

CHAPTER I

INDTRODUCTION

1.1. Background

Consumers tend to buy products of good quality to meet their needs. Therefore, it is important for every manufacturer to be able to create a product with good quality indicated by the performance of the product. The use of quality raw materials, good production processes, packaging and distribution of products and good quality control will make the company able to provide quality products for consumers.

The company's ability to provide quality products will increase the purchasing intentions of consumers in the products concerned. In addition to quality products, consumer purchase intentions on a product are also determined by consumer awareness of the environment. The phenomenon of environmental damage that is getting worse today is inseparable from the behavior of consumers themselves. The behavior of environmentally unfriendly communities contributes the most to the environmental damage that is happening today. Attention to environmental sustainability changes consumer behavior to be more environmentally friendly in consuming a product. This is indicated by the increasing willingness of people to buy environmentally friendly products as a form of community participation in environmental preservation. The willingness of consumers not to buy products produced in an environmentally unfriendly manner is another form of consumer awareness of the environment.

Departing from this, today more and more companies are changing their orientation to business profits solely through environmentally friendly production and marketing activities. Through this change in orientation, it is expected that the company will proactive participate in environmental sustainability. Some marketing activities are carried out by companies to improve maintaining and improving the quality of the environment, namely by setting aside the profits obtained to finance environmental improvements.

Environmentally oriented products will be highlighted by marketers through perceived brand motivation which is expected to drive consumer motivation to buy company products. Motivation built through perceived brand is expected to signal perceived intrinsic brand motivation and perceived extrinsic brand motivation of a product that can further create a good consumer attitude in the company's products (Hwang et al., 2016). This shows that consumer attitudes in products made environmentally friendly can be stimulated through perceived intrinsic brand motivation and perceived extrinsic brand motivation. To create a good consumer attitude on products, companies can do it through advertisements that highlight issues about environmental friendliness. Peral and Arroyo (2022) in their research also proved that perceived intrinsic brand motivation and perceived extrinsic brand motivation have a real influence on attitudes towards products that use environmentally friendly advertising.

Consumer attitudes on products advertised with environmentally friendly content are also influenced by other factors, namely environmental concern. As explained above that environmental issue have changed the pattern of people's

consumption behavior. Concern for the environment causes more and more people to change the consumption of non-environmentally friendly products to environmentally friendly products. The willingness of consumers to consume environmentally friendly products is built through attitudes to environmentally friendly products. Hwang et al., (2016); Riptiono (2022) provides empirical evidence regarding the influence of environmental concern on attitudes on environmentally friendly products.

At the next stage, a good consumer attitude towards products advertised in an environmentally friendly manner will provide stimulation to increase consumer purchase intent. Onurlubas research (2022) significantly proves the influence of attitudes towards consumer purchasing intentions on environmentally friendly products. This suggests that consumer attitudes are a real predictor of consumer purchasing intentions.

This research is an experimental research where the research model built replicates from previous research conducted by Hwang et al., (2016) entitled "Don't Buy This Jacket: Consumer Reaction Toward Anti-Consumption Apparel Advertisement". At the next stage, the researcher created a fictitious advertisement that signaled environmentally friendly activities. These advertisements are as follows:



Figure 1.1
Brilliant Brand T-shirt Product Ads

From the fictitious advertisements used as experiments in this study, researchers want to test whether perceived brand motivation consisting of perceived intrinsic brand motivation, perceived extrinsic brand motivation, and environmental concern can influence consumer attitudes and purchase intentions on advertisements that contain environmentally friendly issues.

1.2. Problem Formulation

Based on the background of the above problems, researchers formulate problems that will be researched as follows:

1. Does perceived intrinsic brand motivation have an influence on consumer attitudes towards product advertisements that carry environmentally friendly issues?

2. Does perceived extrinsic brand motivation have an influence on consumer attitudes towards product advertisements that carry environmentally friendly issues?
3. Does environmental concern have an influence on consumer attitudes towards product advertisements that carry environmentally friendly issues?
4. Does consumer attitude towards product advertisements that carry environmentally friendly issues have an influence on purchase intention?

1.3. Research Objectives

The objectives to be achieved from conducting this research are as follows:

1. To analyze the influence of perceived intrinsic brand motivation on consumer attitudes towards product advertisements that carry environmentally friendly issues.
2. To analyze the influence of perceived extrinsic brand motivation on consumer attitudes towards product advertisements that carry environmentally friendly issues.
3. To analyze the influence of environmental concern on consumer attitudes towards product advertisements that carry environmentally friendly issues.
4. To analyze the influence of consumer attitudes towards product advertisements that carry environmentally friendly issues on purchase intention.

1.4. Benefits of Research

The results of this study are expected to provide theoretical and practical benefits for several parties as follows:

1. Theoretical Benefits

This research is used to empirically prove the concept of perceived intrinsic brand motivation, perceived extrinsic brand motivation, environmental concern for attitude towards the ads and purchase intention. The results of this study are expected to be used as a reference material for further research on the importance of increasing consumer purchase intentions in the company's products and services.

2. Practical Benefits

a. For Consumer

The results of this study are expected to provide information to consumers about the importance of attention to the environment by consuming products produced in an environmentally friendly manner. The purchase of environmentally friendly products that are carried out means that consumers indirectly participate in protecting the environment from damage due to non-environmentally friendly prosecution processes.

b. For Company

The results of this study are expected to provide information to the company about the importance of marketing strategies related to environmental issues. Through advertisements that raise environmental

issues, it is expected that more and more people are interested in buying the company's products.

1.5. Systematics of Writing

CHAPTER I: INTRODUCTION

This chapter contains the background of the problem, the formulation of the problem, the purpose of research, the benefits of research, and the systematics of writing.

CHAPTER II: LIBRARY REVIEW

In this chapter contains the foundation of the theory, namely about the variables studied. Chapter two is also presented about previous research, research hypotheses and research frameworks.

CHAPTER III: RESEARCH METHODS

This chapter contains research forms, objects, subjects, places and times of research, populations and samples, operational definitions, measurement indicators and scales, data collection methods, research instrument testing methods and data analysis methods.

CHAPTER IV: RESULTS AND DISCUSSIONS

This chapter contains data analysis and discussion of data that has been collected through the dissemination of questionnaires.

CHAPTER V: COVER

This chapter contains the conclusions of research results, major implications, advice and limitations of research