

Green Brand Awareness Factors on The Body Shop Product

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Abstract

Recently, the issue of environmental preservation has become an international topic of discussion. Amid the severe environmental conditions that occur, awareness has emerged in the community about environmental preservation, which is marked by the emergence of organizations and movements that care for the environment such as Green Peace, Earth Hour, and Go Green. One of the products that are beneficial to consumers but, on the other hand, is also a source of pollution to the environment is cosmetics. The Body Shop is one of the companies in Indonesia that has pioneered green marketing. Therefore, the purpose of this study is to analyze what factors build consumer Green Brand Awareness on The Body Shop products.

This research uses descriptive quantitative methods. The population in this study is the consumers of The Body Shop products who live in Bandung. The sampling technique in this study is non-probability sampling with purposive sampling technique with a sample of 100 respondents

Based on the research results, it can be concluded that the respondent's responses to the green brand awareness variable have a percentage of 75.5%, which is in a good category. The results of this study generate two new factors called the product perception factor and company perception. The most dominant factor is the product perception factor with a variance value of 61.230 and the second component has a variance value of 10.322.

Keywords

Green Brand Awareness, Green Marketing, Factor Analysis.

1. Introduction

Organization must response to how the environment changes, and the leader must maintain their organization to adapt with the transformation itself (Fakhri et al., 2020). Environmental preservation has become a discussion in the international community, where several issues have become a critical concern for the whole world, along with the many problems that arise. Amid severe environmental conditions that occur, awareness has emerged in the community about environmental preservation (Purnomo, et al., 2020). Awareness of environmental preservation is marked by the emergence of organizations and movements that care for the environment such as Green Peace, Earth Hour, and Go Green. This concern for the environment changes the way consumers view and consider the choices of goods, their behavior, and their purchasing decisions. The theory of consumer behavior states that consumer purchasing decisions are influenced by external factors that come from outside the consumer and internal factors that arise from within the consumer. Nowadays, consumers have a better understanding of choosing products that environmentally friendly, safe for health, and other green products that minimize harshness to the environment, and it is also connecting with customer satisfaction wherein the increase of satisfaction can guarantee to improve performance (Fakhri et al., 2019). Various studies that have been conducted over the last few years (Nassani, et al., 2020; MateusJerónimo et al., 2020) have indicated that consumers are aware of and willing to pay more for "go green" efforts.

According to Bellucci (2020) people who care about environmental sustainability will change their consumption behavior, such as making savings or replacing consumer goods with goods that are more environmentally friendly. The results of a survey by WWF-Indonesia and the Nielsen survey in 2017 show that as many as 63% of Indonesian consumers are willing to consume environmentally friendly products at a higher price. This thing indicates a significant increase in consumer awareness of the consumption of environmentally friendly products and indicates the

readiness of the domestic market to absorb products that are produced sustainably. The term green marketing was born from this phenomenon as a reaction from marketing and companies in responding to changes that occur in the business environment (Szabo & Webster, 2020). Such consumer demand creates opportunities for companies to promote their green product offerings that are environmentally friendly, achieve top sales, create profits, and sharpen the company's image. Environmental or green marketing has become a new focus in business, namely a strategic marketing approach that has begun to emerge and become the attention of many parties in the late 20th century (Mukonza & Swarts, 2020). Green marketing develops along with the attention of the public regarding environmental issues and starts to demand responsibility from business people in carrying out business activities .

One of the products that are beneficial to consumers (society) but on the other hand, is also a source of pollution to the environment is cosmetics. People's consumption of cosmetic products had been one of the causes of an increase in natural resource depletion and environmental damage. The cosmetic product industry is the industry that has the fastest increase in terms of consumer demand. Along with the increasing number of environmental damage issues, consumer demand for environmentally friendly cosmetic products has also increased (Handriana, et al., 2020).

This situation is in line with the targeting and positioning of one of the green brands, namely The Body Shop. This brand is efficiently targeting its market, especially for women who work and want to look attractive in the workplace and who want to prevent their skin from becoming dry in an air-conditioned room. This product provides a variety of women's products that produce skin firmness and elasticity that prevents fine lines on the face. People are eager to maintain a healthy lifestyle and use organic products on their skin. The Body Shop has been strategically positioned to meet these requirements. They fulfill the customer's need for a healthy lifestyle by using all-natural and organic ingredients such as seaweed, sugar cane, aloe vera, honey, tea tree, etcetera. The brand promotes environmental concerns as well as campaigns against animal testing of products. This condition is one of the few cosmetic companies that promote a healthy lifestyle more than a glamorous lifestyle and it's a unique positioning strategy.

The Body Shop is a well-known company in the cosmetics industry and is one of the pioneers of green marketing. The body shop has also introduced its product as a green product since the beginning. This company applies the concept of green marketing by using a green advertisement strategy. The Body Shop offers products with natural ingredients, environmentally friendly, and no animal testing. The basic principles of environmentally friendly practices are the movement to reuse, refill, and recycle what they can reuse. The shifting direction of the business as a determinant of change is reflected in the emergence of a "triple bottom line" approach that directs businesses to measure success of three supporting pillars, namely profit, people, and the planet. In terms of environmental awareness, The Body Shop is a leading beauty company in its efforts to campaign for environmentally friendly living. Therefore profit is not the only supporting element for the implementation of company goals that affect the survival of a company. Without taking into account the people (social aspects) and planet (environmental aspects), a company will never be able to continue its life (Kartawinata et al., 2020). According to the description before, it can be seen that the green marketing strategy and campaigns implemented by The Body Shop have a different approach compared to other competitors, along with that an analysis factor green brand awareness at The Body Shop be a focus in this research. Applying factor analysis to answer research questions gives clarity about a strategy that needs to be done by the organization (Gilang et al., 2019).

2. Theories

Lamb et al. (2012) state that marketing is the process of planning and implementation of the concept of pricing, promotion, and distribution of products, services, and ideas, which aims to create satisfaction among businesses and consumers. Kotler and Keller (2016) say that marketing is a process of managing relationships with customers in a way that provides benefits and satisfies customer needs. Meanwhile, marketing strategy is a strategy that aims to improve performance through the use of sub-strategies such as segmentation, positioning, and targeting, after-sales service improvement, unique delivery designs, and development of new market segments (Kotler & Armstrong, 2014). On the other hand, Ottman (2011) proposes a slightly different concept; he states that the first rule of green marketing is to focus on the benefits that consumers get so that they will feel stimulated to make a purchase. With this concept, environmental factors become the link for the purchase.

Kotler and Armstrong (2014) explain that the marketing mix is a tactical and controlled marketing tool that is combined by the company to produce the response desired by the target market. The Green Marketing mix is a development of the conventional marketing mix. The concept of the green marketing mix is the same as the conventional marketing mix, which refers to the satisfaction of customer needs, wants, and desires to maintain and preserve the environment.

According to The American Marketing Association in Kotler and Keller (2016), a brand is a name, term, sign, symbol, or design, or combination of them, intended to identify the goods or services of one seller or group sellers and to differentiate them from those competitors. Brands are sign systems that form identity of specific products or services and distinguish them from other brands, defines the strategic management process. Brand equity defines as an

intangible asset on the company's annual report but has tangible strategic value for the firm. Thus, brand awareness is the first step to building a product brand. Establishing product brand inside customer minds is the most important aspect of brand awareness (Visconti et al., 2020). Mourad (2012) says that green brand awareness is consumer awareness to remember and recognize the environmental features of a brand. Grand Brand Awareness is defined as the possibility to recognize and remember the features of a brand for brands that commit to environmental conservation.

3. Methodology

This research uses a quantitative method with descriptive analysis and factor analysis wherein data processing assisted by the SPSS program. The sampling technique is a non-probability sampling specified to purposive sampling. To determine the number of samples, the researcher uses the Bernoulli formula with an error rate of 10%, and the data collection technique is gathered by literature study and distributing questionnaires to 100 respondents in Bandung, specifically customers that use The Body Shop products (Gilang et al., 2019).

The framework of this research will be shown in figure 1. It describes factors that will be used in this research:

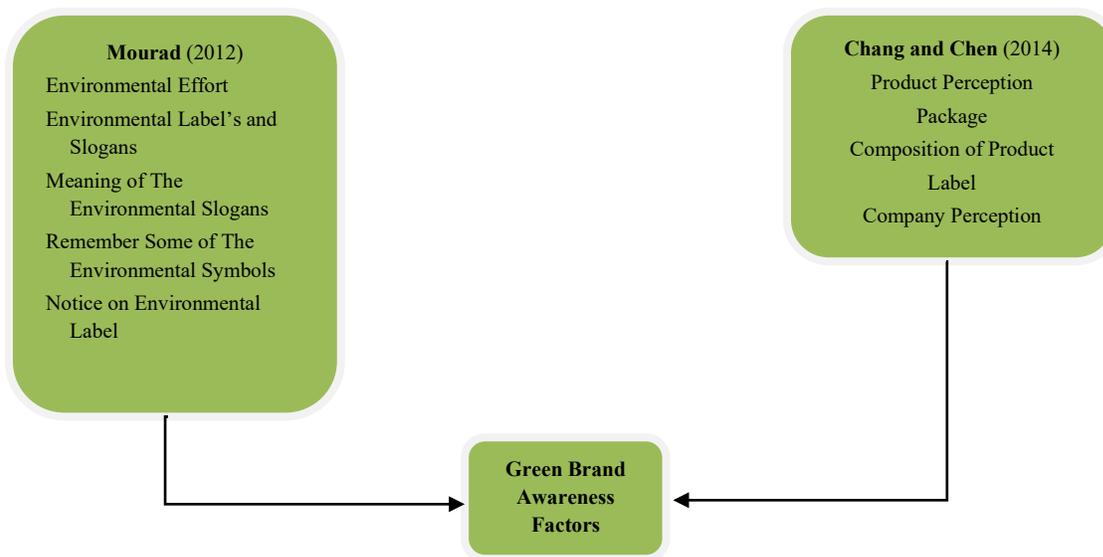


Figure 1. Research Framework

4. Result and Discussion

The validity test of the 30 questionnaire statement items distributed to every respondent has a correlation value more than 0.361 so that all statements can be said to be valid and fit for use in factor analysis. Reliability test, the Cronbach's Alpha value in this study is greater than 0.7, which is also indicates that the questionnaire item is reliable. Descriptive analysis of the 30 questionnaire items submitted, the total average response of respondents was 75.5%, so it is included in the good category. It can be said that every sub-variables that exist show how green brand awareness is perceived among customers.

Factor analysis

1. KMO dan Bartlett's Test

Table 1. KMO and Bartlett's Test

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .873 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 796.002 |
| | df | 45 |
| | Sig. | .000 |

2. Anti Image Matrices

Table 2. MSA Values

| Factors | MSA Values |
|--|------------|
| Environmental efforts | 0,848 |
| Environmental label's and slogans | 0,833 |
| Meaning of the environmental slogans and symbols | 0,834 |
| Remember some of the environmental symbols | 0,884 |
| Notice an environmental label | 0,948 |
| Product Perception | 0,834 |
| Package | 0,923 |
| Composition | 0,853 |
| Label | 0,863 |
| Company perception | 0,880 |

MSA value on all attributes is bigger than 0.5, so the value of each existing attribute can be predicted and analyzed further.

3. Communalities

It can be seen from the table 3, that all factors reach the number of communalities > 0.5. So it can be seen that the corporate strategy factor has the greatest value, which is equal to 0.863, which means that about 86.3% of the factors of the type of factors can be explained by the new components that are formed. The product perception factor has a value of 0.856, which means that 85.6% of the factors from these types of factors can be explained by the new component. Likewise, with other factors, the greater the value of communalities that can be generated, the more closely it is related to the existing variables and the newly formed variables. So of the 10 existing factors that are formed the largest is the Company perception with 0.863, and the second is the Product Perception factor, namely the number 0.856, then it can be continued to the next factor.

Table 3. Communalities Value

| Communalities | Communalities | |
|--|---------------|------------|
| | Initial | Extraction |
| Environmental efforts | 1.000 | .567 |
| Environmental label's and slogans | 1.000 | .555 |
| Meaning of the environmental slogans and symbols | 1.000 | .770 |
| Remember some of the environmental symbols | 1.000 | .590 |
| Notice an environmental label | 1.000 | .778 |
| Product Perception | 1.000 | .856 |
| Package | 1.000 | .727 |
| Composition | 1.000 | .745 |
| Label | 1.000 | .705 |
| Company perception | 1.000 | .863 |

4. Total Variance Explained

Table 4. Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.123 | 61.230 | 61.230 | 6.123 | 61.230 | 61.230 | 5.113 | 51.129 | 51.129 |
| 2 | 1.032 | 10.322 | 71.551 | 1.032 | 10.322 | 71.551 | 2.042 | 20.423 | 71.551 |
| 3 | .842 | 8.423 | 79.974 | | | | | | |
| 4 | .597 | 5.966 | 85.939 | | | | | | |
| 5 | .462 | 4.616 | 90.556 | | | | | | |
| 6 | .293 | 2.933 | 93.489 | | | | | | |
| 7 | .254 | 2.540 | 96.029 | | | | | | |
| 8 | .177 | 1.770 | 97.799 | | | | | | |
| 9 | .130 | 1.303 | 99.101 | | | | | | |
| 10 | .090 | .899 | 100.000 | | | | | | |

5. Component Matrix

Table 5. Component Matrix

Component Matrix^a

| | Component | |
|--|-----------|-------|
| | 1 | 2 |
| Environmental efforts | .748 | .086 |
| Environmental label's and slogans | .740 | .090 |
| Meaning of the environmental slogans and symbols | .446 | .756 |
| Remember some of the environmental symbols | .641 | .423 |
| Notice an environmental label | .881 | -.049 |
| Product Perception | .822 | -.424 |
| Package | .851 | -.050 |
| Composition | .863 | .001 |
| Label | .837 | -.071 |
| Company perception | .886 | -.277 |

6. Factor Rotated

Table 6. Rotated Component Matrix

| | Component | |
|-----------------------------------|-----------|------|
| | 1 | 2 |
| Environmental efforts | .631 | .411 |
| Environmental label's and slogans | .622 | .410 |

| | | |
|--|------|-------|
| Meaning of the environmental slogans and symbols | .063 | .875 |
| Remember some of the environmental symbols | .385 | .664 |
| Notice an environmental label | .810 | .349 |
| Product Perception | .925 | -.013 |
| Package | .784 | .335 |
| Composition | .772 | .385 |
| Label | .781 | .309 |
| Company perception | .917 | .146 |

7. Loading Factor

Table 7. Loading Factor

| Faktor-Faktor | Faktor Loading |
|--|----------------|
| Product Perception | 0,925 |
| Company perception | 0,917 |
| Meaning of the environmental slogans and symbols | 0,875 |
| Notice an environmental label | 0,810 |
| Pacakage | 0,784 |
| Label | 0,781 |
| Composition | 0,772 |
| Remember some of the environmental symbols | 0,664 |
| Environmental efforts | 0,631 |
| Environmental label's and slogans | 0,622 |

8. Factor Labelling

The naming of new factors using the surrogate variable is seen from the variable that has the highest loading factor value. Based on the results of the data, ten factors initiate the highest results from table 7, refer into two factors which are the Product Perception and Company perception factors

5. Conclusion

There is a preliminary study of 10 initial factors that are used as consumer preferences in establishing green brand awareness of The Body Shop products, namely; Product Perception, Company perception, Meaning of the environmental slogans and symbols, Notice an environmental label, Packaging, Label, Content Composition, Remember some of the environmental symbols, Environmental efforts and Environmental label's and slogans. Based on the results of data processing in the factor analysis, two new factors were formed from ten factors, which is Product Perception with a value of 0.925, and Company perception with a value of 0.917. The most dominant factor is the Product Perception factor with a variance value of 61.230. Therefore, the most potent value factor in building consumer green brand awareness of The Body Shop products is Product Perception. Then the second component is the Company perception which has a variance value of 10.322. Hence, The Body Shop must maintain its strongest value in order to increase customer brand awareness toward their products. If a company can innovate and maintain its green base product, it will produce and increase awareness of consumers while using the company's product (Widodo & Wahid, 2020).

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