 0.5. Therefore, it can be concluded that all the indicators that make up the variables have fulfilled the rule of thumb for convergent validity or convergent validity tests.

**Discriminant Validity**



**Table 4. Discriminant Validity (Cross Loading)**

Based on Table 4, the cross-loading values for green advertising indicators, environmental attitudes, and purchase intention in buying environmentally friendly products with each variable show greater results when compared to the cross loading values with other variables. Thus, it can be concluded that there are no problems with the discriminant validity test through the cross-loading approach.



**Table 5. Fornell Larcker**

Based on Table 5, all the average variance extracted (AVE) square root values ​​for each construct are stated to be higher when compared to the correlation between one construct and the other constructs in the model. Based on the test results, it can be concluded that there are no problems in the discriminant validity test using the Fornell-Larcker approach.

**Table 6. HTMT**



Based on Table 6, the HTMT values ​​for all construction pairs are in matrix format. All HTMT values ​​are clearly lower than the set threshold value, which is 0.90. Based on the HTMT value, the constructs in the estimated model meet the criteria of discriminant validity.

**Reliability Test**

**Tabel 7. Reliability Test**



The variables of green advertising, environmental attitudes, and purchase intention in buying environmentally friendly products show Cronbach's Alpha and composite reliability values ​​that have exceeded 0.7. Therefore, it can be concluded that the instruments used to measure all variables are reliable and consistent.

**Structural Model Testing (Inner Model)**

**Table 8. Multiclonality Test**



Table 8 shows that the independent variable on the dependent variable has a VIF value higher than 0.20, also lower than 5. That way it can be concluded that there is no correlation between variables, so there is no violation in the multicollinearity assumption test.

**Table 9. R-Square**



Table 9 shows the R-Square value of the environmental attitude variable of 0.388 or equivalent to 38.8%. This indicates that the green advertising variable can explain 38.8% of the variance of the environmental attitude variable and 0.612 or 61.2% is explained by other variables.

On the other hand, the R-square value of the variable purchase intention in buying environmentally friendly products is 0.657 or equivalent to 65.7%. This indicates that the variable green advertising together with the environmental attitude variable can explain 65.7% of the variance of the variable purchase intention in buying environmentally friendly products and 0.343 or 34.4% of the variance of the variance in the purchase intention in buying environmentally friendly products is explained by other factors.

**Table 10. F-Square**

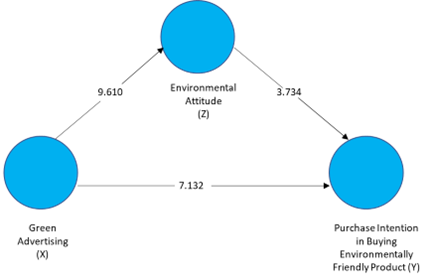


Table 10 shows the F-Square value between the X and Y variables of 0.529, meaning that there is a considerable influence. Furthermore, the F-Square value of variable X to Y is 0.634, meaning that there is a considerable influence. Finally, the F-Square value of variable Z to Y is 0.219, meaning that there is moderate influence.

**Table 11. Q-Square**



Table 11 shows the results of the Q² value test for endogenous variables in the form of environmental attitudes (Z) worth 0.210 and purchase intention in buying environmentally friendly products (Y) worth 0.387. The result of calculating Q² which is greater than 0 (zero) indicates that the exogenous variables in this research model have good predictive relevance so that this research model is feasible to continue.

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**Figure 4. Bootstrapping Test Result**

**Table 12 Hypothesis Testing**



Table 12 shows the results of the path coefficient or path coefficient for each relationship between variables in the study. The path coefficient results in the structural model can be interpreted as follows:

1. The coefficient of green advertising variable value (X) on purchase intention in buying environmentally friendly products (Y) is 0.545. The T-statistic value is 7.132, and the p-value is 0.000. Based on the results of the data processing, it can be interpreted that the effect of green advertising (X) on purchase intention in buying environmentally friendly products (Y) is considered to have a positive and significant effect.
2. The coefficient of green advertising variable value (X) on environmental attitudes (Z) is 0.623. The T-statistic value is 9,610, and the p-value is 0,000. Based on the results of the data processing, it can be interpreted that the effect of green advertising (X) on environmental attitudes (Z) is considered to have a positive and significant effect.
3. The coefficient value of the environmental attitude variable (Z) on the purchase intention in buying environmentally friendly products (Y) is 0.350. The T-statistic value is 3,734, and the p-value is 0,000. Based on the results of the data processing, it can be interpreted that the influence of environmental attitudes (Z) on the purchase intention to buy environmentally friendly products (Y) is considered to have a positive and significant effect.
4. The coefficient value of the green advertising variable (X) on the purchase intention in buying environmentally friendly products (Y) through the mediation of environmental attitudes (Z) is 0.218. The T-statistic value is 3.385, and the p-value is 0.000. Based on the results of the data processing, it can be interpreted that the influence of green advertising (X) on the purchase intention in buying environmentally friendly products (Y) through the mediation of environmental attitudes (Z) is considered to have a positive and significant effect.

**CONCLUSION**

Based on the results of data analysis and discussion described in the previous chapter, the following conclusions can be drawn:

1. Green advertising has a positive and significant effect on purchase intention in buying environmentally friendly products. Which means that the better the implementation of green advertising, the higher the interest of consumers to buy environmentally friendly products
2. Green advertising has a positive and significant effect on environmental attitudes. That is, the better the implementation of green advertising, the higher the consumer's environmental attitude
3. Environmental attitudes have a positive and significant effect on purchase intention in buying environmentally friendly products. Which means that the higher an individual's environmental attitude, the higher the individual's interest in buying environmentally friendly products
4. Environmental attitudes mediate the effect of green advertising on purchase intention of environmentally friendly products in a positive and significant way. Meaning that the better the implementation of green advertising, the better the environmental attitude. Furthermore, the better an individual's environmental attitude, the higher the individual's interest in buying environmentally friendly products. The mediating effect given by the environmental attitude variable is mediation partially with complementary mediation types.

**Managerial Advice**

1. Based on the results of the study, green advertising variable has a positive and significant effect on the purchase intention in buying environmentally friendly products. Therefore, the researcher provides suggestions for Garnier to maintain the green advertising that is being carried out and expand the reach of advertisements so that information about products and invitations to contribute to handling environmental problems so that they can reach a wider community, especially women.
2. Based on the results of the study, green advertising variables have a positive and significant effect on environmental attitudes. Therefore, the researcher provides suggestions for Garnier to maintain the ongoing green advertising and continue to develop green advertising messages and adapt messages to the characteristics of Gen Z as an effort to improve Gen Z's environmental attitudes.
3. Based on the results of the study, the environmental attitude variable has a positive and significant effect on the purchase intention in buying environmentally friendly products. Therefore, the researchers suggest that Garnier always deliver messages and product information accompanied by messages related to environmental issues and ways to contribute to addressing environmental problems that are tailored to the characteristics and communication style of Gen Z as an effort to attract Gen Z interest.

**Academic Advice**

Based on this study, suggestions that can be considered for further research are that it is better to use or redevelop other variables that are more interesting and have the potential to be used as research variables. This suggestion is based on the R-Square results for the Environmental Attitude variable of only 0.388 or the equivalent of 38.8%. This indicates that the green advertising variable can only explain 38.8% of the variance of the environmental attitude variable and 0.612 or 61.2% is explained by other variables. The variables not examined in this study are green marketing mix, green trust, green brand image, green advertising skepticism, subjective norm, dan perceived behavioral control.

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