

The Role of Consumers' Attitude Mediating Green Marketing on Purchase Intention (Study Case at Indonesian Beauty Brand "Bali Tangi")

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ABSTRACT : The emergence of demands for environmental sustainability by using environmentally friendly products is a challenge for marketers. Educating the wider community regarding the concept of green marketing can increase consumer interest in buying products, which is also driven by positive attitudes or responses given by the consumers themselves. This research was conducted in Denpasar City with 100 respondents through purposive sampling. Data collection was obtained from questionnaires via google form with a five-point Likert scale. The data analysis technique used is path analysis and single test. The results show that green marketing and consumer attitudes have significant positive effect on product purchase intention in Bali Tangi. Attitude is significantly able to mediate green marketing and purchase intention. Attitude plays an important role in green marketing which will have an impact on the emergence of purchase intention of Bali tangi products.

Keywords: *green marketing, consumer attitude, purchase intention*

I. INTRODUCTION

Many people in big cities have carried out various environmental movements. These activities include planting mangroves on the beach, planting tree seeds, reducing the use of single-use plastic bags and other activities related to efforts to save the environment and prevent global warming. The occurrence of global warming can make people more careful about using products that are feared could increase the level of global warming to a dangerous level. Global Warming is a phenomenon of increasing global temperature of the earth's surface from year to year due to the greenhouse effect, so that solar energy is trapped in the earth's atmosphere (Grossman, 2018). The effects of global warming are indeed quite serious, including melting of polar ice, rising sea levels, expansion of deserts, increased rain and flooding, climate change, the extinction of certain flora and fauna and also plastic pollution which is increasingly becoming a concern for environmentalists. Life. Global warming can be minimized by reducing the use of greenhouses, air pollution, use of single-use plastics, use of chemicals and so on (Herberz et al., 2020). At this time consumers prefer to use environmentally friendly products that contain organic ingredients that can create consumer purchase intentions for green products.

Bukhari & Rana (2017) stated that the emergence of purchase intention for a product is based on the trust that consumers have in that product, which is also accompanied by the ability to buy the product. Intention or interest in buying environmentally friendly products refers to consumers' personal consumption of environmentally friendly products, when consumers know the benefits of environmentally friendly products and have a willingness to protect the environment. Consumers who have environmental awareness are often called "green orientation" which is predicted to increase in the future. Consumers who have a high awareness of the environment will choose products that are environmentally friendly. Eco-friendly products are all foodstuffs that are produced with little or no chemical elements (fertilizers, pesticides, hormones, and drugs), consumers can directly adapt to considering environmental issues when shopping.

One form of marketing strategy that can be carried out by companies to educate and foster consumer intentions to become aware of environmental sustainability is by implementing an environmentally based marketing technique or by the term green marketing. The term green marketing has come to the surface because of problems facing the earth such as global warming. Green marketing is the marketing of products that are considered safe for the environment, thus green marketing combines various activities, including product modification, changes in production processes, changes in packaging, and modification of advertisements (Soegoto et al., 2018)

The green marketing approach to products is believed to increase the integration of environmental issues in all aspects of the company's activities. Green marketing has good prospects to be developed in marketing methods in this modern era, because there are so many activities that are not good for the

environment and will develop with the increasing number of consumers who are increasingly concerned about the environment (Taghian et al., 2016).

Products that consumers expect are not truly “green” products, but products that can reduce the impact on the environment and nature. There are many obstacles faced by companies in implementing green marketing in addition to large capital, namely consumer attitudes in assessing companies related to the go green campaign implemented by the company. Consumer attitudes are important things to study, attitudes have an important role in marketing activities carried out by a company, because attitude measurement is a major problem in various marketing situations. Market segmentation strategies are often based on data on attitudes. According to Nawawi (2016), consumer attitudes are factors that influence consumer decisions on purchase intentions of a product. Consumers who care more about the environment will increasingly influence their attitudes, and this attitude can lead to an purchase intention green products (Zhang & Dong, 2020).

One of the green beauty products entering the Indonesian market, especially Bali, is PT Bali Tangi. PT Bali Tangi is a company engaged in environmentally friendly beauty based ingredients from Bali. PT Bali Tangi's products are different from other traditional beauty products because the products from Bali are ready to use and not in the form of spices that still need to be processed. Kartawinata et al. (2020) show that attitudes can mediate the effect of green marketing on purchasing intentions for environmentally friendly products, but several other studies show different results where attitudes cannot play a role as a mediator for the effect of green marketing on purchase intentions of environmentally friendly products as in previous studies which conducted by Nam et al. (2017) who suggest that consumers' low purchase intention of green products is determined by many factors, including: lack of awareness of the environment, lack of concern for the environment, attitudes towards the environment that are not positive, lack of knowledge about green products and the value felt by consumers and consumer confidence in green products is still relatively low. The results of the pre-survey on 15 respondents who had never purchased a product at Bali Tangi in Denpasar City, 8 out of 15 respondents indicated that potential consumers wanted to find information about Bali Tangi products. 10 out of 15 respondents stated that the price of Bali Tangi products was relatively expensive. 10 respondents like Bali Tangi products because they can reduce the impact of environmental damage.

However as research gap, Juliantari et al. (2019) found The attitudes of consumers have insignificant effect on the consumers' purchase intention, which means that no matter how better the consumers' attitudes, they could not increase the purchase intentions of the consumers significantly. Rahman et al. (2017) found that green marketing activities have no influence on the consumers' attitude

II. HYPHOTHESIS DEVELOPMENT

According to Vasic et al. (2019) defines price as a formal ratio that shows the amount of money needed to obtain a certain number of goods or services. The premium price is the additional amount paid for the product and not the usual price this can indicate a consumer's willingness to pay for an environmentally friendly product. Consumers often complain about the high price of environmentally friendly products. Nekmahmud & Fekete-Farkas (2020) stated that consumers have the notion that environmentally friendly products are more expensive than conventional products. Although environmental concerns will drive green purchasing decisions, high prices can hinder actual purchases where consumers are price sensitive. Mahmoud (2018) and Govender & Govender (2016) confirm that Green marketing has a positive and significant effect on purchasing intention.

H1: Green marketing has a positive and significant effect on purchasing intention for environmentally friendly products.

The existence of a marketing concept that is environmentally friendly will present a new treat for the marketing world in creating, marketing and entering into the activity of selling green products. In addition to this, the existence of a form of marketing that now leads to an environmentally friendly concept will affect the formation of attitudes of consumers that show a positive response. Kusuma & Sulhaini (2018) who obtained results where environmental awareness has a positive and significant effect on consumer attitudes. Rahman (2018) suggest that “going green” consumers are shown by positive steps taken by a consumer in order to preserve the surrounding environment

H2: Green marketing has a positive and significant effect on consumer attitudes.

Tormala & Rucker (2017), attitude is an expression of a person that reflects a sense of like or dislike for a product. In general, the more positive the attitude shown by the consumer, the more purchase intention will be for the product and vice versa Khairunnisa & Hendratmi (2019). Aprilisia et al. (2017) stated that purchase intention is a measure of the likelihood that consumers will make the purchase of a product where a higher purchase intention will lead to a greater purchase possibility.

H3: Attitude has a positive and significant effect on purchase intention for environmentally friendly products.

Onurlubaş (2019) Mahmoud et al. (2017) Liao et al. (2020) show that there is a full mediating effect on attitudes about the relationship between green purchasing behavior and environmental concern

H4: Attitude is able to mediate the effect of Green Marketing on purchase intention of environmentally friendly products.

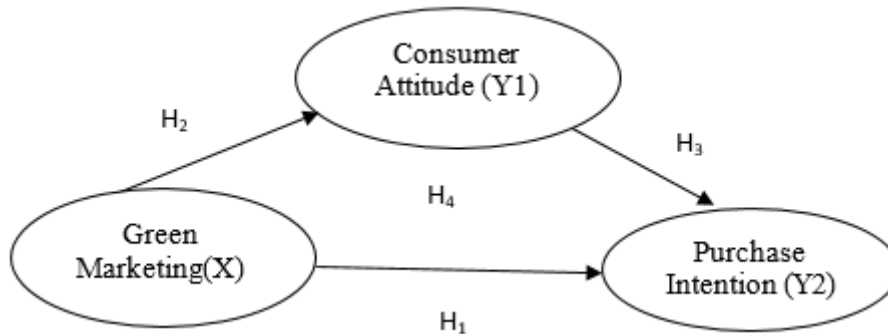


Fig. 1 Conceptual framework

III. RESEARCH METHODS

3.1 Research Design

This research is classified as associative research that aims to explain the effect of the green marketing variable on purchase intention through attitude. This research was conducted in Denpasar because Denpasar is an area with the densest population mobility and quite high on environmental awareness, making green care products popular because there are more cases of chemical-based care products that are dangerous and not environmentally friendly. The population used is potential consumers domiciled in Denpasar City who have never bought products from Bali Tangi. The sample used in this study were 100 respondents. The sampling method used was purposive sampling with the following criteria: (1) Minimum high school graduates, because they are considered to understand and be able to answer questions objectively, (2) domiciled in Denpasar; (3) know Bali Tangi and (4) have never bought Bali Tangi products. Data collection using a questionnaire. The questionnaire was measured using a Likert scale of 1 to 5. To analyze the data, this study used path analysis

3.2 Operational definition of the variable

3.2.1 Purchase Intention (Y)

Purchase intention is a process for consumers to decide whether or not to use a product that they feel is beneficial to themselves. According to Dwipayani & Rahyuda (2016) there are 3 indicators of purchase intention: Exploratory interest; Transactional interests; preferential interests”

3.2.2 Green Marketing (X)

Green marketing leads to planning, developing and promotion of products or services that can provide satisfaction to consumers on quality, output, affordable prices and services without any negative environmental effects related to the use of raw materials, energy consumption with 4 indicators Parlan et al. (2016): Green product; Green price; Green place; Green promotion

3.2.3 Consumer Attitude (Z)

Attitude puts people in a frame of mind about liking or disliking something, about liking it or away from it. According to Yerosa (2017) there are 3 indicators of attitude : Trust in Products; Product; The attributes of the product itself

IV. RESULTS AND DISCUSSION

Table 1. Sub structural Path Analysis 1

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.516	0.363		1.421	0.159
Green Marketing	0.851	0.096	0.667	8.866	0.000
R ² : 0,445					

Table 1 indicate, Green Marketing has a coefficient of 0.667 which means that Green Marketing has a positive influence on consumer attitudes, this means that if Green Marketing increases, consumer attitudes will increase by 0.667.

Table 2. Sub structural Path Analysis 2

variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.335	0.242		1.387	0.169
<i>Green Marketing</i>	0.439	0.085	0.398	5.176	0.000
Consumer attitudes	0.437	0.066	0.505	6.571	0.000
R^2 : 0,682					

Table 2 indicate, Green Marketing has a coefficient of 0.398 which means that Green Marketing has a positive influence on the purchase intention of environmentally friendly products, this means that if Green Marketing increases, the purchase intention of environmentally friendly products will increase by 0.398. Purchase intention of environmentally friendly products, which means that if the consumer's attitude increases, the purchase intention of environmentally friendly products will increase by 0.505. In the calculation of the total coefficient of determination, the total value of determination is 0.824, the conclusion is that 82.4% of the purchase intention of environmentally friendly products in Bali Tangi products is influenced by Green Marketing and consumer attitudes, while the remaining 17.6% is influenced by other factors that are not included in the research model or outside the research model.

To test the significance of the indirect effect, the Z value of the ab coefficient is calculated by the following formula.

$$Z = \frac{ab}{\sqrt{b^2s_a^2 + a^2s_b^2 + s_a^2s_b^2}} \dots \dots \dots (1)$$

$$Z = \frac{0,667 \cdot 0,505}{\sqrt{(0,505^2 \cdot 0,096^2) + (0,667^2 \cdot 0,066^2) + (0,096^2 \cdot 0,066^2)}} = \frac{0,337}{0,066} = 5,120$$

4.1 Green Marketing on Purchase Intention of environmentally friendly products

Green Marketing has a direct influence on the purchase intention of environmentally friendly products of 0.398 and the Sig. amounting to 0,000, it can be said that **H1 is accepted** because of the Sig. 0.000 < 0.05. The conclusion is that green marketing has a positive and significant effect on the purchase intention of environmentally friendly products, in other words, the increasing of green marketing, the purchase intention of environmentally friendly products in Bali Tangi products will increase.

4.2 Green Marketing on consumer attitudes

The effect of Green Marketing on consumer attitudes, it is found that the results of Green Marketing have a direct influence on consumer attitudes of 0.667 and the Sig. amounting to 0,000, it can be said that **H2 is accepted** because the Sig. 0.000 < 0.05. The conclusion is that Green Marketing has a positive and significant influence on consumer attitudes, in other words, the increasing Green Marketing of Bali Tangi Products, the more it increases consumer attitudes towards Bali Tangi Products. The existence of a marketing concept that is environmentally friendly will present a new treat for the marketing world in creating, marketing and entering into the activity of selling green products. In addition to this, the existence of a form of marketing that now leads to an environmentally friendly concept will affect the formation of attitudes of consumers that show a positive response.

4.3 Consumer Attitude towards Purchase Intention of environmentally friendly products

The attitude of consumers has a direct influence on the purchase intention of environmentally friendly products of 0.505 and the Sig. amounting to 0,000, it can be said that **H3 is accepted** because of the Sig. 0.000 < 0.05. The conclusion is that consumer attitudes have a positive and significant influence on the purchase intention of environmentally friendly products, in other words, if consumer attitudes increase, the purchase intention of environmentally friendly products in Bali Tangi products will increase.

4.4 The Role of Job Satisfaction Mediates the Effect of Job Enrichment on Organizational Commitment

Based on the results of the Sobel test, it shows that the tabulation results are $Z = 5,120 > 1.96$, which means that the Green Marketing variable has a significant effect on buying intentions for environmentally friendly products on Bali Tangi products by mediating consumer attitudes, so that consumer attitudes are the

mediating variables of the influence between Green Marketing on Purchase Intention. environmentally friendly products in Bali Tangi Products So that **H4 is accepted**

4.5 Research Implications

The theoretical implication of the results of this study provides evidence on the development of marketing management science and consumer behavior science, especially regarding purchase intention, buying interest represents consumer thinking about buying something. After all, buying interest cannot be equated with an actual purchase, because buying interest can be disturbed by internal and external stimuli such as price, quality of goods, and so on. Intention will arise from within an individual because there are several factors that can influence the emergence of this intention, namely Green Marketing, consumer attitudes. In addition, the results of this study can be a practical reference for other researchers who want to research about Green Marketing, consumer attitudes and purchase intentions of environmentally friendly products. Theoretically, this research also provides an understanding that low green marketing and consumer attitudes can significantly increase the purchase intention of environmentally friendly products, when increased green marketing is obtained by increasing consumer attitudes, the consumer's attitude is felt to be stronger so that it has the potential to increase buying intentions of eco-friendly product.

V. CONCLUSION

5.1 Conclusion

Green Marketing has a positive and significant effect on the purchase intention of environmentally friendly products for Bali Tangi products, the better the green marketing, the better the buying intention for environmentally friendly products. Green Marketing has a positive and significant effect on consumer attitudes on Bali Tangi products, the better the Green Marketing, the better the consumer's attitude towards Bali Tangi products. Consumer attitudes have a positive and significant effect on the purchase intention of environmentally friendly products for Bali Tangi products, the better the consumer's attitude, the better the buying intention for environmentally friendly products. Consumer attitude is a mediating variable for the effect of Green Marketing on Buying Intention for environmentally friendly products in Bali Tangi Products, where the variable consumer attitude can be expressed as a partial mediation variable.

5.2 Suggestions

Companies are advised to provide attractive offers so that respondents can make purchases on Bali Tangi Products, and educate consumers about environmental messages, so that consumers believe that Bali Tangi Products are environmentally friendly products; provide knowledge to consumers or potential consumers about the products offered to reduce the impact of damage to the environment by telling the ingredients used in the product are organic and not harmful to the surrounding environment.

5.3 Research Limitations

This research was carried out only within the scope of Bali Tangi Products so that these results cannot be used in different companies in the same or non-similar business fields. The factors that influence the purchase intention are limited, while still many other factors can influence based on the available literature.

5.4 Further Research

For further research, it is expected to be able to add variables that can influence the purchase intention of environmentally friendly products, and be able to expand the scope of research that is not only limited to Bali Tangi Products, or can also replace research locations that are not only focused on a research location, so that provide a view that is more and can be implemented in general.

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