UNCOVERING THE WEIGHTINESS OF GREEN MARKETING MIX AND CONSUMER ATTITUDE IN COSMETIC PRODUCT

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ABSTRACT

This study aims to determine the impact of the green marketing mix and consumer attitudes towards brand image and purchasing decisions, as well as to determine the mediating function of brand image. The object of this research is consumers of Love Beauty and Planet in Malang town with a total sample of 190 respondents who were selected by non-probability sampling technique. Quantitative data collected through questionnaires were analyzed using Partial Least Square (PLS) analysis. The results of the study reveal that the green marketing mix and consumer attitudes have a positive and strong direct impact on brand image and purchasing decisions, which brand image is also proven to be a mediator. A strong brand image will significantly improve purchasing decisions It is recommended for further research to reveal more in-depth which dimension of green marketing is suitable to be seeded to make the brand image of Love Beauty and Planet getting stronger and the purchasing decisions of its customer increasing rapidly.

Keywords: *Green Marketing Mix, Consumer Attitude, Brand Image, Purchasing Decision*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dampak dari bauran pemasaran hijau dan sikap konsumen terhadap brand image dan keputusan pembelian, juga mengetahui fungsi mediasi dari brand image. Objek penelitian ini adalah konsumen Love Beauty and Planet di kota Malang dengan jumlah sampel sebanyak 190 responden yang dipilih dengan teknik non-probability sampling. Data kuantitatif yang dikoleksi melalui kuisioner dianalisis menggunakan analisis Partial Least Square (PLS). Hasil penelitian mengungkap bahwa green marketing mix dan consumer attitude memiliki dampak langsung yang positif dan kuat pada brand image maupun purchasing decision, di mana brand image terbukti mampu berfungsi sebagai mediator. Brand Image yang kuat secara signifikan akan meningkatkan keputusan pembelian. Disarankan untuk penelitian selanjutnya agar mengungkap lebih mendalam green marketing yang seperti apa yang lebih cocok diunggulkan sehingga Brand image Love Beauty and Planet semakin kuat dan purchasing decision semakin meningkat pesat.

Kata Kunci: Bauran Pemasaran Hijau, Sikap Konsumen, Citra Merek, Keputusan Pembelian

Introduction

Environmental damage is mostly caused by the results of human activities, so awareness to keep the environment clean and healthy is very important today (Putri et al., 2020). The thing that most often causes environmental damage is the amount of plastic waste (Alabi et al., 2019). In Indonesia, it is estimated that 150 million tons of plastic waste has blocked the oceans, and every year the amount of this plastic waste increases by about 11 million tons (Purwendah & Periani, 2019). Responding to the urgency of this environmental problem, people are starting to pay attention to the products they consume as much as possible are products that are environmentally friendly. Seeing this opportunity, many business people have also turned to environmentally friendly businesses to implement green marketing (Kaur, 2016). Green marketing is an activity to introduce environmentally friendly products (Machova et al., 2022). Green marketing can be in the form of green products, green prices, green places, and green promotions. One industry that cares about the environment is Love Beauty & Planet (Govindan & Bathmanathan, 2018). Bottles and jars for packaging this product are made of 100% recycled plastic and can be 100% recycled, and the attached labels are easy to peel off to facilitate the recycling process (Selwood, 2018). Love Beauty & Planet has also provided suitable products during the Covid-19 pandemic.

Since the COVID-19 pandemic, the government has advised people to wash their hands, keep their distance, and wear masks. In maintaining hand hygiene, it is also important to always have hand sanitizer available (Putriadita, 2020). Hand sanitizer tested to kill germs. However, the use of hand sanitizers has side effects, which can cause dry, red, and cracked skin (Watson, 2021). Then Love Beauty and Planet presents a handcream with a high moisturizing content. For example, coconut water nourishes and moisturises dry skin (Monica, 2021). The Love Beauty and Planet brand persuade consumers to take care of their hair & body, using shampoo, body wash, and body lotion. With the production process using vegan and cruelty-free methods, Love Beauty and Planet's products have reached around 7000 transactions in the marketplace. Furthermore, the total generated from transactions for the June 2021 timeframe is IDR 492.74 million (Ramadhani, 2021). By selling environmentally friendly products and implementing green marketing, it is hoped to improve consumer purchasing decisions for Love Beauty and Planet, which is currently expanding.

One thing that influences purchasing decisions is brand image (Azmy et al., 2020). Brand image is a belief formed due to the product that consumers have felt. Furthermore, brand image is consumer response to a brand based on the good and bad that consumers remember (Wijaya, 2013).

Several previous studies have proven that brand image has a positive and significant effect on purchasing decisions (Jasmani & Sunarsi, 2020) (Rahmawati, 2020). The research gap occurs in the research results (Foster, 2016), which explains that the influence of brand image on purchasing decisions is only 7%, whereas other variables more influence purchasing decisions. If the business industry can maintain a consistent brand image, it will be easier for consumers to remember the brand image (Switala et al., 2018).

Several previous studies by (Tirtayasa et al., 2021) and (Dwipamurti et al., 2018) shows that the green marketing mix can also affect brand image. Not only that, research from (Parlan et al., 2016) and (Hossain & Khan, 2018) shows that the green marketing mix has a significant effect on purchasing decisions. The gap occurs in the research conducted by (Widayanti et al., 2020) where the green promotion indicator has no significant effect on purchasing decisions because the promotions carried out by the company do not show the concept of being environmentally friendly. So that in the future, it is hoped that the company will be able to carry out a green marketing mix well and maximally (Widayanti et al., 2020).

The research was also conducted by (Lubis et al., 2019), (Lestari & Tiarawati, 2020), and (Ramli & Maysari, 2020), which show that consumer attitudes have a significant effect on purchasing decisions. So that consumer attitude affects not only the brand image but also purchasing decisions. Consumer attitude is a learned tendency, meaning that attitudes are related to purchasing decisions that are formed as a result of direct product experience, information obtained from other people, or based on circulating advertisements (Juliantari et al., 2019).

Research conducted by (Juliantari et al., 2019) shows that consumer attitudes have a positive but not significant effect on brand image. In contrast, consumer attitudes are vulnerable to being influenced by brand image because if the brand image has a good reputation, consumers will use the brand image as a benchmark in using a product (Wijaya, 2013). Brand images have mediating effects between green marketing mix and purchasing decision. this means that without a brand image, the green marketing mix can still influence purchasing decisions. Meanwhile, with the brand image, although it has an influence in efforts to improve purchasing decisions, brand image has a big role to further improve purchasing decisions. Because a good brand image will create memories in the minds of consumers. So that when making a purchasing decision, consumers will be more helpful if a product has a good brand image. It turns out that there are still few studies that discuss the relationship between consumer attitudes towards the brand image and the green marketing mix. Therefore, based on this background, this study aims to determine the relationship between the green marketing mix and consumer attitudes towards the brand

image and purchasing decisions. This novelty of this research is on the consideration of the green marketing mix and consumer attitude variables as well as in reviewing the purchasing decision of a cosmetic product with the appointment of brand image as a mediator. The relationship between these four variables, the object under study, and the type of analysis used are the main differences between this study and previous studies.

This research is motivated by the research gap in previous studies. Based on research conducted by (Foster, 2016) which revealed that the effect of brand image on purchasing decisions is only 7%, while other variables influence purchasing decisions more. Researchers want to prove whether the role of brand image is not that big on purchasing decisions. And there are still few studies that raise the green marketing mix and consumer attitude. Therefore, based on this background, this study aims to determine the relationship between green marketing mix and consumer attitude towards brand image and purchasing decisions

The purpose of this study was to determine: (1) the direct and indirect effects of green marketing mix on purchasing decisions through brand image, and (2) the direct and indirect effects of consumers attitude on purchasing decisions through brand image.

The research hypotheses are: (1) green marketing mix has a direct or indirect effect on purchasing decisions through brand image, (2) consumers attitude has a direct and indirect effect on purchasing decisions through brand image.

Method

This research was conducted with a quantitative approach through the distribution of an online questionnaire on a 5-point Likert scale to 190 Love Beauty & Planet users in Malang town. The Green Marketing Mix variable is measured through 4 indicators, namely: (1) Green Products, (2) Green Place, (3) Green Price, and (4) Green Promotion (Widayanti et al., 2020). The consumer attitude variable is measured through 4 indicators, namely: (1) Dislike/Like, (2) Bad/Good, (3) Uninteresting/Interesting, and (4) Annoying/Pleasing (Handriana & Wisandiko, 2017). Brand Image variable is measured through 6 indicators, namely: (1) Friendly/unfriendly: ease of recognition of consumers, (2) Modern/outdate: having models that are up to date/useful, (3) Not useful: can be used well /useful, (4) Popular/unpopular: familiar in the minds of consumers, (5) Gentle/harsh: has a fine product texture, (6) Artificial/natural: the authenticity of supporting components or shapes (Azmy et al., 2020). Purchasing decision variables are measured through 5 indicators, namely: (1) Introduction of problems, (2) Search Information, (3) Alternatives evaluation, (4) Purchase decisions, and (5) Post-purchasing behavior (Foster, 2016). The collected data were

analyzed using Partial Least Square (PLS) analysis using SmartPLS software version 3.3.5. After going through the outer and inner measurement models, the research hypotheses were tested by considering the t-statistics and p-value values (Garson, 2016).

**Result and Discussion**

Respondent Demographics

A total of 190 respondents have been studied. Analyzed by age, most of the respondents were 91 people (48%) aged 27-36 years, as many as 65 people (34%) were aged 17-26 years, and as many as 34 people (18%) were over 36 years old. This shows that the Love and Beauty Planet brand cosmetic products have spread widely in Malang town and are in demand by young people, especially women aged between 17 to 36 years. At this age, women today understand the importance of environmentally friendly products and how the brand image of a cosmetic product is.

PLS-SEM Analysis

Outer Model Measurement

The outer model measurement in this study uses the loading factor as a convergent validity tester. Based on Figure 1. Structural Model, it is known that all manifest constructs reflecting the Green Marketing Mix, Consumers Attitude, Brand Image, and Purchasing Decisions have a loading factor value > 0.7, this indicates that the research instrument used to measure the variables are VALID (Hair et al., 2014). At the indicator level, discriminant validity is tested through cross loading. The trick is to compare values, where the value of cross loading on the intended construct must be greater than the value of loading with other constructs.

Figure 1. Structural Model
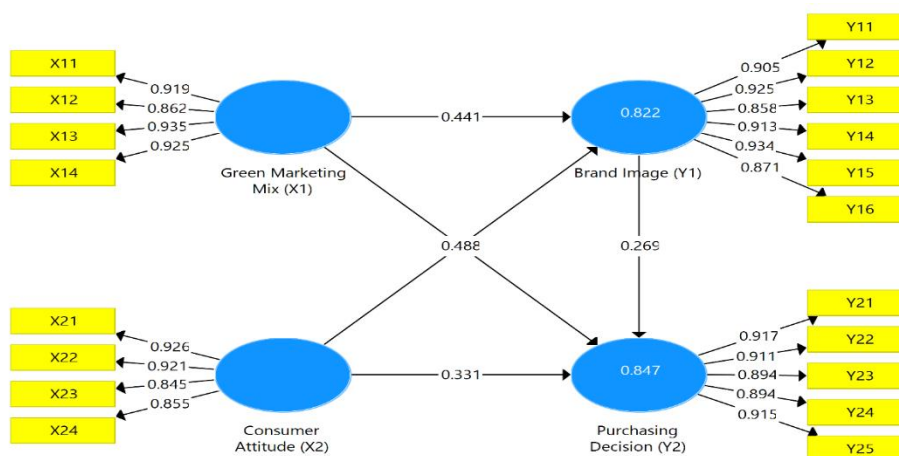
Table 1. Cross Loading Value

	Brand Image (Y1)	Consumer Attitude (X2)	Green Marketing Mix (X1)	Purchasing Decision (Y2)
X11	0.806	0.796	**0.919**	0.809
X12	0.783	0.795	**0.862**	0.743
X13	0.833	0.840	**0.935**	0.870
X14	0.791	0.860	**0.925**	0.821
X21	0.832	**0.926**	0.859	0.851
X22	0.816	**0.921**	0.862	0.842
X23	0.756	**0.845**	0.717	0.704
X24	0.743	**0.855**	0.761	0.757
Y11	**0.905**	0.819	0.820	0.833
Y12	**0.925**	0.766	0.785	0.768
Y13	**0.858**	0.782	0.751	0.741
Y14	**0.913**	0.839	0.846	0.858
Y15	**0.934**	0.794	0.811	0.782
Y16	**0.871**	0.793	0.752	0.745
Y21	0.780	0.809	0.796	**0.917**
Y22	0.814	0.807	0.817	**0.911**
Y23	0.797	0.808	0.819	**0.894**
Y24	0.757	0.790	0.776	**0.894**
Y25	0.821	0.821	0.831	**0.915**

Source: SmartPLS 3.3.5 Output (2022)

Based on Table 1. the value of Cross Loading, it is known that all the cross loading values of the manifest constructs of each latent construct to the intended construct are higher than the cross loading values of other constructs. This shows that all indicators used to measure research variables are valid.

Table 2. Cronbach's-Alpha and Composite-Reliability

	Cronbach's-Alpha	Composite-Reliability
Brand Image (Y1)	0.954	0.963
Consumer Attitude (X2)	0.910	0.937
Green Marketing Mix (X1)	0.931	0.951
Purchasing Decision (Y2)	0.946	0.958

Source: SmartPLS 3.3.5 Output (2022)

The instrument is reliable if the Cronbach's-alpha value > 0.6 and the composite-reliability value > 0.8. Based on Table 2. it is known that the Cronbach's-alpha value of each latent construct is greater than 0.6 and the composite-reliability value of each latent construct is greater than 0.8. This shows that the research instrument is reliable.

Inner Model Measurement

Inner Model Measurement is done to test the relationship between latent constructs. There are several tests for the structural model, namely: R-Square (R^2), Effect-Size (f^2), and GoF. The value of R-Square is the coefficient of determination on the endogenous construct. Based on Figure 1. Structural Model, it is known that the R-Square value on Brand Image (Y1) is 0.822. This shows that 82.2% of Brand Image is explained strongly by Green Marketing Mix and Consumer Attitude. The remaining 17.8% was explained by other

exogenous constructs which were not considered in the study. Meanwhile, the R-square value in Purchasing Decision (Y2) is 0.847. This shows that 84.7% of Purchasing Decisions are explained strongly by Green Marketing Mix, Consumer Attitude, and Brand Image. While the rest, 15.7% was explained by other exogenous constructs which were not considered in the study.

Meanwhile, according to (Hair et al., 2014), the criteria for Effect Size (f2) are: if the value of f2 is 0.02 (weak), f2 is 0.15 (enough), and f2 is 0.35 (strong).

Table 3. Effect Size (f^2) Value

	Brand Image (Y1)	Purchasing Decision (Y2)
Brand Image (Y1)		0.084
Consumer Attitude (X2)	0.247	0.105
Green Marketing Mix (X1)	0.201	0.127

Source: SmartPLS 3.3.5 Output (2022)

Based on Table 3. it is known that f^2 for the relationship between brand image and purchasing decision is 0.084, this indicates that brand image has a weak influence on purchasing decisions. Consumer attitude and green marketing mix have a weak influence on brand image. Likewise, consumer attitudes and green marketing mix have a weak influence on purchasing decisions.

The Goodness of Fit (GoF) value must be calculated manually accordance with the formula from Tenenhaus in (Hair et al., 2014), GoF = $\sqrt{AVE \times R^2}$, so that,

GoF of Brand Image = $\sqrt{0.813 \times 0.822} = 0.817$ ....(1)

GoF of Purchasing Decision = $\sqrt{0.821 \times 0.847} = 0.833$..(2)

According to Tenenhaus the value of GoF more than 0.38 is large. So that the structural model that is formed meets the goodness of fit or the structural model that is formed is good, fits the field conditions, and can be used to predict brand image. and purchasing decisions, so that the structural model can be accepted.

Hypothesis Test

Hypothesis testing is done by reviewing the path coefficient values (original sample O) and t-statistics or p-values which indicate whether or not the effect of endogenous constructs is significant on exogenous constructs.

Table 4. Path-Coefficient Estimation and T-Statistics

	Orgl.Sample (O)	T-Statistics	P-Values	Inference
	Direct Effects			
Brand Image (Y1) -> Purchasing Decision (Y2)	0.269	3.273	0.001	Significant

Consumer Attitude (X2) -> Brand Image (Y1)	0.488	5.653	0.000	Significant
Consumer Attitude (X2) -> Purchasing Decision (Y2)	0.331	3.044	0.002	Significant
Green Marketing Mix (X1) -> Brand Image (Y1)	0.441	4.953	0.000	Significant
Green Marketing Mix (X1) -> Purchasing Decision (Y2)	0.356	3.669	0.000	Significant
Specific Indirect Effects				
Green Marketing Mix (X1) -> Brand Image (Y1) -> Purchasing Decision (Y2)	0.118	2.861	0.004	Significant
Consumer Attitude (X2) -> Brand Image (Y1) -> Purchasing Decision (Y2)	0.131	2.620	0.009	Significant

Source: SmartPLS 3.3.5 Output (2022)

Based on the Original Sample O values in Table 4, as well as in Figure 1. the previous Structural Model, the main structural equations formed are:

Path 1: **Y1 = 0.441X1 + 0.488X2 + e** ....(3)

Path 2: **Y2 = 0.356X1 + 0.331X2 + 0.269Y1 + e** ....(4)

Where Y1 is Brand Image, Y2 is Purchasing Decision, X1 is Green Marketing Mix, X2 is Consumer Attitude, and e is error term.

Based on the structural equation formed in Path 1, it is known that the Green Marketing Mix has a significant positive effect on Brand Image, where an increase in each unit of the Green Marketing Mix will increase the Brand Image by 0.441 units. So that the Green Marketing Mix can be said to have an influence on the Brand Image. It is known that Brand Image has a significant positive effect on Purchasing Decision, where an increase in each Brand Image unit will increase Purchasing Decision by 0.269 units. It means that the brand image has a direct influence on purchasing decisions.

Meanwhile, based on the structural equation formed in path 2, it is known that the Green Marketing Mix also has a significant positive effect on Purchasing Decisions, where an increase in every one unit of the Green Marketing Mix will increase the Purchasing Decision by 0.356 units. It can be said that the Green Marketing Mix has a direct influence on Purchasing Decision. Regarding the intervening effect of Brand Image, based on the data in Table 4. Specific Indirect Effects section, it is known that the indirect effect of Green Marketing Mix on Purchasing Decision through Brand Image is significant. This shows evidence that the Green Marketing Mix has an indirect effect on Purchasing Decisions through Brand Image. Thus, based on these two analyses, the first research hypothesis (H1) which states that the green marketing mix has a direct and indirect effect on purchasing decisions through brand image, is accepted.

Meanwhile, Consumer Attitude also has a significant positive effect on Brand Image, where an increase in every one unit of Consumer Attitude will increase the Brand Image by 0.488 units. It can be said that Consumer Attitude has an influence on Brand Image. Meanwhile, based on the structural equation formed in path 2, it is known that Consumer Attitude also has a significant positive effect on Purchasing Decisions, where an increase in each unit of Consumer Attitude will increase Purchasing Decision by 0.331 units. It can be said that Consumer Attitude has a direct influence on Purchasing Decision. As for the mediation effect, it is known that the influence of Consumer Attitude on Purchasing Decisions through Brand Image is significant, which indicates that consumer attitudes have an indirect effect on purchasing decisions through brand image. Thus, the second research hypothesis (H2) which states that consumer attitude has a direct and indirect effect on purchasing decisions through brand image, is accepted.

DISCUSSION

Green Marketing Mix, Brand Image, and Purchasing Decisions

This study shows that the green marketing mix positively and significantly influences brand image. This shows that one way to improve the brand image is to increase the green marketing mix. This is in line with the findings of (Dwipamurti et al., 2018), (Genoveva & Samukti, 2020), and (Tirtayasa et al., 2021), which proves that the green marketing mix has a strong influence on brand image. A green marketing mix is an activity to introduce environmentally friendly products (Fernando, 2021) where the activities can be in the form of green products, green prices, green places, and green promotions. The green marketing mix is used as a strategy to get maximum profit and maintain environmental stability that can build a brand image for Love Beauty & Planet as a company that cares about the environment.

This study indicates that the green marketing mix has a significant effect on purchasing decisions. A green marketing mix directly, positively, and significantly affects purchasing decisions. The higher the green marketing mix, the higher the purchasing decision. This is in line with the findings of (Parlan et al., 2016), which states that the green marketing mix has a significant effect on purchasing decisions. Furthermore, in line with the research of (Hossain & Khan, 2018), which states that purchasing decisions are influenced by the green marketing mix such as green product and green promotion indicators that in line with the research of Widayanti et al. (2020), which states that the green marketing mix, green product, green price, and green place indicators significantly influence purchasing decisions. Meanwhile, the green place indicator has no significant effect on purchasing

decisions because the promotions carried out do not show the concept of being environmentally friendly.

Another result of this study is that brand image has a direct positive and significant effect on purchasing decisions. A brand is an identity that a company has to differentiate itself from other companies. Meanwhile, brand image is a collection of consumer perceptions (Y. Zhang, 2015). The more positive the brand image in the minds of consumers, the more purchasing decisions will be made.

This study also indicates that the green marketing mix also indirectly influences purchasing decisions through brand image as an intervening variable. The more precise the application of the green marketing mix, the higher the brand image generated. The higher the brand image, the more significant the impact on consumers buying a product (Muljani & Koesworo, 2019). Purchasing decisions will increase if green products can create characteristics in product quality. Of course, the quality of these products must be better than other products. Moreover, if the product has a good effect after using it, of course, many consumers will like it (X. Zhang & Dong, 2020).

Consumer Attitude, Brand Image, and Purchasing Decisions

This study shows that brand image is positively and significantly influenced by consumer attitude. However, this contradicts the findings of (Juliantari et al., 2019), which states that consumer attitude has a positive but not significant effect on the brand image which means that the higher the consumer attitude has not been able to improve the brand image significantly. With a high level of competition, companies are asked to re-plan their marketing strategy. As well as changes in consumer attitudes, companies need to be wary of in order to predict future consumer needs. For this reason, companies can create products that do not damage the environment and create public awareness to use environmentally friendly products.

Consumer attitude has a positive effect on purchasing decisions. This is in line with the findings (Lubis et al., 2019) and (Lestari & Tiarawati, 2020) which state that consumer attitude has a significant effect on purchasing decisions. In research (Ramli & Maysari, 2020) it is stated that public awareness about plastic waste is still low even though people understand the dangers of plastic waste, but gradually based on consumer attitudes, people are starting to increase awareness as shown by the results of this study, namely that there is a significant positive influence consumer attitude towards purchasing decision.

The results also show a mediating function of brand image on the influence of consumers' attitudes on purchasing decisions. Consumer attitudes towards the product will strengthen

the product's brand image, especially positive consumer attitudes will also have a positive impact on the brand image. Meanwhile, if the brand image strengthens, the purchasing decision will also increase.

Conclusion

The conclusion that can be drawn from the study results is that the green marketing mix and consumer attitudes have a significant positive effect on brand image, where brand image is proven to function as a mediator. The right green marketing mix strategy and good behavior carried out by consumers towards the product will strengthen the product's brand image. The stronger the brand image of the product, the purchasing decisions made by consumers will also increase. Environmentally friendly products that suit consumer needs, together with the proper marketing, will dominate the market. Balanced by a positive consumer attitude will further strengthen the brand image.

The managerial implication of this research is that to improve purchasing decisions significantly, companies should focus on strengthening brand image. Green Marketing Mix can be in Green Products and Green Place and Green Price and Green Promotion. Of course, the company can choose between them if it is not possible to use all types of green marketing because, after all, it is still related to the marketing budget.

The limitation of this research is that it still uses reflective indicators in measuring research variables, even though formative indicators can be more accurate measurements. The interviews conducted were also not structured interviews, so they did not dig deeper information from each respondent. Only respondents who gave extreme answers to the questionnaire were interviewed.

Further research can consider formative indicators in measuring research variables and explore more in-depth information through a qualitative approach related to respondents' perceptions of the green marketing mix and find out in more detail how consumer attitudes.

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