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## The Influence of Green Product, Green Awareness, and Environmental Concern on Green Purchase Intention on Garnier Products in The Meruya Area

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### ABSTRACT

*This research is to analyze the influence of green products, green awareness, environmental concern on green purchase intention for Garnier products. The population object in this research is people in the Meruya area, West Jakarta. This research was conducted on 165 respondents using a quantitative descriptive approach. Determination of sample size using convenience sampling technique. The data collection method uses a survey method, with the research instrument being a questionnaire. The approach used in this research is the Structural Equation Model (SEM) with the Smart-PLS analysis tool. This research is to prove that green products have a significant effect on green purchase intention, green awareness has a significant and positive effect on green purchase intention, and environmental concern has a positive and significant effect on green purchase intention.*

**Keywords:** Green Product; Green Awareness; Environmental Concern; Green Purchase

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### INTRODUCTION

Humans live in environmental ecosystems and are very dependent on the natural resources therein. The environment is a source of life for both humans and the flora and fauna that live in it. The environment must continue to be maintained and preserved in order to maintain the survival of humans, flora and fauna. However, humans are creatures that will continue to develop and make innovations that will support and produce convenience in life. A living environment that is rich in biological resources, minerals and energy is a very valuable potential for humans. With this potential, humans carry out various kinds of innovations in order to make maximum use of the potential of the environment.

Global awareness regarding the importance of preserving the environment is increasing along with the increasing incidence of environmental disasters, environmental damage, global warming and climate change. Environmental problems that have not been resolved or found solutions will have a significant negative impact if there is no caring initiative from humans.

According to The National Plastic Action Partnership (NPAP), around 4.8 million tons per year, plastic waste in Indonesia is not managed properly, namely burned in open spaces (48%), not managed properly in official waste disposal sites (13%) and finally pollutes waterways and seas (9%). This figure is predicted to continue to increase considering that the amount of plastic waste production in Indonesia increases by 5% every year.

The survey by KedaiKOPI captured 1,200 respondents from Gen Z (14-24 years) and Generation Y (25-40 years) in 2021. In the survey, 81% of respondents specifically thought that the problem of climate change was in an emergency. Meanwhile, only 18.9% thought the issue was not urgent (important). Seeing how society responds to environmental issues, many manufacturers are finally implementing green marketing on their products or brands. The cosmetics industry is no exception.

Ministry of Industry (Ministry of Industry) conducted pharmaceutical research based on local natural raw materials, finding that based on data from the Central Statistics Agency (BPS), in the first quarter of 2020, the performance of the chemical, pharmaceutical and traditional medicine industries (including the cosmetics sector) experienced brilliant growth of 5.59% (Kemenperin, 2020). This consumerist culture of cosmetics certainly brings its own second effects, namely the accumulation of cosmetic waste, ranging from waste from manufacturing materials to waste from the place or container of the cosmetic. Reporting from the World Economic Forum, it is said that one solution to plastic pollution is to redesign plastic products and plastic packaging so that they can be reused or recycled with high value, with the ultimate goal of making all plastic waste a valuable commodity for reuse or recycling (World Economic Forum, 2020).

Currently, cosmetic products are starting to become environmentally friendly products, both in terms of product, packaging and manufacturing materials. Several cosmetic products that already carry the green product concept include Garnier, Wardah, Love Beauty and Planet, SASC, Rose All Day and others. For cosmetic products that carry a sustainable concept, this becomes special branding for them. Cosmetics currently circulating are not only safe cosmetics, both for consumers themselves and for nature.

Reporting from Kompas, it can be seen that Garnier is one of the cosmetic brands that is very popular with the public, where based on data obtained from Kompas, Garnier obtained sales revenue of 35.7 billion in e-commerce with more than 478 thousand transactions in the marketplace in a period of 3 months starting from April – June 2022 (Kompas, 2020). Garnier is a French skincare and haircare brand which is a subsidiary of L'Oreal. Garnier products in Indonesia are certified by BPOM and MUI halal. The target age for Garnier products is 18–25 years or teenagers and adults. The products are not only for women, but also for men. Garnier skincare is mostly formulated for acne-prone and dull skin.

One of the innovations carried out by Garnier is through collaboration with eRecycle, where they provide an application-based online plastic waste pickup service. This service is currently only available in Jakarta and Depok, and is aimed at reaching a wider community, especially the younger generation, so that they are involved in the plastic waste recycling process. In this way, Garnier is trying to make it easier and encourage consumer participation in plastic waste recycling efforts. Garnier products are packaged using environmentally friendly packaging by implementing the 3R strategy, namely Respect (respect) consumers, the environment and biodiversity. Reduce (reduce) packaging in volume and weight. Replace (replace) materials that have less impact on the environment. Garnier factories are sustainable by significantly reducing CO2 emissions and water use.

By looking at the above phenomena, the concept of cultivating the use of environmentally friendly products, where the author also studied and reviewed previous research which also examined the cultivation of the use of environmentally friendly products, as a basis for determining the variables that will be discussed by the author.

Previous research regarding the influence of the Green Product variable on Green Purchase Intention. Based on the results of research by Hernizar et al. (2020), it was found that Green Products have a positive and significant effect on Green Purchase Intention because there is a positive influence of Green Products on buying interest in coffee shops.

Previous research regarding the influence of the Green Awareness variable on Green Purchase Intention. Based on research results by Lawrensia (2021), found that Green Awareness had a positive and significant effect on Green Purchase Intention because there was a positive influence of Green Awareness on interest in purchasing The Body Shop products.

Previous research regarding the influence of Environmental variables on Green Purchase Intention. Based on research results by Fatmawati (2019). found that Environmental Concern has a positive and significant effect on Green Purchase Intention because there is a positive influence of environmental concern on interest in purchasing The Body Shop products.

Based on previous research that has been studied and reviewed by the author, the author created a pre-survey with several variables that will be tested including: Green product, Green Awareness (Environmental Awareness), Green Marketing (Green Marketing), Green Price, Environmental Concern, Green Statistics (Green Satisfaction) and Green Purchase Intention for 40 respondents in the Meruya area and its surroundings.

## LITERATURE REVIEW

**Marketing management.** Suparyanto (2015) Explained marketing management is "a science that studies planning, implementation and control of products (goods and services), pricing, distribution implementation, with certain processes, which are supported by physical evidence to create exchanges to meet customer needs or desires, so as to achieve company goals". According to Kotler, P., & Keller (2016), "We define marketing management as the art and science of selecting target markets and building profitable relationships with them. Simply put, marketing management is the management and management of customer demand."

**Green Purchase Intention.** The definition of Green Purchase Intention was put forward by Taufique & Vaithianathan (2018) they argue that the intention to purchase green products refers to consumers' willingness to purchase green products which are motivated by concerns about ecological quality and the consequences caused to the environment due to consumer purchasing actions. According to Shen et al. (2020) "green purchase intention is expectation and consumer possibility to purchase an environmentally friendly product based on previous results." This statement can be interpreted that Green Purchase Intention is the hope and possibility of consumers to buy environmentally friendly products based on the results of previous evaluations.

**Green Product.** According to Serra Cantallops & Salvi (2014), green products are illustrations of goods or products produced by producers that are associated with a sense of security and do not have an impact on human health and do not have the potential to damage the environment. According to Sumarto (2014), "the issue of green products is very varied and complex because it covers every phase of the product's life cycle". Green Products, also known as environmentally friendly products, refers to products that are designed and processed in a

way that aims to reduce negative impacts on the environment, Green Products are the result of a more responsible approach to environmental sustainability.

**Green Awareness.** According to Nugroho et al. (2017) Green awareness is a set of attributes and advantages of a brand that are connected to reducing the brand's influence on the environment which is considered friendly. Green Awareness is the ability of consumers' memory to remember environmentally friendly brands Akhmadi et al. (2023) based on brand recognition as a green brand which is the result of green associations Mayuni & Suarjaya (2018) so that brands are designed according to needs, as well as a tendency towards brands that has been known to enable a sense of security (Putri, 2018). Green brand awareness is the level of consumer understanding and knowledge about a brand or product's involvement in sustainable and environmentally friendly practices.

**Environmental Concern.** According to Mughal et al. (2015) Environmental Concern shows "the extent to which people are aware of environmental problems and support efforts to solve them and/or show a willingness to contribute personally to their solutions. Environmental concern is a high level of concern that a person has for the environment (Malik et al., 2022). It can be concluded that environmental concern is a person's level of concern for their environment. According to Pujiastuti et al. (2022) environmental concern tends to strengthen individuals' emotional responses regarding issues related to the environment. In addition, it refers to positive and negative attitudes towards environmental challenges, environmental degradation and climate change. (Ramli, 2022). This is the reason many of the organizations show concern about it and finding ways to have minimal negative environmental impacts on business operations. Firms are now even changing their methods and shifting into eco-friendly procedures.

## **Research Hypotesis and Framework**

**The Influence of Green Products on Green Purchase Intention.** Hernizar et al. (2020), it is proven that Green Products have a positive and significant influence on Green Purchase Intention. Supported by research conducted by Sulistyowati et al. (2021) it also proves that Green Products have a positive and significant influence on Green Purchase Intention.

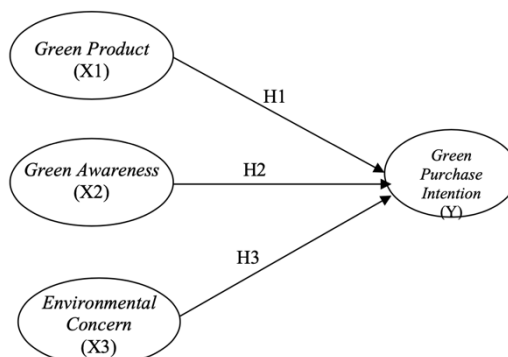
H1: Green Products have a positive and significant effect on Green Purchase Intention.

**The Influence of Green Awareness on Green Purchase Intention** by Lawrensia (2021), it is proven that Green Awareness has a positive and significant influence on Green Purchase Intention. Supported by research conducted by Nurlis & Ariani (2020) it also proves that Green Awareness has a positive and significant influence on Green Purchase Intention.

H2: Green Awareness has a positive and significant effect on Green Purchase Intention.

**The Influence of Environmental Concern on Green Purchase Intention** by Fatmawati (2019), it is proven that Environmental Concern has a positive and significant influence on Green Purchase Intention. Supported by research conducted by Zulfikri et al. (2019) it also proves that Environmental Concern has a positive and significant influence on Green Purchase Intention.

H3: Environmental Concern has a positive and significant effect on



**Figure 1.** Research Framework

## METHOD

This research will begin in May 2023 until February 2024. Meanwhile, the research location was carried out specifically at Mercuru Buana University and generally in the community around the Meruya area. According to Sugiyono (2017) independent variables are variables that influence or are the cause of changes or emergence of the dependent variable, while dependent variables are variables that are influenced or are the result of the existence of the independent variable. This method is called a quantitative method because the research data is in the form of numbers and analysis uses statistics (Sugiyono, 2017).

Number of samples taken in this study was 165 respondents, and the respondents used were people in the Meruya area. Get to know Garnier products. In this research, the data collection technique used was a questionnaire. A questionnaire is an instrument used to collect data, where participants or respondents are asked to fill in the statements given.

This research method uses data analysis methods using SmartPLS 4.0. PLS (Partial Least Square), is a Component or Variance Based Structural Equation Modeling analysis method where the data processing is the Partial Least Square (Smart-PLS) program version 4.0. PLS (Partial Least Square) is an alternative model to covariance based SEM. The collected data will be check based on the Outer model and Inner model. Outer model is to achieve Convergent and Discriminant validity and the Composite reliability. The validity approach to make sure the collected data is eligible for futher testing, where the reliability of the data is using Cronbach's Alpha coefficient method. Cronbach's Alpha coefficient is a reliable coefficient which is mostly and commonly used due to the indication of the variance items. The format of research in the questionnaire is using Likert scale format. The inner model is to achieve the R-Square, Q-Square and and Hypothesis Test (Path Coefficient Estimation).

## RESULTS AND DISCUSSION

### Result

The results of the descriptive analysis shows that of the 160 respondents consisting of 43 male respondents or 26.1% and 122 respondents women or 73.5%. Respondents aged more than 15-23 years, namely 116 respondents or 70.4% and the lowest were respondents aged > 31 years,

namely 3 respondents. or 1.8%. the Entrepreneurial profession, namely 121 respondents or 73.3%, while the smallest respondents were in the Student profession, namely 11 respondents or 6.7%. Respondents with monthly expenditure < 4 million, namely 98 respondents or 59.4%, while the smallest were respondents with monthly income > 12 million, namely 3 respondents or by 1.8%.

Convergent Validity testing of the measurement model with reflexive indicators is assessed based on the correlation between the item score and the calculated construct score. Individual indicators are considered valid if they have a correlation value above 0.70. In this study, the loading factor value used was above 0.70 (Hair Jr et al., 2017). Another method to see discriminant validity is to look at the square root of average variance extracted (AVE) value for each construct with the correlation between the construct and other constructs in the model, so it can be said to have good discriminant validity values.

<i>Variable</i>	<b>(AVE)</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>	<b>R Square</b>	<b>Q Square</b>
<i>Green Products</i>	0.656	0.882	0.871	-	-
<i>Green Awareness</i>	0.690	0.951	0.915	-	-
<i>Environmental Concern</i>	0.697	1,335	0.808	-	-
<i>Green Purchase Intention</i>	0.622	0.917	0.852	0.751	0.732

**Source:** Processing Output with SmartPLS 4.0

Based on table, it can be concluded that the square root of average variance extracted ( $\sqrt{\text{AVE}}$ ) for each construct is greater than the correlation between one construct and other constructs in the model. Based on the table above, the AVE value can be concluded that the construct in the estimated model meets the discriminant validity criteria. Apart from that, according to Henseler et al. (2015) there is a new criterion for testing Discriminant Validity, namely by looking at the results of the Heterotrait-Monotrait Ratio (HTMT) matrix in PLS. Where it is recommended that the measurement value must be smaller than 0.85, although a value above 0.85 to a maximum of 0.90 is still considered sufficient.

Cronbach's alpha and composite reliability values  $\geq 0.70$ . This means that all latent variables are said to be reliable. The model of the influence of independent latent variables (Green Product, Green Awareness and Environmental Concern) on Purchase Intention has an R-square value of 0.751, which can be interpreted as saying that the variability of the Green Purchase Intention construct which can be explained by Green Product, Green Awareness and Environmental Concern is 76.7%. while 23.3% is explained by other variables outside those studied. Based on the results of the construct cross-validation redundancy test, the results of the predictive relevance calculation show the Q value<sup>2</sup>= 0.732 on the purchase interest variable. The calculation results show that the predicted relevance value is > 0 so that the model can be said to be feasible and has a relevant predicted value.

In testing the research hypothesis using the Partial Least Square - Structural Equation Modeling (SEM-PLS) analysis method. This method is carried out by looking at the tstatistics value in path analysis. The t-statistics value is  $\geq 1.96$  then the hypothesis is accepted.

	ORIGINAL SAMPLES	STANDARD DEVIATION	Q STATISTICS	P VALUES	INFORMATION
<b>GREEN PRODUCTS-&gt; GREEN PURCHASE INTENTION</b>	0.852	0.024	35,913	0,000	Hypothesis Accepted
<b>GREEN AWARENESS &gt; GREEN PURCHASE INTENTION</b>	0.015	0.044	0.345	0.730	Hypothesis Rejected
<b>ENVIRONMENTAL CONCERN -&gt; GREEN PURCHASE INTENTION</b>	0.057	0.048	1,188	0.235	Hypothesis Rejected

**Source:** Processing Output with SmartPLS 4.0

## Discussion

### 1. The Influence of Green Products on Green Purchase Intention

Green Products has an original sample of 0.852. The T statistics value is  $35.913 > 1.96$  and the p value is  $0.000 < 0.05$  so it can be concluded that H1 is accepted, which means that Green Products have a positive and significant effect on Green Purchase Intention. The results of this research are in line with Hernizar et al. (2020). which states that Green Products have a positive and significant effect on Purchase Intention.

### 2. The Influence of Green Awareness on Green Purchase Intention

Green Awareness has an original sample of 0.345. The T statistics value is  $0.345 \leq 1.96$  and the p value is  $0.730 > 0.05$ , so it can be concluded that H2 is rejected, which means Green Awareness has no effect on Green Purchase Intention. The results of this research are not in line with Nurlis & Ariani (2020). which states that Green Awareness has a positive and significant effect on Green Purchase Intention. It can be said that this research makes other findings in the analysis of the relationship between Green Awareness and Green Purchase Intention. However, this research is in line with Pratama (2021) who found that green awareness does not have a significant influence on interest in buying green products.

### 3. The Influence of Environmental Concern on Green Purchase Intention

Environmental Concern has an original sample of 0.057. T statistics value  $1.188 \leq 1.96$  and p value  $0.235 > 0.05$  so it can be concluded that H3 is rejected, which means that Environmental Concern has no effect on Green Purchase Intention. The results of this research are not in line with Widodo et al. (2022). which states that Environmental Concern has a positive and significant effect on Green Purchase Intention. It can be said that this research makes other findings in the analysis of the relationship between Environmental Concern and Green Purchase Intention. However, this research is in line with Garnier (2020). who found that Environmental Concern did not have a significant influence on Green Purchase Intention.





## CONCLUSION

Based on the results of research and discussion regarding the influence of Green Products, Green Awareness and Environmental Concern on Green Purchase Intention for Garnier products in the Meruya area, the following conclusions can be obtained:

1. Green Products has a positive and significant influence on Green Purchase Intention. This proves that the higher the Green Product, the higher the Green Purchase intention in consumers choosing facial care products. It can be said that the Green Product concept promoted by Garnier products can stimulate consumer interest in purchasing Garnier products by considering Garnier's environmentally friendly concept.
2. Green Awareness does not have a positive and significant influence on Green Purchase Intention. This proves that Green Awareness cannot influence consumers in choosing facial care products. It can be said that awareness of environmental conditions is still not a major consideration factor for consumers when purchasing facial care products.
3. Environmental Concern does not have a positive and significant influence on Green Purchase Intention. This proves that Environmental Concern cannot influence consumers in choosing products face treatment. It can be said that concern for environmental conditions is still not a major consideration factor for consumers when purchasing facial care products.

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