

11  
**EFFECT OF GREEN MARKETING, PRODUCT KNOWLEDGE AND BRAND PERSONALITY ON PURCHASING DECISIONS (STUDY CASE THE BODY SHOP)**

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9  
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#### Abstract

Facial and body skin care is the most important thing that everyone pays attention to. With facial and body skin care, you can meet the skin's needs to keep it healthy and nourished. The Body Shop products are one of the well-known brands that contain vegan-based ingredients. This means that all The Body Shop products are free of animal-derived ingredients obtained as a result of slaughtering or hurting animals. Vegetarian products may include basic ingredients of animal-derived products that do not involve slaughter or harm to animals, such as honey, beeswax and lanolin. In this study, the variables studied were green marketing, product knowledge, brand personality and purchasing decisions. Our research is classified as a descriptive study and also uses a verification approach. The purpose of this study is to determine whether there is an influence between green marketing, product knowledge, brand personality on purchasing decisions. Based on the results of the study, it shows that green marketing and brand personality have a positive and partial effect on Purchasing Decisions for The Body Shop products, while Product Knowledge has no positive and partially significant effect on Purchasing Decisions for The Body Shop products.

**Keywords:** Green Marketing, Product Knowledge, Brand Personality, Purchasing Decisions.

#### Introduction

Facial and body skin care is the most important thing that everyone pays attention to, especially women, but not a few men have started to pay attention to it. With facial and body skin care, you can meet the skin's needs to keep it healthy and nourished. For now, many brands offer products with natural raw materials such as the main ingredients made from vegan. Because raw materials from vegan are very

easily absorbed by the skin of the face or body, while raw materials from animal sources have poor absorption, if there are users who have sensitive skin, it is not recommended.

The Body Shop is a company that manufactures beauty and body care products that has entered the Indonesian cosmetic market since 1992 under the banner of PT Monica Hijau Lestari. This means showing The Body Shop products are free from animal-derived ingredients obtained as a result of slaughtering or hurting animals. Basically, The Body Shop remains committed to being cruelty-free cosmetics that are not only not tested on animals (against animal testing) but also do not contain ingredients derived from animals through the process of slaughtering or hurting animals. The Body Shop has 3 things applied regarding formulas in products such as Clean (dermatology tested, Non Nasties Policy), then Natural (100% Vegetarian, using renewable ingredients and green chemistry).

In addition, The Body Shop also has programs that are carried out in Indonesia to help preserve the environment, namely reduce, reuse, recycle plastic with the Bring Back Our Bottle Program. Indonesia is the country with the fourth largest population in the world and number one in ASEAN. Because of the large population in Indonesia, waste is still the main problem that continues to haunt from year to year in the research that has been carried out, Indonesia is in the second position after China. The beauty industry is one of the largest contributors to plastic waste and environmental pollution materials in the world. Therefore, the programs owned by The Body Shop products include exchanging used bottles of these products to Body shop outlets which are available in various regions.

In green marketing, it is not just about offering environmentally friendly products to consumers, but also regarding the production and distribution process of these products. Marketing based on environmental sustainability, is a new development in the field of marketing, and is a potential and strategic opportunity that has a double advantage (Allen, 2011). One way that can be done to reduce the amount of waste is by using environmentally friendly products. Environmentally friendly products refer to their production processes that do not over-exploit natural resources, these products can be recycled.

Green marketing refers to the satisfaction of customer needs, wants, and desires in relation to the maintenance and preservation of the environment. The importance of the green marketing concept can be seen from the increase in consumption which causes the depletion of natural resources, climate change, air pollution, and waste. Increased consumption is also one of the causes of global warming that is happening today and increasing environmental damage. The world community is starting to worry about the possibility of environmental disasters that threaten the health and survival of their offspring. Attention to environmental sustainability raises public awareness in various parts of the world about the importance of consuming green products.

In addition, companies must have a brand personality because with the brand personality, consumers will easily understand the product and be easily accepted. Brand personality is a factor that forms the first parameter of the Top Brand Index, namely top of mind brand awareness, so it is important to know the respondents responses about the brand personality of The Body Shop's products which is a significant predictor of customer satisfaction and loyalty which will encourage actual purchasing decisions. Product Knowledge is a factor that

influences purchasing decisions for The Body Shop's products, so The Body Shop needs to increase education to consumers about their products that are aware of and care about the environment. Product Knowledge is needed for both parties, both for consumers and The Body Shop.

Unlike The Body Shop in other countries where media relations tend to be "standard", The Body Shop Indonesia is able to create strong media relations, which has implications for the amount of media coverage this brand receives, both from middle-class and premium-class magazines. The increasing exposure of this brand, especially in premium magazines, has enabled The Body Shop to have a "respectable" place in the public's mind, including distribution channels.

According to Keller (2002), the strength of a brand in the eyes of the public can provide various advantages in terms of distribution channels. "...brands with positive customer-based brand equity are more likely to receive greater trade cooperation and support. This treatment might translate into more prominent and desirable shelf placement or store locations, more attractive promotional offers and displays, and so on.". According to the theory above, a brand that already has a strong brand equity in the eyes of consumers, is able to get more facilities from the distribution channel that it uses. These additional facilities can be in the form of strategic outlet locations or placed on shelves that are easily accessible and "visible", for brands sold in supermarkets.

Based on the reality on the ground, consumers judge that the product knowledge variable can affect the level of purchasing decisions on The Body Shop products. With this, consumers will seek information from various sources related to the product they want to buy. The results of this study are in line with research conducted by Javed (2013) which states that consumers will seek information about product to be purchased so that product knowledge has an attachment to purchasing decisions.

The results of this study are also supported by previous research conducted by Aisah and Wahyono (2018) which states that product knowledge has a positive and significant effect on purchasing decisions. Research conducted by Lin and Chen (2006) also found that consumer product knowledge has a positive and significant effect on consumer purchasing decisions.

The next thing that received a poor response was the Product Knowledge variable, there was a statement "I bought The Body Shop's product because it has more environmental benefits than other products", this statement does not affect consumers in making purchasing decisions so this can be corrected by The Body Shop by do more product information so that consumers know and choose The Body Shop products to use.

Based on the research background, the title is **Effect Of Green Marketing, Product Knowledge and Brand Personality On Purchasing Decisions (Study Case The Body Shop)**.

#### Literature Review Green Marketing

Since the last few decades, the world's public awareness of the importance of environmental conservation has increased. This increase was triggered because of the great concern about the possibility of environmental disasters that threaten not only health, but also the lives of humans and their offspring. The evidence presented by scientists and environmentalists, such as the depletion of the ozone layer which

directly increases the prevalence of skin cancer and has the potential to disrupt the world's climate and global warming, strengthens the reasons for these concerns. In fact, waste is now a big problem and there is a lot of waste that is difficult to recycle (Wibowo, 2002). Green marketing is also often referred to as environmental marketing. The importance of the green marketing concept can be seen from the increase in consumption which causes the depletion of natural resources, climate change, air pollution, and waste. Increased consumption is also one of the causes of global warming that is happening today and increasing environmental damage.

#### **Product Knowledge**

Product knowledge refers to an understanding of the collection of various information received by consumers about products which include products, brands, product terminology, product attributes or features, product prices and beliefs about products (Dwiastuti, Sula, & Isaskar, 2012). According to Peter and Olson (2010) product knowledge is information that consumers have about the product they are going to buy, it includes knowledge about product attributes or characteristics, in other words, physical information that can be known by consumers. Then knowledge about the benefits and uses of the product to be purchased as well as knowledge about the value of the product or, it can be said that the value makes consumers feel satisfied with the product.

According to Sumarwan (2012) the factors that influence product knowledge are as follows:

1. Product class refers to the classification of products, an example of a product belonging to the food group is milk.
2. The shape of the product refers to the shape that the product has, whether it is liquid or solid and so on
3. A brand of a product has an influence on consumer knowledge of the product.
4. Product model/characteristics Information about the characteristics of a product, for example its size is 1 liter and the packaging is yellow.
5. Product attributes refer to the completeness of a product, for example straws, halal labels, expiration dates, flavor descriptions, and so on.

#### **Brand Personality**

One way to choose a brand and reach consumers is by associating and associating elements of human personality into the brand, or what is called brand personality or brand personality to build an emotional connection, and make it easier for customers to remember and identify the brand. Brand personality is very important for consumers and marketing, because it is the main determinant of consumer purchase intentions. Kotler and Armstrong (2012) suggest that when consumer preferences have been formed among the existing brand choices, there will be the formation of buying interest in the most preferred brand. This makes the brand personality formed by the company can create buying interest in the products offered. There are five indicators of brand personality proposed by Kotler & Armstrong (2006):

1. Sincerity, which is an honest, humble, and simple character. Sincerity is embodied in honesty in quality, product authenticity, and brand identity with simple traits, such as cheerful and youthful at heart.

2. Excitement means a dynamic character who is full of enthusiasm and high imagination in making differences and innovations.
3. Competence (ability), namely the ability to be reliable and trusted by customers.
4. Sophistication (worldliness), namely characteristics related to exclusivity formed by the advantages of prestige, brand image, and the level of attractiveness that fascinates.
5. Ruggedness, namely brand characteristics associated with the benefits of a brand in supporting outdoor activities and the strength or durability of the product.

16

#### Purchasing Decisions

Purchasing Decision is a process that drives consumers to identify needs, generate options, and choose certain products and brands. It is seen as a series of options before making a purchase. Purchasing decisions have many aspects including where to buy the product, brand, or model, when to make the purchase, how much money to spend, and what payment method. This decision is strongly influenced by product packaging (Salem, 2018). According to Kotler and Keller (2009) there are two general factors that can intervene between purchase intentions and purchase decisions, namely the attitude of others and situational factors that cannot be anticipated. Both of these factors can appear suddenly to change purchase intentions. By paying attention to the green marketing strategy, expected to influence consumer purchasing decisions. Purchase decisions made by customers involve customer confidence in a product, so that confidence arises in the correctness of the actions taken.

#### Conceptual Frameworks

The frame of mind or framework of thought in a quantitative study greatly determines the clarity of the overall research process. This study uses three variables, namely price and product quality as independent variables (X) and consumer satisfaction as the dependent variable (Y) with dimensions and indicators.

From the framework above, the framework of thought can be described in the following figure:

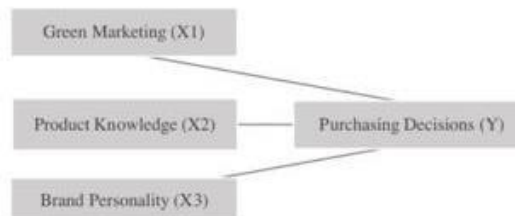


Figure 11 Thinking Framework Effect Of Green Marketing, Product Knowledge and Brand Personality On Purchasing Decisions (Study Case The Body Shop)

The hypothesis is a temporary answer to the research problem formulation (Sugiono, 2013). Based on the framework that has been put forward, the hypotheses in this study are:

- H1 : *Green Marketing, Product Knowledge* and Brand Personality affect the Purchase Decision
- H2 : *Green Marketing* affect the Purchase Decision
- H3 : *Product Knowledge* affect the Purchase Decision
- H4 : *Brand personality* affect the Purchase Decision

#### Methods

Nazir (2011) defines the notion of the verification method as "The verification method is a research method that aims to determine the causality relationship (causal relationship) between variables through a hypothesis test using a statistical calculation so that evidence results that show the hypothesis is rejected or accepted. The method that we will use in this research starts from library research, surveys to report generation.

According to Cooper and Schindler (2001), this validity test was conducted to determine the extent to which the research instrument's ability to measure what should be measured. Validity Test Valid instrument means that the measuring instrument used to obtain data (measure) is valid. Validity test is used to measure whether or not a questionnaire is able to reveal something that will be measured by the questionnaire (Priyatno, 2011).

According to Arikunto (2002) reliability is an instrument that can be trusted enough to be used as a data collection tool because the instrument is already good. Reliability is a tool to measure a questionnaire which is an indicator of a variable. If the reliability coefficient of the calculation results shows the number  $\geq 0.6$ , it can be concluded that the instrument concerned is declared reliable. Alpha cronbach's reliability test was assisted by using the IBM SPSS (Statistical Product and Service Solutions) version 20 program (Priyatno, 2011). Classical assumption test to obtain good and unusual linear regression results, the classical assumption test is used, namely: multicollinearity test, normality test, heteroscedasticity test and autocorrelation.

Multiple linear regression is an appropriate analytical method when the study involves one dependent variable which is estimated to be related to one or more independent variables. The t test is used to determine the effect of the independent variable partially on the dependent variable. The F test is used to test the effect of the independent variables together on the dependent variable.

If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower, and time, the researcher will take a sample from that population (Nurdin, Ismail and Sri Hartati, 2019). This research is classified as descriptive research and also uses a verification approach, the purpose of descriptive here is to provide an overview or description of a situation and phenomenon objectively or as it is. It is also verification, according to Sugiyono (2014) "The verification method is defined as

research conducted on a particular population or sample with the aim of testing the established hypothesis."

### Results and Discussions

The formulation of the tested hypothesis with a significance level used in this study of 5 percent or  $\alpha = 0.05$  then the results of testing the hypothesis are as follows:

#### F Uji Test

This test was conducted to determine the effect of Green Marketing, Product Knowledge and Brand Personality on Purchasing Decisions simultaneously. Table F is searched at  $\alpha = 5\%$  (0.05). The test results show that  $F_{count} > F_{table}$  (44.461 > 2.80) and significance (0.000 < 0.05) then  $H_0$  is rejected and  $H_a$  is accepted meaning that Green Marketing, Product Knowledge and Brand Personality simultaneously have a significant effect on Purchasing decisions for The Body Shop products.

#### T Uji Test

This test is conducted to determine whether partially the dependent variable has a significant effect on the independent variable. In the t-test sought  $\alpha = 5\%$  (0.05). Based on the t test, the results obtained are:

T table: 0.025 ; 3 = 3,182

- Green Marketing (X1) has a value of  $t_{count} > t_{table}$  which is  $3.840 > 3,182$  and has a significance value of  $0,000 < 0,05$  which means that Green Marketing has a positive and significant direction towards Purchasing Decisions The Body shop product is accepted.
- Product Knowledge (X2) has a value of  $t_{count} < t_{table}$  which is  $1,01 < 3,182$  and has a significance value of  $0,104 > 0,05$  which means that Product knowledge has a negative and insignificant direction on Purchasing Decisions for The Body Shop products so that the hypothesis is not accepted.
- Brand Personality (X3) has a value of  $t_{count} > t_{table}$  which is  $5,083 > 3,182$  and has a significance value of  $0,000 < 0,05$  which means it has a positive and significant direction on Purchasing Decisions for The Body Shop products so that the hypothesis is accepted.

#### Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1. (Constant)	.320	1.005		.319	.751		
TOTAL_X1	.371	.097	.358	3.840	.000	.642	1.557
TOTAL_X2	-.124	.075	-.147	1.661	.104	.713	1.403

TOTAL_X3	.508	.100	.509	5.083	.000	.555	1.801
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In the table, column B constant (a) is 0,320 while the value of X1 is 0,271, the value of X2 is 0,124, the value of X3 is 0,508 so that the regression equation formed is:  
 $Y = 0,320 + 0,371 X1 + 0,124 X2 + 0,508 X3$

#### The Effect of Green Marketing on Purchasing Decisions

The results of this study indicate that Green Marketing (X1) has a positive and significant influence on Purchasing Decisions (Y). It can be interpreted that Green Marketing has a significant effect on Purchasing Decisions.

#### The Effect of Product Knowledge on Purchasing Decisions

The results of this study indicate that Product Knowledge (X2) has a negative and insignificant effect on Purchasing Decisions (Y). It can be interpreted that Product Knowledge has no significant effect on Purchasing Decisions.

#### The Influence of Brand Personality on Purchasing Decision

The results of this study indicate that Brand Personality (X3) has a positive and significant influence on Purchasing Decisions (Y). It can be interpreted that Brand Personality has a significant effect on Purchasing Decisions.

#### Conclusion

Based on the results of the study, it shows that Green Marketing has a positive and partial effect on Purchasing Decisions for The Body Shop products. Corporate responsibility for the environment is an important thing to do, the company provides education through products to consumers and pays attention to environmental aspects that are committed to protecting the environment, will produce positive attitudes from various aspects. Based on the results of the study, it shows that Product Knowledge does not have a positive and partially significant effect on Purchasing Decisions for The Body Shop products.

Because based on the results of the questionnaire consumers do not pay attention to product knowledge but consumers prefer the Brand Personality of The Body Shop products. Based on the results of research, Brand Personality has a partial effect on Purchasing Decisions for The Body Shop products. Because The Body Shop is known by consumers as a product that has an environmentally friendly image of product packaging and natural ingredients used in products.

Considering that Green Marketing has a significant positive influence and contributes significantly to The Body Shop's Product Purchasing Decisions. So the Green Product policy must be considered and improved, also by creating even better products. And the company pays more attention to the purpose of Product Knowledge conveyed to consumers. By conveying Product Knowledge, consumers will pay more attention to skin health conditions and help protect the environment.

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