ANALYSIS OF GREEN MARKETING STRATEGIES ON CONSUMER PURCHASE INTENTION STUDIES ON: THE BODY SHOP BANDUNG INDONESIA

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Abstract: *The last few decades, global warming is becoming a concern to the world community, including Indonesia. The negative impact of global warming has prompted various parties to address this issue so many volunteers perpartisipasi to minimize the impact of global warming, including the firm through Corporate Social Responsibility. In the development of the situation, environmental awareness not only as a social responsibility of the company, but developed into a marketing strategy to encourage consumers to be interested in making the purchase. This research has focused on analyzing the Green Marketing Strategy on Consumer Purchase Intention effect, where this research takes the The Body Shop as an object of research by taking as many as 200 people who have used the product of The Body Shop as a sample and then ask the opinion of the respondents through questionnaires. Results of responses from respondents will be processed using SPSS to determine the feasibility of data (validity, reliability, normality, multicollinearity and heteroscedasticity) and then processed to determine the effect of the independent variables with the dependent variable.*

Key Words: *Environmental Advertisement, Environmental Brand, Environmental Label, Green Marketing Strategy, Consumer Purchase Intention*

INTRODUCTION

Global warming, an issue that became the talk of the world community the last few decades, where global warming has negative impacts on the earth and living things on earth. Climatology experts estimate that the temperature of the earth's atmosphere has risen by an average of 0.5 degrees Celsius from 100 years ago. Opinion was also supported by observations of the past 30 years, namely an increase in the average temperature of the air around the world amounted to 2 degrees Celsius. In some parts of the hemisphere is no increase in the average temperature of the air, even it is greater than 2 degrees Celsius (Ali, 2015). The rise in temperature on the surface of the earth, not just make the temperature on the surface of the earth becomes hotter, but the increase in temperature on the surface of the earth is also resulting in the greenhouse effect. The greenhouse effect

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on Earth occurred because the earth around there is a layer or blanket formed due to greenhouse gases and particles floating in the atmosphere. Layer in the earth's atmosphere reflect back heat from the earth so that the earth became hotter. Greenhouse gases are the factors causing the main greenhouse effect, while particles floating in the atmosphere only contribute a relatively small for it (Ali, 2015). The greenhouse effect is further lead to several other impacts such as melting ice at the poles resulting in the south and the north pole. According Jeko Iqbal Reza (2015) the melting of ice at the south pole and the north pole may result largely submerged land on the earth, and until now This was almost half of the giant chunks of ice on the north pole and the south pole melt.

Terrible impact caused by global warming has made various parties trying to tackle the problem of global warming. From individuals, social organizations, and even the company has a lot of activities related to environmental sustainability, one of which to tackle global warming through Corporate Social Responsibility (CSR). On development, concern for the environment not only a social responsibility as compensation for activities being implemented by the company, but increased to a marketing strategy that is known as green marketing. Companies can promote / demonstrate that the company is very concerned about the environment as an attraction for consumers, as the reason for choosing the company's products as delivered by Cravens (2000) and Straughan and Roberts (1998), which stated that the green marketing strategy is a potential strategy as a business strategy and has been used as the axis of a successful marketing strategy. But on the other hand, Buchholz (1998); Hawken (1999); Straughan and Roberts (1998); Vlosky (1999) in Byrne (2002) considers green marketing fail to contribute further to the environment and integration of potential competitive advantage and environmental concerns business strategy (in Haryadi, 2009).

Dissenting opinions of experts on the impact of the use of green marketing has made researchers interested in conducting further research on the use of green marketing, to the researchers conducted a study entitled "Analysis of Green Marketing Strategies Against Consumer Purchase Intention, studies on: The Body Shop Bandung Indonesia ". Researcher conducted observations of The Body Shop, because according to researcher viw, The Body Shop has a concern for the environment, so it is a proper object of study in this research. Researcher will observe whether a particular concern for the environment, as well as to provide images that product brand The Body Shop is a product that is "green" consumers will affect consumer purchase intention.

Research Questions

Based on the description above, the research questions of this research are:

1. Is green marketing influence on consumer purchase intention in The Body Shop Bandung Indonesia?

2. Is green marketing tool label environmental influence on purchase intention in The Body Shop Bandung Indonesia?

3. Is green marketing tool brand environmental influence on purchase intention in The Body Shop Bandung Indonesia?

4. Is green marketing tool advertisement environmental influence on purchase intention in The Body Shop Bandung Indonesia?

Research Objectives

Based on the previous explanation research questions, then the purpose of the research conducted are:

1. To examine and analyze whether green marketing influence on consumer purchase intention in The Body Shop Bandung Indonesia.

2. To test and analyze whether environmental labeling green marketing tool influence on purchase intention in The Body Shop Bandung Indonesia.

3. To examine and analyze whether environmental green marketing tool brand influence on purchase intention in The Body Shop Bandung Indonesia.

4. To examine and analyze whether environmental green marketing tool advertisement influence on purchase intention in The Body Shop Bandung Indonesia.

REVIEW OF THE RESEARCH LITERATURE

Marketing

American Marketing Association (as citid in Kotler and Keller, 2009) stated that marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and stakeholders. Based on the understanding of the American Marketing Association, we can conclude that marketing is a process to provide value to the customer. For each company, financial becomes very important in the effort to obtain profit, Kotler and Keller (2009) says that the financial success often depends on marketing ability. Financial, operations, accounting and other business functions would be meaningless if there is not enough demand for products and services so that companies can make a profit. The company must have revenue so that profits can be obtained. Referring

to the statement of Kotler and Keller (2009), marketing has a vital role to be able to answer the needs and satisfy the consumer which in turn affect the sustainability of a company to gain profits. To be able to answer the needs and satisfy the consumer, a marketer needs to be able to understand each consumer group.

Green Marketing

The significance of marketing will be better if the marketer can understand each group of consumers. According Boztepe (2012) there is a serious change for the rise in the business world regarding environmental responsibility. Consumer groups are watching the environment has evolved and can become a focus for the company to design appropriate marketing for consumer groups pay more attention to the environment which in this case evolved into a marketing strategy that is green marketing. According Delafroozl, D., Taleghani, M., and Nouri.D. (2013) green marketing or green environment as an act intended to replace the current needs and wants with minimal harmful impact on the environment. While Byme in Risyamuka, K., and Mandala, K. (2014) stated that green marketing is the new focus of the business, where the green marketing is a strategic marketing approach that starts to rise and the concern of many parties ranging from the 20th century Excellence green marketing strategy will make easy to believe someone with a product that can form a buying interest and eventually Dwi, R., Kumadji, S., and Yulianto, E. (2015). Based on the definitions that have been submitted, it can be concluded that green marketing is a marketing strategy approach which in practice seeks to demonstrate to consumers that the products offered are products that are friendly to the environment.

Green Marketing Tools

According to Mayang (2014) smart companies will look at environmental issues as an opportunity to satisfy the needs and desires of consumers. The company will apply the environmental issues in marketing activities that they do, giving rise to a new phenomenon in the world of marketing in the form of the concept of green marketing. According Hosseinil, E., Shahhoseini, R., and Shahmora, B. (2015) contained in green marketing tools that make green marketing becomes easier to be understood, where the tools of green marketing consists of environmental labeling, environmental brand, and environmental advertisement. More on green marketing tools Delafrooz, N., Taleghani, M., and Nouri, B. (2013) stated that green marketing tools, such as environmental labeling, environmental brand, and environmental advertisement, will make-perception Easier and increase of awareness of green products attributes and characteristics. The consequence of this will guide consumers into purchasing environmentally friendly products.

Applying these policy tools plays an essential role in altering consumer purchasing behavior to buy environmental friendly products, therefore, reducing the negative impact of synthetic products on the environment.

Environmental Label

Labels can be a simple hanger attached to a product or image designed complicated and become part of the packaging. Labels can bring any brand name or a large amount of information (Kotler and Keller, 2009). If the notice function of the label, there are four main functions of the label are to identify the product or brand, grading the products, describe the product, and promote the product. (Kotler and Keller, 2009). Based on the main functions of the label, it can be concluded that the label has an important role, and therefore the label into one of the green marketing tool. Not much different from the label, according to Rex and Baumann in Delafrooz, N., Taleghani, M., and Nouri, B. (2013) environmental label is defined as a means for consumers to facilitate the decision to choose environmentally friendly products, it also allows them to knowing how products are made. Adapted from Devi, J and Pudaruth, S (2012), indicators of environmental label are: Eco-labels are eye catching on green products, sufficient information is provided on eco-labels, eco-labels are easy to read, green products are marketed really find engaging and relevant, information on eco-labels accurate for green products, easy to identify green products.

Environmental Brand

Kotler and Keller (2009) imply that the brand is a offering from an unknown source; therefore simply, the brand can be interpreted as a means of identification of a product. In the development of the brand is not just a mere tool to differentiate one product with another product, but the brand has also become an asset like a company that has a sale value. Brand became important for the company and the company seeks to increase the value of their brand. The American Marketing Association defines a brand as a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors." This definition can be generalized understanding of environmental brand well, where define as name, symbol or design products that are not harmful to the environment (Delafrooz, N., Taleghani, M., and Nouri, B., 2013). Adapted from Devi, J and Pudaruth, S (2012), indicators of environmental brand are: information on packaging, reuse or recycle packaging, green symbol on packaging, feeling for buying green product, trust to the brand.

Environmental Advertisement

Advertising or advertising is paid on all forms of non-personal presentation and promotion of ideas, goods, or services by the sponsor clear. Advertising can be an effective way in terms of cost to distribute messages, both with the aim of building brand preference or do customer education (Kotler and Keller, 2009). According to Baldwin in Delafrooz, N., Taleghani, M., and Nouri, B. (2013) advertisement environmental aid for the formation of consumer values and translate these values into purchasing green product. Based on such understanding, it can be concluded that in fact the presence of environmental advertisement, can make consumers motivated to be able to make purchases of products which have special concern for the environment. Adapted from Devi, J and Pudaruth, S (2012), indicators of environmental advertisement are: Green advertisements should promote environmental friendly products in a credible manner, the content of environmental advertisements relevance for green customers, attractiveness environmental advertisements, trus for the advertisement.

Consumer Purchase Intention

Schiffman and Kanuk (as cited in Dwi, R., Kumadji, S., and Yulianto, E., 2015) suggests that interest in buying the mind arises because of the feeling interested and want to have on a product or service that is expected. Consumer purchase intention becomes important to be noticed by marketers, where purchase intention is the beginning of the emergence of buying behavior. Because consumers have an interest to make a purchase, then the purchase may occur. According to Ferdinand Schiffman and Kanuk (as cited in Dwi, R., Kumadji, S., and Yulianto, E., 2015), buying interest may be identified through indicators as follows:

1. Interest transactional, where is the tendency of a person to buy a product;

2. The preferential interest, namely the interest which describes the behavior of people who have priority over like a product than other similar products. This preference can only be replaced if something happens to the product preferences;

3. Interest explorative, this interest illustrates the behavior of someone who is always looking for information on products that are in demand and are looking for information to support the positive properties of the product.

Others Research Literature and Research Hypothesis

Based on the research of Devi, T. J and Pudaruth, S (2014) entitled analyzing the impact of the green marketing strategires on consumer purchasing patterns in Mauritius discovered that environmental labeling, environmental brand and

advertisement environment affect positively on consumer purchase intention. Meanwhile, according to research from the Ansar, N (2013), entitled Impact of green marketing on consumer purchase intention shows that green marketing positive influence on consumer purchase intention. And based on the research of Dwi, R., Kumadji, S., and Yulianto, E. (2015) entitled influence of green marketing to buying interest as well as its impact on the purchase decision shows the results of green marketing has a positive and significant influence. Referring to the results of research that has been presented the hypothesis of this study are:

H1: Green marketing influence on consumer purchase intention in The Body Shop Bandung Indonesia.

H2: Geen marketing tool environmental label, influence on purchase intention in The Body Shop Bandung Indonesia.

H3: Green marketing tool environmental brand, influence on purchase intention in The Body Shop Bandung Indonesia.

H4: Green marketing tool environmental advertisement, influence on purchase intention advertisement in The Body Shop Bandung Indonesia.

Based on the hypothesis that has been submitted, it can be developed model of the research conducted is as follows:

Figure 1: Model of The Research
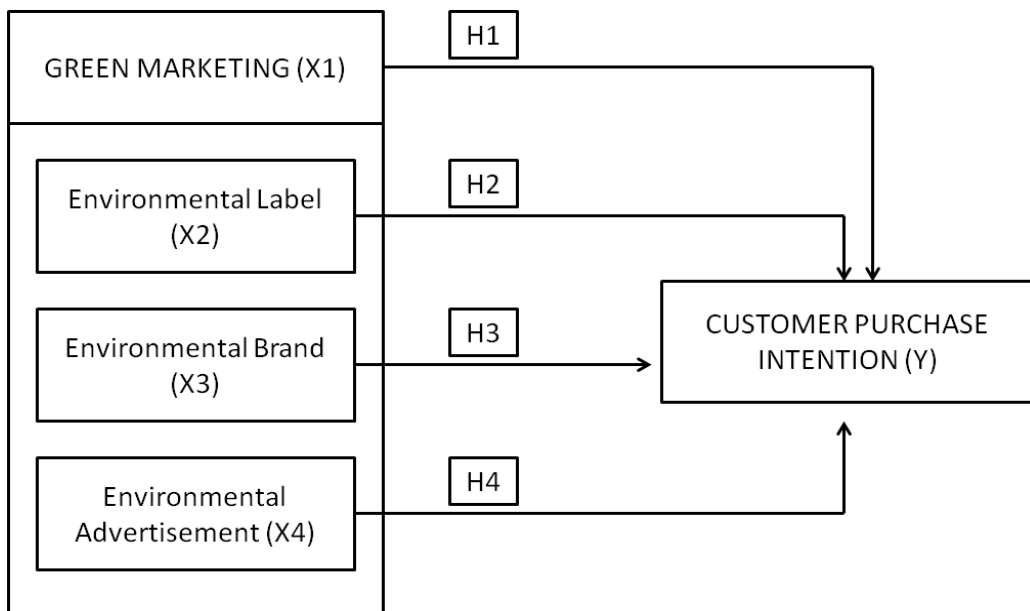
METHODOLOGY

Types of Research

In a study, the purpose of the research was to determine the effect of independent variables and the dependent influence. When viewed by purpose of this study as it has been submitted, then this type of research is to study associative. According Sugiyono (2003) associative research is research that aims to determine the effect or the relationship between two or more variables. As noted by Sugiyono (2003) that the associative research is research that has the objective to determine the effect or the relationship between variables, Suliyanto (2006) states that associative research is divided into two, namely to determine the relationship (correlation) and to determine the influence (causal). Due to this study aims to determine the effect of variable dimensions of green marketing and green marketing variables that environment label, environment brand, and the environment advertisement on customer purchase intention, then this type of research is associative causal.

Population and Samples

In doing the research to make observations on all the research object becomes an obstacle for researcher, which is difficult to obtain a response from the whole object of the research, which is called the population. According Suliyanto (2006) population derived from facts and not all the facts can be taken, so that only a sample of the facts to be taken to be tested for hypothesis-hypothesis). Due to constraints in order to make the observation of the whole object of study, sampling a solution in doing research. Samples according Sugiyono (2008) is part of the number and characteristics possessed by this population. Good sample is a sample that can describe the existing population, for it was on this study, researchers used the judgment in conducting sampling, in which samples are taken of 200 respondents who have ever made a purchase at The Body Shop of at least 3 times.

Data Collection Technique

In collecting the data, researcher collected primary data using a questionnaire technique (questionnaire) is closed. Techniques questionnaire (questionnaire) is a method of data collection conducted to collect data by dividing the list of questions to the respondent so that the respondent is given the answer (Suliyanto). In the enclosed questionnaire, the answers are provided by the researchers so that respondents can just choose. Therefore, the answer has been provided by the researcher, so the answer will be in accordance with the needs of the research (Suliyanto, 2006). In conducting the questionnaire in this study using a Likert scale. Likert Scale is used to measure a subject's response to the 5-point scale with equal intervals. Thus the type of data used is the type of interval (Hartono, 2013)

Data Analysis Technique

1. **Validity:** Anwar in Hartono (2013) states that the validity of the extent to which the precision and accuracy of a measuring instrument. In this test, the method used is the pearson correlation method, whereby the correlating scores on items with a score item, and can be said to be valid when the correlation coefficient exceeds 0.3 (Suliyanto, 2005).

2. **Reliability:** Reliability testing is used to test the extent to which the results of a measurement can be trusted. If the results of measurements carried out repeatedly relatively equal, then the measurement is considered to have a good level of reliability (Suliyanto, 2006). Reliability testing method used in this study is a one shot method, where measurement only once performed and then the results were compared with another question or measure the correlation between answers to questions. SPSS provides the facility to measure the reliability of the statistical test cronbach's alpha (α) Ghozali (2006). Alpha Conbach value is greater than 0.6 then the variable is declared reliable.

3. **Normality;** Sunjoyo., Setiawan, R., Carolina, V., Magdalena, N., and Kurniawan, A. (2013) states that normality test is used to see if the residual values are normally distributed or not. A good regression model has a residual value that is normally distributed. One method to test for normality is the kolmogorov-smirnov method, where according Ghozali (2006) to detect normality with the kolmogorov-smirnov test criteria necessary is that if the results of the kolmogorov-smirnov test sig is greater than the level of alpha (α).

4. **Multicollinieriry:** Testing was conducted on a regression studies that have more than one independent variable, which according Ghozali (2006) aims to determine whether the regression model found a correlation between the independent variables (independent). Multikolinearitas can be seen from the value of tolerance and the opponent Variance Inflation Factor (VIF). Tolerance measures the variability of independent variables were chosen and not explained by other independent variables. So a low tolerance value equal to the value of high VIF. Cutoff value that is commonly used to indicate the presence of multicollinearity is the value of tolerance ≤ 0.10 or equal to the value VIF$\geq$10.

5. **Heteroscedasticity:** Heteroscedastity test aims to test whether the regression model occurred inequality residual variance from one observation to another observation. If the variance of the residuals of the observations to other observations remained, then called Homoskedastisitas (Ghozali, 2006). Tests were carried out here is by testing Glejser. Glejser test done by regressing between independent variables with residual absolute value. Acceptance criteria is if the value of the regression of the independent variables with residual absolute value is greater than the value of alpha.

6. **Regression:** Having in mind that the data collected worth to be used then do regression testing, regression testing in general to analyze the dependence varibael dependent with one or more independent variables. In this study, carried out simultaneous regression testing is to test the overall dimensions of green marketing, namely environmental labeling, environmental brand, and environmental advertisement on customer purchase intention. Testing is also done partially, which carried out testing of each dimension is used as the test variable. A variable can be said to have effect if the significance value obtained is smaller than alpha. After knowing the influence of independent variables on the dependent variable, to determine the influence of variables, correlation coefficient testing can be done, using the formula " D = or Adjusted x 100%". But there is a drawback of this method, which may occur bias against the number of independent variables included in the model, thus affecting the results Sunjoyo., Setiawan, R., Carolina, V., Magdalena, N., and Kurniawan, A. (2013).

RESULT

In order to obtain the results of responses related to the research conducted, researchers distribute questionnaires to 200 respondents, and the profile obtained from rensponden, as shown in Table 1. The number of respondents with male gender is as much as 78 people, and the remaining 122 is a woman. While the marital status, as many as 80 respondents unmarried (single), 108 people are married, and 12 others (divorce, and others). Then, seen from work, as many as 22 respondents have not worked, 48 people are entrepreneurial and 130 people are workers

Tabel 1
Profil Respondent

Gender	78 Respondents		Male	122 Respondens	Female	
Status	80 Respondents	Single	108 Respondents	Married	12 Respondents	Others
Occupation	22 Respondents	None	48 Respondents	Entrepreneur	130 Respondents	Employee

Table 2 shows the test results of SPSS, which for validity testing Pearson correlation value of each item questions have been worth more than 0.3, it can be stated that each item has a valid question. As for the reliability test, Cronbach's alpha values for each variable was greater than 0.6, it can be stated that each variable has been reliable.

Table 2
Validity and Reliability Test Result

INFORMATION		ENVIRONMENT LABELING		ENVIRONMENT BRAND		ENVIRONMENT ADVERTISEMENT		CUSTOMER PURCHASE	
Item of Question	Criteria	Pearson Correlation	Result	Pearson Correlation	Result	Pearson Correlation	Result	Pearson Correlation	Result
1	> 0.300	0.818	Valid	0.695	Valid	0.831	Valid	0.789	Valid
2	> 0.300	0.790	Valid	0.633	Valid	0.769	Valid	0.815	Valid
3	> 0.300	0.789	Valid	0.657	Valid	0.779	Valid	0.793	Valid
4	> 0.300	0.742	Valid	0.608	Valid	0.757	Valid	n/a	n/a
5	> 0.300	0.679	Valid	0.730	Valid	n/a	n/a	n/a	n/a
6	> 0.300	0.680	Valid	n/a	n/a	n/a	n/a	n/a	n/a
Cronbach's Alpha	> 0.600	0.835	Reliable	0.683	Reliable	0.787	Reliable	0.710	Reliable

Testing normality, multicollinearity and heteroskedasticity shown in Table 3. The results show that the data has been distributed to normal because testing has greater value than the alpha (5%). As for testing the multikolinieritas show greater tolerance value equal to 0.1 and smaller VIF value equal to 10, it can be concluded that the independent variables of data free from multicollinearity. Heteroscedasticity test results showed sig that has been greater than the alpha (5%) either individually or as a whole variable variable (green marketing), then the data has been free from heteroscedasticity.

Table 3
Normality, Multicollinieirity and Heteroscedasticity Test Result

Test	Variabels	Results		Criteria		Notes
Normality	All Variables	0.092		*Asym Sig* > 0.05		*Clear*
Multicolinieirity	E. Label	0.757	1.322	≥ 0.100	≤ 10	*Clear*
	E. Brand	0.818	1.223	≥ 0.100	≤ 10	*Clear*
	E. Advertisement	0.899	1.113	≥ 0.100	≤ 10	*Clear*
Heteroscedasticity	All Independen Variables	0.079		*Asym Sig* > 0.05		*Clear*
	E. Label	0.082		*Asym Sig* > 0.05		*Clear*
	E. Brand	0.335		*Asym Sig* > 0.05		*Clear*
	E. Advertisement	0.118		*Asym Sig* > 0.05		*Clear*

After learning that the data feasible to be used, then the research can continue to perform regression testing (the influence of independent variables on the

dependent variable) are shown in Table 4. The test simultaneously showed the influence of green marketing are represented by 3-dimensional (environmental labels, environmental brand and environmental adverstisement) to influence customer purchase intention with a total of 29.5%, and the balance of 70.5% dipengruhi by other factors

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Table 4
Regression and Coefficient Correlation Test Result

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Variables	Criteria	Value	Notes
E. Label	> 0.05	0.000	Influential (28.94%)
E. Brand	> 0.05	0.038	Influential (11.69%)
E. Advertisement	> 0.05	0.010	Influential (13.91%)
Overall (Green Marketing)	> 0.05	0.000	Influential (29.5%)

While the partial test, the results obtained influential environmental label for 28.94% of the customer purchase intention, brand environmental impact by 11.69% against the customer purchase intention and effect of environmental adverstisemental 13.91% of the customer purchase intention. Great influence test results totaled pasrsial if not the same as testing the effect of simultaneous large, this is because as submitted by Sunjoyo., Setiawan, R., Carolina, V., Magdalena, N., and Kurniawan, A. (2013) where there is a shortage of this method, which may occur bias against the number of independent variables included in the model, thus affecting the results.

DISCUSSION & CONCLUSION

Based on the findings, green marketing influence on customer purchase intention in The Body Shop Bandung Indonesia with a total effect of 29.5%, and each dimension of green marketing environmental label influential for 28.94% of the customer purchase intention in The Body Shop Bandung Indonesia, environmental influential brand for 11.69% of the customer purchase intention in The Body Shop Bandung Indonesia and influential environmental adverstisemental for 13.91% of the customer purchase intention in The Body Shop Bandung Indonesia. The results are consistent with the results of Devi, T. J and Pudaruth, S (2014) entitled analyzing the impact of the green marketing strategires on consumer purchasing patterns in Mauritius discovered that environmental labeling, environmental brand

and advertisement environment affect positively on consumer purchase intention; Ansar, N (2013), entitled Impact of green marketing on consumer purchase intention shows that green marketing positive influence on consumer purchase intention, and Dwi, R., Kumadji, S., and Yulianto, E. (2015) entitled influence green marketing to buying interest as well as its impact on the purchase decision shows the results of green marketing has a positive and significant influence. The test results showed that the greatest influence on the environmental dimensions of green marketing is labeled by 28.94%, followed by environmental impact adverstisemental by 13.91% and amounted to 11.69% environmental brand to the customer purchase intention in The Body Shop Bandung Indonesia. Based on these test results, marketers who want to implement green marketing strategies could be more attentive, where the presence of the label that the product is environmentally friendly products, can further lead to customer purchase intention. Marketers do not always have to create a brand that is associated with green marketing, where the results of this study environmental brand influence is not so great; brand marketers can determine which has nothing to do with the concept of green marketing, but any brand will be defined, marketers can add labels (environmental label) to identify that the product is environmentally friendly products. Advertisement may be an option for marketers to be able to bring the customer purchase intention, but the effect is given Only go into 13.91%; according to an analysis of the researcher, his influence on the environmental advertisement because the object under study is The Body Shop who mostly perform marketing communications by using campaigns, thus the respondents less familiar with advertising from The Body Shop. In this study, variables are defined, a total of only effect of 29.5%, in subsequent studies, could be considered again in determining the variables or other dimensions of green marketing, such as green marketing mix more comprehensive where there are green products, green price, green, place, and promotion of green. Sampling used in this study using a non-probability sampling (purposive, judgment sampling); in future studies, could be considered for use probability sampling.

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