

Green advertising, green brand image and green awareness for environmental products

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Abstract. The study aims to review the correlation of green advertising, green brand image and customer green awareness on environmentally friendly products. Experiment is conducted to 102 customers of supermarket in Bandung City who have experience on friendly products. The study result is found that green awareness can be improved by implementation of green advertising, it is different case with green brand image that has less attention from customer. It is known that green brand image is not always become the major case in controlling customer behaviour on environmental friendly products.

1. Introduction

Nowadays, customer care for environmental friendly product is more improving in some decades in the world [1], it is caused by the more improving of educational and knowledge level for the impact of conventional product on environment [2]. Those customer cares are described on the pattern of customer consumption for environmental friendly product or it is known by green consumerism [3]. Customer care on environmental friendly product becomes challenge itself for company in fulfilling customer' demand, so company is more careful in offering its product [4].

Finally, customer green awareness becomes target for company in marketing product by taking issue of environmental friendly product [5]. There are some company reasons to take environmental issue in marketing strategy in influencing customer, such as to improve competitive advantage [6]. Because competitive advantage always become the important part in evaluating company performance [7]. Marketing strategy conducted by company like through advertising; by taking attribute on environmental friendly product [8]. The aim of green advertising is to influence customer's knowledge for product offered and guide customer to do those product purchasing [9]. In which it is known that green advertising has impact on customer interest and especially for customer behavior of environmental friendly product, is called by green awareness [1].

Besides green advertising, green brand image from company can give truly the meaning input for customer behavior [10]. It is not infrequently company uses green brand image as business strategy in improving company performance [11], through customer buying interest improvement [12]. Environmental friendly product like organic vegetables in Indonesia, it is truly traded only in Supermarket [13]. It means that environmental friendly product is offered by company in a special place like Supermarket. Supermarket as company obviously needs to construct green brand image from retail through marketing strategy that it takes environmental issue [14]. The aim of those green brand images



is to influence customer in order to product offered can be accepted by customer [15]. Green brand image as part of green marketing strategy [10], it is built by company with the one of final destination is to see new market and improve product value offered [1].

Reviewing from explanation about green brand image, it seems to be important to be reviewed relating to customer behavior, is customer green awareness. Based on customer behavior phenomenon for environmental friendly product, the study focuses on the correlation of customer green awareness through green advertising and green brand image of company. Customer green awareness becomes important to be studied because it relates to the effort of facing global warming issue for the impact of conventional product processing [8], [16].

2. Literature review

2.1. Green advertising

Green advertising relates to company's campaign for product offered [9]. Adopting from Tiwari's opinion [8], it is known that three types of green advertising are product campaign relating to biophysical environment, product campaign relating to green lifestyle, and company campaign relating to environmental responsibility. The campaign conducted giving customer's point of view [17], that in finally it becomes customer perception for product and company [18]. Campaign that is in the right green advertising becomes the edge of company image [19].

Green advertising is company effort in introducing environmental friendly product to customer in order product value to be improved [20]. Furthermore, green advertising is valued by some cases, are pleasant, convincing, believable, and good [21].

2.2. Green brand image

Company uses some marketing strategy like price or product quality, it is conducted in order to improve brand image in customer's view [22]. Its improvement, marketing strategy is collaborated by environmental friendly issue [23], with assumption that it can improve green brand image of company. The impact of Green brand image is known to be able to change customer behavior like buying interest [1] and in other behaviors, the most important thing of customer green awareness for environmental friendly product [5].

Green brand image is formed by a series of customer perception of company that has commitment to environment [15]. It marks that green brand image relates not to only product accessed by customer, but also company behavior on its environment. So company approach in marketing strategy is taking currently the issue of environmental sustainability [24]. Green brand image is known to be measured through some assessments such as benchmark, reputation, performance, concern and trustworthy [10].

2.3. Green awareness

Green marketing is a concept used by company in satisfying customer's needs with observing its impact to environmental sustainability [25]. Implementation of green marketing concept in industry is caused by the improvement of customer care to environmental friendly product, is called green awareness [23]. It has been known that green awareness can be changed through marketing strategy of environmental based, like green advertising [1]. Besides that, green brand image owned by company is very influenced to customer green awareness [15].

Green awareness actually relates to customer's statement for product consumed that it gives positive contribution for themselves and their environment [26]. Today, it can be reviewed from the side of consumer environmental concern, awareness of consumer environmental concern, awareness of green product, awareness of price and awareness of brand image [5].

3. Methods and hypothesis

This experimental research was conducted to customer who had experience towards environmental friendly product in Bandung City. There were 120 customers that were taken randomly for data by

questionnaire. Survey to customer who had bought environmental friendly product in Supermarket, remember some environmental friendly product was on Supermarket like organic vegetables and organic rice. Nowadays, Supermarket in Bandung City has especially adopted some marketing strategies that related to green marketing [13].

3.1. The measurement of research variable

Based on the aim of the research, it was conducted the review of green advertising, green brand image, and green awareness variables. Every variable was measured by some indicators. Green advertising was measured by pleasant, convincing, believable, and good [21]. Green brand image was measured by benchmark, reputation, performance, concern and trustworthy [10]. While green awareness was measured by consumer environmental concern, awareness of green product, awareness of price and awareness of brand image [5].

All of variables were assessed by customer through questionnaire that its value had been determined by grading scale, which was “1” for the value of “strongly disagree” and “6” for the value of “strongly agree”.

3.2. Research hypothesis design

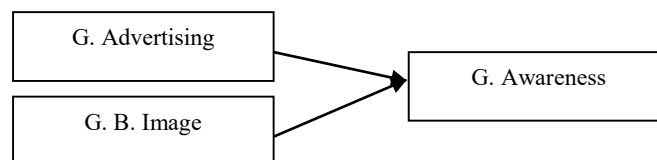


Figure 1. Research model.

Reviewing from research model stated research hypothesis design.

Hypothesis 1. There was influence of green advertising to green awareness

Hypothesis 2. There was influence of green brand image to green awareness

4. Results and discussions

Research result which based on the aim of study conducted experimentally to 120 customers. However, it is obtained valid data questionnaire is about 102, so data processing based on questionnaire data is valid. It is known that 66.5% of respondent data derived from female; remember it is dominated by female to do purchasing of environmental friendly product in Supermarket. Other information from customer is known sufficient level of education which is bachelor degree. It means that the voters of environmental friendly product have had a good educational level. Then, it is conducted the process of data processing with study variable of green advertising, green brand image, and green awareness. Data processing result is known the data on Table 1 and Table 2.

Table 1. Coefficients value.

Var.	Coefficients	T	Sig.
(Constant)	-	6.203	.000
X1	.390	4.196	.000
X2	.132	1.425	.157

Table 2. R square value.

R	R Square	Sig. F Change
.453 ^a	.205	.000

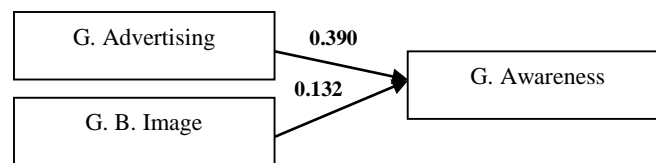


Figure 2. Research result.

It is known research result that green advertising has influence in green awareness; it is better compared than green brand image. According to hypothesis test result, the correlation of green advertising is stated to be significant; it seems from the Sig. value above 0.05, while green brand image does not have significant correlation towards green awareness. However, green advertising and green brand image has significant correlation simultaneously to green awareness, it is marked by Sig.F value Change is above 0.05.

4.1. The improvement of customer green awareness through green advertising implementation

Green advertising is closely related to marketing strategy that conducted by company in order to improve the product value through environmental friendly issue [21]. Those strategies are created by company through convenience of ad serving [20], ad appearance that ensures to customer [1], information from advertising that can be trusted by customer [27], and beneficial value from ads delivered [28]. Actually, all of advertisements done having the impact on customer's view, is on green awareness's behaviour. In which customer care level on environmental friendly product is more improving.

If it is reviewed from respondent's characteristic, it is known that most of them are female who has adequate educational background. It means that information on green advertising has been assessed by customer today, it becomes information can be accepted well and it improves good customer's perception to environmental friendly product. This finding obviously needs to be as important information for marketer, where in trying to improve customer buying interest on organic product can be started with advertising that takes environmental issue. Reviewing of this research finding actually seems to be the same with previous research from Rahim et al. [29] and Rahmi et al. [1], so part of this study completes the previous research.

4.2. The correlation of green brand image and customer green awareness on environmental friendly product

Green brand image is created in company that provides the offering of environmental friendly product [30]. Those images has not been in short time period, but it needs time and company's caution in delivering [31]. In general, brand image that is owned by company can control customer's perception for company [32]. It impacts on customer buying interest [33], even in other customer behaviours which is trust [34]. However, empirical test result conducted to environmental friendly product seems that green brand image cannot control customer behaviour, it is called green awareness. Reviewing from the result of Fig 2 where correlation value of green brand image is very weak. It is different with green advertising.

In green brand image, company develops marketing strategy with the purpose is to get value of benchmark, company reputation, company performance, company concern to environmental friendly product and customer trustworthy [1]. The aim of green brand image improvement is surely to change customer's perception for company to be better. But based on research finding, it seems that green brand image owned by company recently does not impact in the improvement of customer green awareness. It is surely not line with the previous research review from Suki [5] and Mourad et al. [15], it is assumed that the reason is customer's perception of company in this study is not less precise. Where the currently study that becomes case study is Customer of Supermarket, and the determining Supermarket is obviously not pure to sell environmental friendly product [35]. It means that company studied is considered has no brand image for environmental friendly product. So brand image that owned by Supermarket cannot change customer's assessment to environmental friendly product.

Customer behaviour on environmental friendly product is green awareness; it is surely can be controlled by company through the right marketing strategy [36]. At least, in this study is known the factors that can change customer green awareness which is started from customer behaviour for their attitude to environment, the attitude to environmental friendly product, attitude to price, and attitude to brand image of environmental friendly product [1].

5. Conclusions

Nowadays, Green awareness is more improved in the world so the company starts to see marketing strategy that takes environmental friendly product issue, with the aim is to increase customer purchase intention. Actually, marketing strategy like green advertising has ability in changing customer behaviour on green awareness. So some cases that exist on green advertising such as pleasant, convincing, believable, and good for conducted advertising need to become important attention in implementing marketing strategy, besides noticing green brand image of company. However, especially for retail company like Supermarket. Surely, it does not need to put forward of green brand image, remember that research result is stated green brand image in Supermarket cannot change customer green awareness on environmental friendly product.

This study completes the previous research that relates to green advertising, green brand image and green awareness. However, there is limitation of this research. In which some cases which have impact to green awareness is not become review. So it is suggested to next research to review other customer behaviours like green perceived value and green brand attribute. Besides that, it has been known that customer's characteristic has different moderation on green awareness. So the next research will be more attractive to review moderation or mediating from customer's demographic. Because of environmental friendly product has product's character and customer with the different segment.

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