

Green Marketing: Green Brand Positioning's Influence on Green Products Purchase Intention



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Abstract. Consumer trends and growing awareness of choosing products labelled as green have encouraged companies to adopt sustainable brand positioning strategies. However, a better understanding of how this influences consumer purchase intentions is still needed. This study aimed to determine the effect of Green Brand Positioning on Green Products Purchase Intention. The method used was an explanatory survey, a sample of 100 respondents, using a non-probability sampling technique assisted by the Partial Least Square (PLS) 4.0 analysis tool. The results of this study show that Unilever's Green Products Purchase Intention can be influenced by Green Brand Positioning. This research provides practical implications for companies that want to market green products. Companies can consider using green brand positioning as an effective marketing strategy to increase the purchase intention of green products. In addition, companies also need to pay attention to other factors, such as product quality, price, and environmental awareness, in influencing consumer purchase intentions.

Keywords. Green Products Purchase Intention, Green Brand Positioning, Green Marketing, Unilever.

Introduction

Green Marketing in Indonesia needs to be better known by the public. *Green marketing* is a complex and constantly evolving field of study that focuses on developing, promoting and distributing products that are environmentally friendly, sustainable and meet consumer needs [1]. Research on *Green Brand Positioning* of products has been carried out several times in the food, beverage, cosmetic, and textile industries, as was the case with previous research conducted by research [2] in Indonesia, which found that the position of a green brand has a positive and significant effect on the intention to purchase green products. This research also shows that perceptions of product quality and environmental awareness affect the purchase intention of green products. According to research conducted by [3] in India, the position of a green brand has a positive effect on the purchase intention of green products. This study also found that consumers' perceptions of product quality and price affect the purchase intention of green products. This research aims to analyze the influence of *Green Brand Positioning* and its implications for *Green Products Purchase Intention*. Unilever is a global company that has a strong commitment to sustaining socially and environmentally responsible business practices. Some evidence that Unilever is a green brand company is the *Sustainable Living Plan*. Unilever has issued a sustainable action plan called the *Sustainable Living Plan*. This plan includes a variety of sustainable targets, including reducing environmental impact, increasing social welfare, and increasing resource efficiency. Unilever is committed to achieving all of these targets by 2025. Sourcing sustainable raw materials, Unilever is committed to obtaining all its primary raw materials from sustainable sources. They have introduced the *Sustainable Agriculture Code program* that helps farmers worldwide increase productivity and reduce environmental impact.

However, reality emerged after the innovation and social programs led by PT. Unilever Indonesia Tbk. experience a decline in growth sales since the year 2019. Income growth of PT. Unilever Indonesia Tbk. experience a decline in growth revenue, where revenue growth in 2019 was 9.78%, decreasing to year 2020 to 1.45%. In the year 2021, PT. Unilever Indonesia Tbk. experience another decline in income growth, as much as 2.87%. Unlike Unilever International, in 2019, the growth of environment-friendly products, which are *sustainable living brands*, experienced more than 69% growth and contributed 75% to company growth [4].

Thus, from the phenomena described above, this study will examine and analyze the factors of *Green Brand Positioning* that influence *Green Products Purchase Intention* using an *explanatory survey method*. *Green*

brand positioning has a significant positive effect on *green brand knowledge* and consumer perceptions of the brand. More specifically, the aspects of credibility and brand communication that are environmentally friendly have the most significant influence in increasing *green brand knowledge* and consumer perceptions of brands. Environmentally friendly *brand positioning* by building credibility and strong communication can help increase green brand knowledge and consumer perceptions of the brand. In this case, brands must prove their commitment to environmentally friendly business practices and communicate their *green brand messages* clearly and consistently through various media [5]. Intention to buy is influenced by three main factors, namely attitudes, subjective norms, and behavioural control. Attitude refers to an individual's view of the product or service being considered for purchase, including perceptions of the product's quality, superiority, and value. Subjective norms are related to social influences that affect the intention to buy, such as the views of other people in the social environment towards the product. Behavioural control includes financial ability, product availability, and other situational factors that can influence purchase intentions. In the context of *Green Brands*, *Green Brand Positioning* and *Brand Knowledge* also play an essential role in influencing the intention to buy environmentally friendly products [6]. Following are some indicators of *Green Brand Positioning* according to [7] *Environmental Target Market*, Brands that focus on environmental sustainability and are committed to serving consumers who care about the environment and the environment. *Environmental Price Positioning*: Pricing products and services at a premium price to reflect the additional costs of environmentally friendly production methods and materials. *Environmental Product Design*: Products with environmentally friendly features like recyclable materials, minimal packaging, and lower energy consumption. *Environmental Distribution*: distributing products and services in a way that minimizes environmental impact, such as using low-emission vehicles for transportation. *Environmental Promotion*: promoting eco-friendly features and customer benefits through advertising and marketing campaigns. *Environmental Corporate Social Responsibility* demonstrates a commitment to environmental sustainability by engaging in environmental initiatives and reporting on environmental performance.

Furthermore, the following are some indicators of *Green Brand Purchase Intention* according to [8]: *Brand Awareness*, how often consumers are aware of environmentally friendly brands or *Green Brands* offered by companies. *Brand Image* is consumer perceptions of an environmentally friendly brand image or *Green Brand* and how this image differentiates the brand from competing brands. *Brand Association* is the link that an eco-friendly brand or *Green Brand* has with environmental issues that are important to consumers. *Brand Loyalty* is the extent to which consumers choose environmentally friendly brands or *Green Brands* when purchasing. *Brand Trust* is the level of consumer confidence in the credibility of environmentally friendly brands or *Green Brands* in providing environmental benefits. *Brand Equity* is how significant is the value of an environmentally friendly brand or *Green Brand* in the minds of consumers and how much influence does it have on purchasing decisions?

Based on the explanation of the theory above, it can be concluded that *Green Brand Positioning* is related to how a product or brand is positioned in the minds of consumers as an environmentally friendly and sustainable product. Meanwhile, *Brand Knowledge* includes consumer knowledge about brands or products related to product quality, excellence, and benefits. This aligns with research [9] that *green marketing* positively affects *Green Business*. Then, according to the research [10], *Green marketing tools* significantly affect the *Consumer Buying Decision Process*, and the result [11] indicates a positive relationship between *Brand Image* and *Purchase Intention*.

I. METHODS

The unit of analysis in this study is individual consumers in Indonesia who have experience buying green Unilever products. The intended population is consumers who are in urban areas in Indonesia. Samples were taken through a purposive sampling technique with predetermined inclusion criteria when the research was conducted from February to May 2023 in big cities in Indonesia.

Data was collected through online questionnaires distributed to respondents who met the inclusion criteria. The questionnaire is made based on the variable dimensions that have been determined in the framework of thought. The data collected was then analyzed using descriptive and inferential statistical analysis techniques. The sampling technique used a *non-probability sampling technique* with *purposive sampling* based on several criteria or an overview of the population. The process of collecting data in this study is the primary data source, namely through distributing questionnaires to 100 respondents in the form of a *Google Form* using a Likert scale option from 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5-strongly agree. The tool used to analyze the data is *Partial Least Square (PLS) 4.0 with the stages of inferential analysis method through average variance extracted (AVE)* test, reliability, R-Square, and hypothesis test

values. This study aimed to test and analyze the influence of *Green Brand Positioning* on *Green Products Purchase Intention* aimed at consumers of PT. Unilever Indonesia TBK.

Based on existing theory and previous research, a framework for this research can be formed as follows:

H1: Green Brand Positioning Influences Unilever's Green Products Purchase Intention.

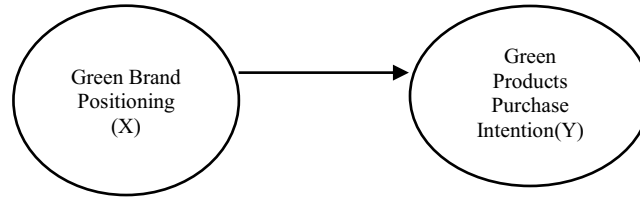


Figure 1. Research Model

II. RESULTS AND DISCUSSION

A. Characteristics of Respondents

The data collection results show that 92% of the total respondents were women, and the remaining 8% were men. The age range of the respondents is between 15 to 45 years, namely a consumer who has purchased Unilever products. Table 1 details the characteristics of the respondents based on age, gender, occupation, and region.

Table 1. Characteristics of Respondents

Demographic Factor	Classification	Number of Respondents	%	Total
Age	15-20 years	35	35%	100%
	21-25 years	41	41%	
	26-45 years	12	12%	
	> 45 years	2	2%	
Gender	Male	8	8%	100%
	Female	92	92%	
Occupation	Student	55	55%	100%
	Civil Servant	10	10%	
	Private	12	12%	
	Employee	10	10%	
	Entrepreneur	4	4%	
	Others	9	9%	

B. Descriptive Analysis

The results of SmartPLS 4.0 processing are the data in the form of loading factor values. The loading factor value will be stated to be good in building variables when the value is 0.7. In figure 2, is the result of the loading factor value:

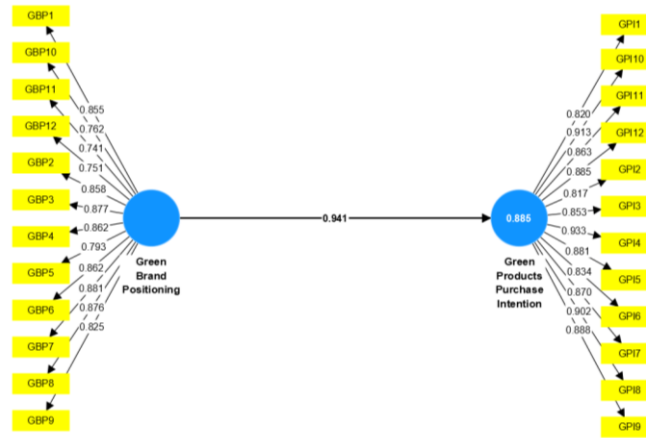


Figure 2. Outer Model

Based on the results of the outer model, it can be seen that for the loading factor value, the green brand positioning and green products purchase intention variables have a value range above 0.7 in each construct. This means that the indicators used in each variable have a high effect on building that variable.

The smallest construct value on the green brand positioning variable is at GBP11 0,741, and the highest construct value is at GBP7 0,881, which means that in this research, Unilever was very responsive in providing sustainable products to customers.

The smallest construct value in the green products purchase intention variable is in GPI2 0,817, and the highest construct value is in GPI4 0,933, which means that customers are satisfied with the sustainable products of Unilever.

C. Inferential Analysis

The following is an inferential analysis of data processing results using SmartPLS 4.0.

1) Average Variance Extracted (AVE)

The cross-loading value can be seen from the Average Variance Extracted (AVE) value. The Average Variance Extracted value has a condition that the value of the variable used must be range above 0.5 – 0.6 considered valid [12]. AVE value in Table 2, as follows:

Table 2. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
GBP(X)	0.689
GPIs (Y)	0.761

The variable with the lowest Average Variance Extracted (AVE) value is the customer satisfaction variable, and the variable with the highest value is the service quality variable. The overall AVE value is above 0.5. It can be concluded that each variable is requirements and stated valid.

2) Reliability Test

Reliability testing used the Composite Reliability and Cronbach's Alpha values in this study. The terms and conditions are reliable if the value of each variable is above 0.70. Composite Reliability and Cronbach's Alpha values in Table 3, as follow:

Table 3. Reliability Test

Variable	Composite Reliability	Cronbach's Alpha
GBP(X)	0.964	0.959
GPI (Y)	0.974	0.971

Composite Reliability and Cronbach's Alpha values show very high values. As a whole, the variables used have a value above 0.70, which means that the variables used in this research are very reliable to do research.

3) Determinant Coefficient (R-Square) Test

Table 4. R-Square is a test conducted to see how high the independent variable can explain the dependent variable in research.

Table 4. R-Square Test

	R Square	Adj R Square
Green Products Purchase Intention	0.885	0.884

From the output results, the R-Square values are 0.885 and 0.884, which means that the *Green Product Purchase Intention* variable can be explained by the *Green Brand Positioning* variables of 88.5%. Then, the rest can be explained by other variables not examined in this research, such as brand knowledge, brand image, etc.

4) Hypothesis Test

Table 5. T-test hypothesis testing is carried out to determine whether or not it has an effect, whether it is positive or not, and whether or not it is significant for each independent variable on the dependent variable.

Table 5. T-Statistic Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Green Brand Positioning (X) → Green Products Purchase Intention (Y)	0.941	37,061	0.000

In the original sample, it can be stated that service quality has a positive and significant effect on customer satisfaction in the amount of 0.941, which means that Unilever customer purchase intention will increase if green brand positioning also increases.

D. Discussion

Based on the results of analysis and data processing using SmartPLS 4.0, which has been carried out [13], results can be obtained showing that the path coefficient value of the *Green Brand Positioning* to *Green Products Purchase Intention* is 0.885 and for the t-statistic value is 37,061 > t-table 1.98498 and has a significance value of 0.000 < 0.05 because in this study the error rate was 5%. These results indicate that the *Green Brand Positioning* variable positively affects Unilever's *Green Products Purchase Intention*. That means that the higher the *Green Brand Positioning*, the higher the *Green Products Purchase Intention* level when buying and using products from Unilever. Conversely, if the *Green Brand Positioning* decreases in terms of *Environmental Product Design* and *Environmental Promotion* of the company in marketing its products, customer trust will also decrease. Judging from the respondents' answers, the highest value is found in the *Green Brand Positioning* variable question items, namely GBP7 of 0.881, which means that Unilever is very concerned about environmental sustainability in marketing its products.

The results of this study show that Unilever's *Green Brand Positioning* can be influenced by *Green Products Purchase Intention*. This is following the hypothesis that was built before. The results obtained are also in line with the results of previous research conducted by [14] research results show that a strong *green brand positioning* significantly increases consumer perceptions of brand credibility, trust in environmental

claims, and purchase intention of green products. Then, research by [15] perceptions of *green brand authenticity* positively influences consumer purchase intentions for green products. High green brand authenticity is important in influencing consumer preferences for sustainable products.

III. CONCLUSIONS

The research results show a significant relationship between *Green Brand Positioning* and green product purchase intention. This research shows that when companies like Unilever adopt a strong *Green Brand Positioning strategy*, consumers tend to have a higher propensity to select and purchase *Green Products*. The efforts of Unilever in implementing sustainable environmental initiatives and effective communication regarding their commitment to sustainability have succeeded in increasing consumer awareness and trust in the green products they offer. Thus, *Green Brand Positioning* significantly influences *Consumer Purchase Intentions*, leading to increased interest in and demand for *Green Products*.

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