CHAPTER V
CONCLUSION

5.1 Conclusion

Based on the research and findings, it is evident that environmental awareness and sustainability have become critical considerations for both businesses and consumers. Over the past few decades, the rise of global environmental concerns has pushed industries to adopt greener practices, with companies like BASE taking the lead by integrating sustainability into their core operations.

The findings reveal important insights about consumer behavior in the eco-friendly market. Green advertisement, green brand image, and ecological knowledge show significant positive effects on green purchase intention, and green purchase intentions show significant positive effects on green purchase behavior in BASE's case. These elements work together to create a strong foundation for sustainable consumer choices. The study highlights how BASE has effectively used its platform to promote eco-friendly initiatives and build trust through consistent commitment to sustainability practices.

However, the lack of significant impact from green awareness on purchase intentions suggests a gap between environmental consciousness and actual buying decisions. This finding points to potential barriers such as cost concerns or skepticism about green product claims. For businesses aiming to promote sustainable products, this study indicates that success lies not just in raising awareness, but in building a credible green brand image, providing clear ecological information, and maintaining effective green advertising strategies. The findings provide valuable direction for companies seeking to enhance their position in the growing eco-friendly market.

5.2 Managerial Implication

The findings of this study offer valuable insights for businesses targeting Generation Z consumers in the green market. For green brand image development, companies should maintain consistent support for sustainability initiatives and establish

a genuine presence in green communities, similar to BASE's approach. This can be achieved through transparent communication about eco-friendly practices and active participation in environmental initiatives.

Green advertising strategies should be carefully designed to effectively communicate product attributes and raise environmental awareness. Companies in the beauty industry can leverage both traditional and digital platforms to showcase their eco-friendly initiatives and sustainable product features. Marketing campaigns should integrate green messaging that highlights natural ingredients, sustainable packaging, and environmentally responsible production processes. For companies that want to appeal to a younger generation such as Generation Zs, an ad that is personalized, visually appealing, and interactive might be the best way to attract Gen Z customers. As demonstrated by BASE's success, companies should focus on creating authentic green advertisements that resonate with their target audience's environmental values.

While ecological knowledge significantly influences purchase intentions, the gap between green awareness and actual purchasing behavior requires attention. Managers should focus on addressing common barriers such as higher costs, inconvenience, or skepticism about product claims. This could involve providing clear verification of green claims, offering competitive pricing strategies, and making eco-friendly products more accessible. Educational content should go beyond raising awareness to include practical information about product benefits and environmental impact.

The strong link between green purchase intentions and behavior suggests that beauty companies should focus on turning consumer interest into actual sales. This can be achieved by ensuring product availability, providing clear information, and highlighting environmental benefits without compromising quality. Companies should also address concerns like premium pricing by emphasizing value and perhaps offering trial options. Building customer trust is also important to advocate consumer loyalty. Creating engaging content that showcases real results, and environmental impact can help reinforce customers' purchase decisions and encourage repeat buying behavior.

5.3 Research Limitations

This study presents several key limitations that warrant consideration when interpreting its results.

1. Using an online questionnaire as the main method for data collection introduces potential biases. While this method allowed for efficient data gathering, it might have unintentionally excluded people without internet access or those uncomfortable with online surveys, which could affect how well the sample represents the population.
2. The study may not have captured all relevant factors influencing green purchase intentions and behavior. While it examined key variables, others such as price sensitivity, customer product preferences, green trust, and peer influence, which are likely to play important roles in shaping green consumer behavior among Generation Z, were not included. This limitation highlights gaps in the study's scope and may have affected the comprehensiveness of the findings.
3. Another limitation of this study is the inconsistency within the questionnaire, as it was developed from various sources. Some indicators do not directly reference the brand (BASE), which may reduce the precision in capturing respondent opinions. For instance, certain statements could have been refined to better align with the context of the study, highlighting the need for a more cohesive and brand-specific approach to improve the reliability of the findings.
4. The study's R-square results indicate a limitation in the strength of the relationships between the variables. The external variables (green advertisement, green brand image, green awareness, and ecological knowledge) explain only 19.9% of the variance in green purchase intention, while green purchase intention explains just 14.2% of the variance in green purchase behavior. These weak associations suggest that additional or more suitable variables may be required to better understand and predict green purchase behavior.
5. This research provides a snapshot of consumer attitudes and behaviors at a particular point in time. However, perceptions and actions related to environmental issues often change due to current events, policy changes, or media

coverage. A longer-term study could give better insights into how these factors develop over time.

6. A filter question asking whether respondents have seen a green advertisement by BASE should have been included. The absence of this filter question could potentially affect the accuracy of the findings related to green advertisements. Moreover, it may also influence the validity of the results for green brand image, green awareness, and green purchase intention, as these variables are closely connected to advertising exposure. Including this as a filter question would have ensured more reliable data.

5.4 Suggestion for Future Research

Building on the findings and limitations of this study, several avenues for future research can be suggested.

1. Expanding the study to include a wider age range or comparing different generations could give a better understanding of green consumer behavior. This broader approach would help businesses create more focused strategies for different demographic groups.
2. Future studies could explore the role of social media and digital influencers in shaping green purchase intentions and behaviors among Generation Z. Given this generation's high engagement with digital platforms, understanding how these channels influence eco-friendly consumption could offer valuable insights for marketers. Future studies could also explore additional factors such as price sensitivity, customer product preferences, green trust, and peer influence to provide a more detailed understanding of the elements driving green consumer behavior among Generation Z.
3. The finding that green awareness did not significantly influence purchase intentions calls for further investigation. Employing qualitative research methods, such as in-depth interviews or focus groups, could provide nuanced insights into how awareness translates (or fails to translate) into purchase intentions among Generation Z consumers.

4. This finding is based on specific country and brand, cross-cultural studies comparing green consumer behavior among Generation Z in different countries or brand could be studied to reveal how cultural factors influence eco-friendly consumption. These research directions can provide a deeper understanding of green consumer behavior, especially among younger generations, and help create strategies to encourage sustainable consumption and address environmental challenges.

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APPENDIX

APPENDIX 1: Survey Questionnaire

Filter Questions

1. Apakah Anda termasuk ke dalam bagian dari Generasi Z (lahir antara tahun 1997-2012)?
   - Ya
   - Tidak
2. Apakah Anda pernah melakukan pembelian produk skincare BASE?
   - Ya
   - Tidak
3. Apakah Anda familiar terhadap citra BASE sebagai merek ramah lingkungan?
   - Ya
   - Tidak

Data Responden

1. Usia
   - 12-14 tahun
   - 15-17 tahun
   - 18-20 tahun
   - 21-23 tahun
   - 24-27 tahun
2. Jenis kelamin
   - Laki-laki
   - Perempuan
   - Lainnya
3. Pendidikan saat ini
   - SMP/Sederajat
   - SMA/SMK/Sederajat

- Diploma
- Sarjana
- Pascasarjana

4. Pekerjaan
   - Pelajar/Mahasiswa
   - Karyawan Swasta
   - Pegawai Negeri/TNI/POLRI
   - Wiraswasta/Pengusaha
   - Wirausaha
5. Domisili (Provinsi)
6. Frekuensi pembelian produk
   - Lebih dari sekali dalam sebulan
   - Sekali dalam sebulan
   - Beberapa kali dalam setahun
   - Jarang sekali/Kurang dari setahun sekali
7. Produk yg pernah dibeli
   - Skincare (Sunscreen, Serum, Mask, Face Mist)
   - Body Care (Body Lotion)
   - Makeup (Lip Tint, 3 in 1 Lip Cheek Eye, Eyeshadow)

Green Advertisement (GAD)

GAD 1	Iklan hijau meningkatkan pengetahuan saya tentang produk ramah lingkungan.
GAD 2	Saya menikmati menonton iklan hijau.
GAD 3	Iklan hijau mengedukasi pelanggan untuk membuat keputusan pembelian yang tepat.

Green Brand Image (GBI)

GBI 1	Menurut saya BASE adalah salah satu merek skincare yang berkomitmen pada lingkungan.
GBI 2	Menurut saya BASE memiliki reputasi sebagai merek yang berkomitmen terhadap lingkungan.
GBI 3	Menurut saya BASE sukses dalam membuat produk yang ramah lingkungan.
GBI 4	Menurut saya BASE sudah diakui dalam hal kepedulian terhadap lingkungan.
GBI 5	Menurut saya BASE dapat dipercaya dalam komitmennya terhadap lingkungan.

Green Awareness (GAW)

GAW 1	Saya menyadari upaya pelestarian lingkungan yang dilakukan oleh BASE.
GAW 2	Saya pernah melihat beberapa label dan slogan lingkungan milik BASE mengenai produk ramah lingkungan.
GAW 3	Saya dapat mengenali arti slogan lingkungan yang digunakan BASE dalam kampanye pemasarannya.
GAW 4	Saya dapat mengingat beberapa slogan lingkungan yang digunakan BASE dalam kampanye pemasaran.
GAW 5	Jika saya melihat tanda ramah lingkungan pada suatu kemasan, saya akan lebih memilih menggunakannya.

Ecological Knowledge (EK)

EK 1	Menurut saya seseorang perlu memiliki pengetahuan tentang lingkungan.
EK 2	Menurut saya pengetahuan seseorang tentang lingkungan akan mempengaruhi perilakunya terhadap lingkungan.
EK 3	Menurut saya pengetahuan seseorang tentang lingkungan akan membawa pada pengetahuan tentang produk hijau.
EK 4	Menurut saya konsumen dengan pengetahuan lingkungan yang lebih tinggi memiliki niat pembelian produk hijau yang lebih tinggi.

Green Purchase Intention (GPI)

GPI 1	Saya menghindari membeli produk skincare merek lain yang berpotensi membahayakan lingkungan.
GPI 2	Saya telah mengubah pemakaian merek skincare saya karena alasan lingkungan.
GPI 3	Ketika harus memilih antara dua produk skincare serupa, saya memilih yang lebih ramah lingkungan.
GPI 4	Saya berusaha keras untuk membeli skincare yang terbuat dari bahan ramah lingkungan.

Green Purchase Behavior (GPB)

GPB 1	Saya merasa telah membantu melestarikan lingkungan saat menggunakan produk BASE.
GPB 2	Saya merasa lebih nyaman menggunakan produk BASE daripada produk skincare lain.
GPB 3	Saya akan membeli kembali produk BASE setelah pembelian pertama.
GPB 4	Saya akan merekomendasikan produk BASE kepada teman dan keluarga saya.

APPENDIX 2: Validity and Pilot Test Result

Green Advertisement

Correlations

		GAD.1	GAD.2	GAD.3	GAD
GAD.1	Pearson Correlation	1	,394*	,379*	,697**
	Sig. (2-tailed)		,031	,039	,000
	N	30	30	30	30
GAD.2	Pearson Correlation	,394*	1	,401*	,785**
	Sig. (2-tailed)	,031		,028	,000
	N	30	30	30	30
GAD.3	Pearson Correlation	,379*	,401*	1	,817**
	Sig. (2-tailed)	,039	,028		,000
	N	30	30	30	30
GAD	Pearson Correlation	,697**	,785**	,817**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,641	3

Green Brand Image

Correlations

		GBI.1	GBI.2	GBI.3	GBI.4	GBI.5	GBI
GBI.1	Pearson Correlation	1	,479**	,401*	,432*	,202	,739**
	Sig. (2-tailed)		,007	,028	,017	,284	,000
	N	30	30	30	30	30	30
GBI.2	Pearson Correlation	,479**	1	,456*	,416*	,226	,736**
	Sig. (2-tailed)	,007		,011	,022	,229	,000
	N	30	30	30	30	30	30
GBI.3	Pearson Correlation	,401*	,456*	1	,631**	,060	,748**
	Sig. (2-tailed)	,028	,011		,000	,753	,000
	N	30	30	30	30	30	30
GBI.4	Pearson Correlation	,432*	,416*	,631**	1	,171	,770**
	Sig. (2-tailed)	,017	,022	,000		,365	,000
	N	30	30	30	30	30	30
GBI.5	Pearson Correlation	,202	,226	,060	,171	1	,462*
	Sig. (2-tailed)	,284	,229	,753	,365		,010
	N	30	30	30	30	30	30
GBI	Pearson Correlation	,739**	,736**	,748**	,770**	,462*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,010	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,730	5

Green Awareness

Correlations

		GAW.1	GAW.2	GAW.3	GAW.4	GAW.5	GAW
GAW.1	Pearson Correlation	1	,340	,352	,480**	,361	,707**
	Sig. (2-tailed)		,066	,057	,007	,050	,000
	N	30	30	30	30	30	30
GAW.2	Pearson Correlation	,340	1	,568**	,314	,032	,731**
	Sig. (2-tailed)	,066		,001	,091	,868	,000
	N	30	30	30	30	30	30
GAW.3	Pearson Correlation	,352	,568**	1	,439*	,134	,776**
	Sig. (2-tailed)	,057	,001		,015	,480	,000
	N	30	30	30	30	30	30
GAW.4	Pearson Correlation	,480**	,314	,439*	1	,160	,703**
	Sig. (2-tailed)	,007	,091	,015		,400	,000
	N	30	30	30	30	30	30
GAW.5	Pearson Correlation	,361	,032	,134	,160	1	,434*
	Sig. (2-tailed)	,050	,868	,480	,400		,017
	N	30	30	30	30	30	30

GAW	Pearson Correlation	,707**	,731**	,776**	,703**	,434*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,017	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,698	5

Ecological Knowledge

Correlations

		EK.1	EK.2	EK.3	EK.4	EK
EK.1	Pearson Correlation	1	,529**	,094	,186	,603**
	Sig. (2-tailed)		,003	,622	,324	,000
	N	30	30	30	30	30
EK.2	Pearson Correlation	,529**	1	,175	,267	,701**
	Sig. (2-tailed)	,003		,355	,153	,000
	N	30	30	30	30	30

EK.3	Pearson Correlation	,094	,175	1	,591**	,687**
	Sig. (2-tailed)	,622	,355		,001	,000
	N	30	30	30	30	30
EK.4	Pearson Correlation	,186	,267	,591**	1	,774**
	Sig. (2-tailed)	,324	,153	,001		,000
	N	30	30	30	30	30
EK	Pearson Correlation	,603**	,701**	,687**	,774**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,641	4

Green Purchase Intention

Correlations

		GPI.1	GPI.2	GPI.3	GPI.4	GPI
GPI.1	Pearson Correlation	1	,330	,392*	,356	,747**
	Sig. (2-tailed)		,075	,032	,054	,000
	N	30	30	30	30	30
GPI.2	Pearson Correlation	,330	1	,460*	,235	,789**
	Sig. (2-tailed)	,075		,010	,212	,000
	N	30	30	30	30	30
GPI.3	Pearson Correlation	,392*	,460*	1	,018	,668**
	Sig. (2-tailed)	,032	,010		,923	,000
	N	30	30	30	30	30
GPI.4	Pearson Correlation	,356	,235	,018	1	,536**
	Sig. (2-tailed)	,054	,212	,923		,002
	N	30	30	30	30	30
GPI	Pearson Correlation	,747**	,789**	,668**	,536**	1
	Sig. (2-tailed)	,000	,000	,000	,002	
	N	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,632	4

Green Purchase Behavior

Correlations

		GPB.1	GPB.2	GPB.3	GPB.4	GPB
GPB.1	Pearson Correlation	1	,695**	,401*	,315	,812**
	Sig. (2-tailed)		,000	,028	,090	,000
	N	30	30	30	30	30
GPB.2	Pearson Correlation	,695**	1	,249	,277	,749**
	Sig. (2-tailed)	,000		,185	,138	,000
	N	30	30	30	30	30
GPB.3	Pearson Correlation	,401*	,249	1	,302	,637**
	Sig. (2-tailed)	,028	,185		,104	,000
	N	30	30	30	30	30
GPB.4	Pearson Correlation	,315	,277	,302	1	,705**
	Sig. (2-tailed)	,090	,138	,104		,000
	N	30	30	30	30	30
GPB	Pearson Correlation	,812**	,749**	,637**	,705**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

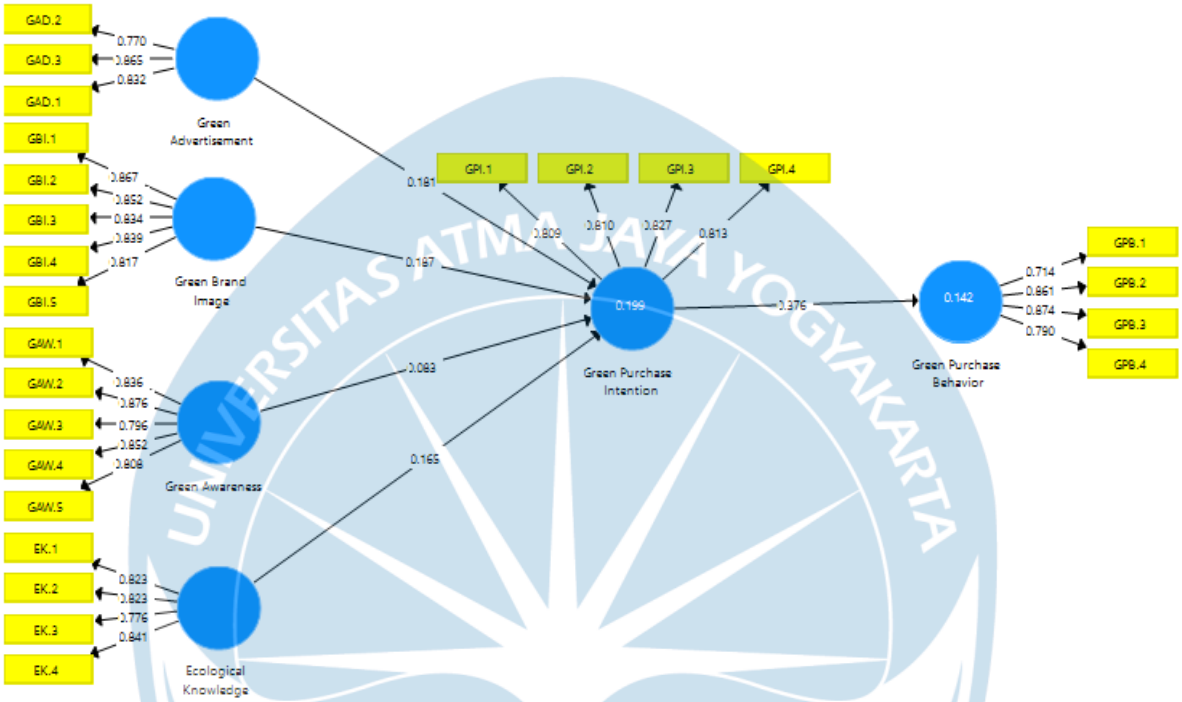
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,691	4

APPENDIX 3: Survey Result

PLS Algorithm



Loading Factor

	Ecological Kno...	Green Advertis...	Green Awaren...	Green Brand I...	Green Purchas...	Green Purchas...
EK.1	0.823					
EK.2	0.823					
EK.3	0.776					
EK.4	0.841					
GAD.2		0.770				
GAD.3		0.865				
GAW.1			0.836			
GAW.2			0.876			
GAW.3			0.796			
GAW.4			0.852			
GAW.5			0.808			
GBI.1				0.867		
GBI.2				0.852		
GBI.3				0.834		
GBI.4				0.839		
GBI.5				0.817		
GPB.1					0.714	

GPB.2					0.861	
GPB.3					0.874	
GPB.4					0.790	
GPI.1						0.809
GPI.2						0.810
GPI.3						0.827
GPI.4						0.813
GAD.1		0.832				

AVE, Reliability

	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Ecological Kno...	0.835	0.860	0.889	0.666
Green Advertis...	0.764	0.787	0.863	0.678
Green Awareness	0.892	0.917	0.919	0.696
Green Brand I...	0.898	0.907	0.924	0.709
Green Purchas...	0.834	0.903	0.885	0.660
Green Purchas...	0.832	0.833	0.888	0.664

Fornell-Lacker Criterion

	Ecological Kno...	Green Advertis...	Green Awaren...	Green Brand I...	Green Purchas...	Green Purchas...
Ecological Kno...	0.816					
Green Advertis...	0.388	0.823				
Green Awareness	0.286	0.230	0.834			
Green Brand I...	0.401	0.314	0.448	0.842		
Green Purchas...	0.420	0.341	0.319	0.354	0.812	
Green Purchas...	0.334	0.322	0.255	0.347	0.376	0.815

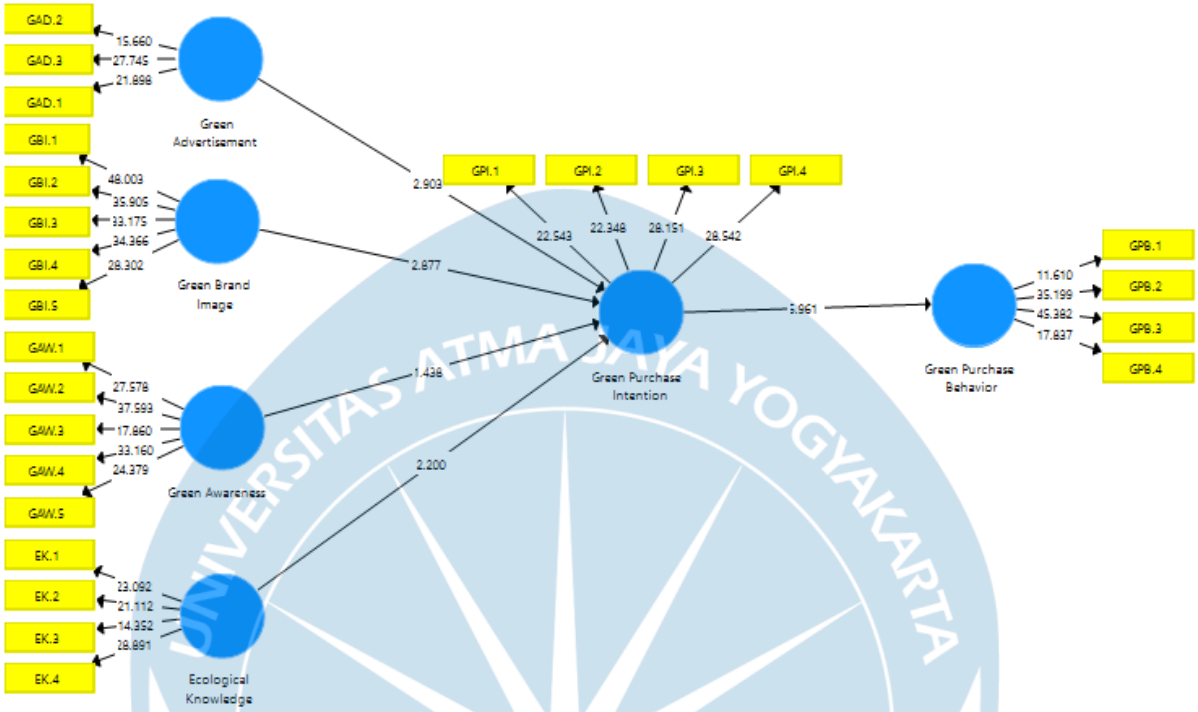
Cross Loadings

	Ecological Kno...	Green Advertis...	Green Awaren...	Green Brand I...	Green Purchas...	Green Purchas...
EK.1	0.823	0.377	0.250	0.348	0.319	0.283
EK.2	0.823	0.263	0.160	0.321	0.333	0.235
EK.3	0.776	0.223	0.251	0.371	0.203	0.203
EK.4	0.841	0.365	0.264	0.291	0.458	0.335
GAD.2	0.293	0.770	0.195	0.212	0.243	0.223
GAD.3	0.369	0.865	0.188	0.310	0.359	0.311
GAW.1	0.116	0.185	0.836	0.282	0.219	0.179
GAW.2	0.296	0.247	0.876	0.409	0.352	0.248
GAW.3	0.273	0.186	0.796	0.389	0.263	0.151
GAW.4	0.290	0.191	0.852	0.399	0.292	0.262
GAW.5	0.189	0.139	0.808	0.378	0.173	0.187
GBI.1	0.329	0.228	0.350	0.867	0.304	0.256
GBI.2	0.301	0.202	0.392	0.852	0.325	0.285
GBI.3	0.338	0.268	0.362	0.834	0.246	0.268
GBI.4	0.402	0.315	0.417	0.839	0.390	0.356
GBI.5	0.296	0.293	0.349	0.817	0.193	0.271
GPB.1	0.207	0.191	0.209	0.247	0.714	0.167
GPB.2	0.426	0.286	0.260	0.294	0.861	0.334
GPB.3	0.361	0.345	0.290	0.352	0.874	0.402
GPB.4	0.314	0.235	0.267	0.225	0.790	0.229
GPI.1	0.317	0.245	0.161	0.262	0.284	0.809
GPI.2	0.266	0.269	0.151	0.302	0.266	0.810
GPI.3	0.266	0.250	0.256	0.284	0.340	0.827
GPI.4	0.243	0.286	0.255	0.282	0.330	0.813
GAD.1	0.287	0.832	0.190	0.241	0.221	0.250

R-square

	R Square	R Square Adjus...
Green Purchas...	0.142	0.138
Green Purchas...	0.199	0.187

Bootstrapping



Direct Effect

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O/...	P Values
Ecological Kno...	0.165	0.170	0.071	2.308	0.021
Green Advertis...	0.181	0.184	0.062	2.911	0.004
Green Awarene...	0.083	0.089	0.057	1.449	0.148
Green Brand I...	0.187	0.188	0.061	3.082	0.002
Green Purchas...	0.376	0.382	0.064	5.850	0.000

APPENDIX 4: Data Analysis

No respon	Green Advertisement (GAD)			Green Brand Image (GBI)					Green Awareness (GAW)					Ecological Knowledge (EK)				Green Purchase Intention (GPI)				Green Purchase Behavior (GPB)			
	GAD.1	GAD.2	GAD.3	GBI.1	GBI.2	GBI.3	GBI.4	GBI.5	GAW.1	GAW.2	GAW.3	GAW.4	GAW.5	EK.1	EK.2	EK.3	EK.4	GPI.1	GPI.2	GPI.3	GPI.4	GPB.1	GPB.2	GPB.3	GPB.4
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257	5	4	4	5	5	5	5	4	5	3	4	4	5	5	4	4	5	5	3	4	4	5	3	5	4
258	4	5	4	4	5	5	5	3	5	5	5	5	4	5	5	4	4	5	5	5	5	5	5	4	5
259	4	4	5	5	4	5	4	5	4	5	4	4	5	5	4	4	5	4	5	4	5	5	4	5	5
260	4	5	4	4	5	5	4	4	4	4	5	4	5	5	5	4	5	4	5	4	4	5	4	4	4
261	4	5	4	4	4	5	4	5	4	5	4	5	4	4	4	5	4	5	4	5	5	4	5	4	5
262	5	5	4	5	4	4	2	4	5	5	4	2	5	5	4	4	1	5	4	4	4	5	4	2	5
263	4	5	4	4	4	5	4	4	5	4	5	5	4	4	5	4	4	5	4	4	5	4	5	4	4
264	5	4	5	4	5	4	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	4	5	5	4
265	4	5	4	5	4	5	4	4	4	5	4	5	5	4	5	5	4	4	4	5	4	4	5	4	4
266	4	5	4	5	4	4	5	4	4	5	4	5	4	4	5	4	4	4	5	4	5	5	4	4	5

APPENDIX 5: Main Journal Reference

Green Brand Image Relation Model, Green Awareness, Green Advertisement, and Ecological Knowledge as Competitive Advantage in Improving Green Purchase Intention and Green Purchase B...

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Green brand image, green awareness, green advertisement, and ecological knowledge in improving green purchase intention and green purchase behavior on creative industry products

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ABSTRACT

The study tried to analyze and determine 1) the effect of green brand image on green purchase intention, 2) effect of green awareness on green purchase intention, 3) the effect of green advertisement on green purchase intention, 4) the effect of ecological knowledge on green purchase intention, and 5) the effect of green purchase intention on green purchase behavior. Explanatory research was done with a survey explanatory research methods and quantitative research, with the population of consumers Bukittinggi with 150 respondents collected using accidental sampling with questionnaires, analyzed by descriptive statistics and Structural Equation Model. It shows ecological knowledge affects green purchase intention, but the green brand image, green awareness, and green advertisement have no effect on the increase in the green purchase intention. Green purchase intention can increase in consumer green purchase behavior. It implies that the creative industry should continue to improve the quality and knowledge of the consumer, so the competitive advantage will be achieved.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui 1)pengaruh green brand image terhadap green purchase intention, 2) pengaruh green awarness terhadap green purchase intention, 3) pengaruh green advertisement terhadap green purchase intention, 4) pengaruh ecological knowledge terhadap green purchase intention, dan 5) pengaruh green purchase intention terhadap green purchase behavior. Jenis penelitian explanatory research dengan metode survey explanatory dan penelitian kuantitatif dengan populasi konsumen green product dari industri kreatif di Bukittinggi. Terdapat 150 responden, diambil dengan accidental sampling, dan dianalisis dengan statistik deskriptif Stuctural Equation Model. Hasilnya menunjukkan bahwa ecological knowledge berpengaruh pada green purchase intention, namun green brand image, green awareness, serta green advertisement tidak berpengaruh terhadap peningkatan green purchase intention. Green purchase intention meningkatkan green purchase behavior. Implikasinya, Industri kreatif harus terus meningkatkan kualitas serta pengetahuan dari konsumen, sehingga keunggulan bersaing akan diraih.

1. INTRODUCTION

Entering the 21st century, the environment that used to be easily controlled, it turns into an uncontrollable environment with its hospitality. Global warming becomes widespread by every individual and organization. It is the battery of inadequate individual capability in maintaining the environment. This is due to being difficult to implement energy-saving movements, air pollution from vehicle burning remains, and the opening of green space as oxygen fields. All are now coupled with forest burning issues in the tropics that cause smoke everywhere. According to Novandari (2011) in the last three decades, environmental awareness of consumers has increased dramatically. This increase in consumer awareness has a great impact

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on consumer behavior. The trend is the growing number of environmentally conscious society groups known as green consumer.

Due to the increased public awareness, it is important to present a challenge to the product provider companies to provide assurance that their products are safe for consumers and friendly and harmless to the environment. In this case, consumers also require marketers to be more careful in making decisions involving the environment (Primary 2014). The company should apply green marketing strategy as a competitive advantage.

Chen (2008a) said there are 5 reasons why companies have done green marketing using green opportunity, improving company image, increasing product value, increasing competitive advantage, and following environmental trends. For example, in Indonesia, the development of green marketing is slow, but based on a survey conducted by AC Nielsen for some countries including Indonesia showed that consumers have a great concern on environmental issues. This can be seen through the go-green campaign that has been done in several cities in Indonesia (Hatane et al. 2012)

Recently, the world has entered the fourth wave in the industrial world. It is the wave of creative economy industry. This is created with a variety of perceived creativity can be sold globally. In the advanced countries of the creative industry have long been realized, that they cannot rely on industry alone without creative human resources to create ideas for opportunities to market. The development of creative industries in Indonesia, annually, began to increase the energy absorption reaches 90% (in http://pacitandeal.com). To face the MEA, Indonesia should increase the number of entrepreneurs with their own competitive advantage. They sets them apart from other competing products. The implementation of green marketing strategy can be as a competitive advantage by being creative to offer the products to the consumer. Many creative industries are, now, also paying attention to the concept of green marketing as a competitive advantage.

Based on the theory of green marketing constraints, it can be estimated that not all firms have enough ability to implement green marketing strategy. Thus, creative industries must integrate green marketing concepts into routine marketing activities so that they can succeed to overcome the many problems that arise in market. Looking at the pessimism of big companies, it also impacts the creative industries that in adopting this green marketing strategy, they assume that big companies are not able to do green marketing strategy, let alone creative industries that are only in a small scale. However, the creation of products from used or recyclable plastic product packaging is one of the manifestations of the implementation of green marketing strategy by the Creative Industry. Yet, the activities like this should be encouraged to raise awareness of the creative industries and consumers.

The cases above can be addressed answered through a study by developing a research framework using variables that affect the green purchase intention of a consumer, namely green brand image, green awareness, green advertisement and ecological knowledge. Green purchase intention can lead to green purchase behavior (Rizwan et al. 2014, Akbar et al. 2014, Deghanan & Bakhshandeh 2014).

For further developments, this study attempts to examine how the green brand image impacts the green purchase intention on creative industry consumers, while also examining the extent of green awareness effects on green purchase intention on creative industrial products. This study also attempts to examine the effect of green advertisement on Green purchase intention on creative industrial products. Besides that, it also examines the effect of ecological knowledge on green purchase intention as well as the effect of green purchase intention on green purchase behavior on creative industrial products in Bukittinggi.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Green Product and Green Marketing

Ottman et al. (2006) said that green marketing is the consistency of all activities that design services and facilities for the satisfaction of human needs and wants, with no impact on the natural environment. In terms of the factors in green marketing, Dharmmesta (2010) in Atmoko & Setyawan (2013), suggested that green marketing generally involves three main factors as the following.

1. The development of products with production and use have less environmental damage intensity than previous versions of the products.
2. Development of products that have a positive impact on the environment.
3. The unification of purchases of products with organizations or environmental events.

Green Purchase Intention and Green Purchase Behavior

Intention is defined as a specific goal to be achieved by consumers in performing an action. Green purchase intention is the desire or interest of consumers to consume products or services that have little im-

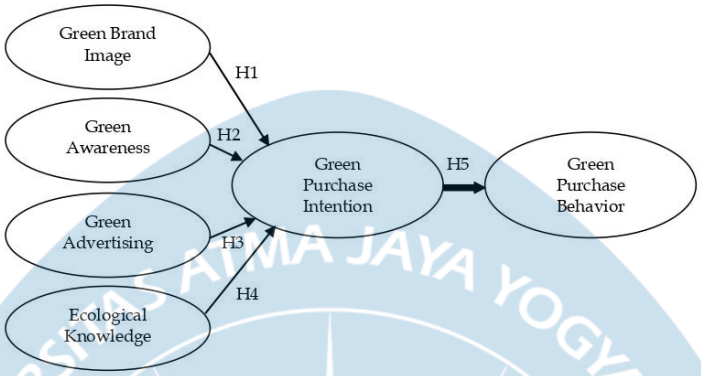

Figure 1
Research Model

Source: Adapted from Ridwan et al. (2014), Akbar et al. (2014), Deghanan & Bakshandeh (2014).

pact on the environment. This means that there is a desire from consumers to consume products or services that are not harmful or environmentally harmful (Akbar et al. 2014). In addition, green purchase behavior is extracted as an act whereby consumers consume products that give benefit to the environment and respond to care for the environment (Lee 2009 in Deghanan and Bakhshandeh 2014).

Green Brand Image, Green Awareness, Green Advertisement, and Ecological Knowledge

Green brand image is defined as a set of perceptions in the consumers' minds that they continue to commit to care for the environment (Chen 2008). According to Rizwan et al. (2014), green awareness is expressed as a consciousness possessed by a consumer that consuming green product would contribute to give good value to the environment. In addition, green advertisement is to be informed that the product has been oriented towards environmentally friendly products and invites consumers to consume the product (Rizwan et al. 2014). Yet, the purpose of ecological knowledge is an understanding of the environment by consumers (Rizwan et al. 2014).

The Development of Hypotheses and Research Models

According to Sekaran (2006) the hypothesis is defined as a logically expected relationship between two or more variables expressed in the form of a descriptive statement. There are 5 hypotheses that measure the relationship between variables.

A study conducted by Rizwan et al. (2014) shows that green awareness has a positive effect on the increase of green purchase intention. The result of previous research, the hypothesis 1 is as follows:

Hypothesis 1: Green awareness affects positively the green purchase intention for the consumers of green product of creative industries.

A study done by Wu and Chen (2014) found that there was a positive relationship between green brand image and green purchase intention (Rizwan et al. 2014) in his research found the same thing. Wang (2014) also found that the influence of green brand image on the green purchase intention. So from the results of some previous research is found hypothesis 2 namely:

Hypothesis 2: Green brand image has positive effect an on green purchase intention on green product consumer of the creative industry.

Research conducted by Rizwan et al. (2014) states that green advertising affects the consumer's green purchase intention. Thus, based on the results of previous research is found hypothesis 3 is stated as follows:

Hypothesis 3: Green advertising has a positive effect on green purchase intention and consumer green product creative industries.

Research conducted by Akbar et al. (2014) found that the ecological knowledge of a consumer to the environment has a positive effect on the increase of green purchase intention. So from the results of this previous research hypothesis 4 is stated as follows:

Hypothesis 4: Ecological knowledge has a positive effect on green purchase intention consumer of creative industry products

The previous research was conducted by Beckford et al. (2010), and also Chan (2001) the relation-

Table 1
Research Instruments

Variables	Indicators	Source
Green Brand Image	Brand from green product Creative industry as a benchmark committed to environmentally-friendly The reputation of green brands is handled professionally. Green brand successfully achieve environmental performance Green brand care about the environment Green brand keeping promises on the environment	Rizwan et al. (2014)
Green Awareness	Realize that the existence of product efforts to maintain the environment See environmental label from the product Understand the meaning of the environmental slogans provided by the product Can remember the environmental symbols that exist in the product When you find a product labeled care about the environment then they will consume it	Rizwan et al. (2014)
Green Advertisement	There is a green advertisement to increase knowledge about green product Feel comfortable with green product ads Green advertisement guides consumers in deciding to buy products	Rizwan et al. (2014)
Ecological Knowledge	It takes knowledge of the environment Environmental knowledge affects reforestation Knowledge of the environment will lead to knowledge of the green product Consumers with high environmental knowledge will increase buying interest in the green product	Adapted from the concept of Arbuthnot & Lingg 1975 (Akbar et al. 2014)
Green Purchase Intention	Interested in consuming creative industry products because of their concern for the environment Expect to consume creative industry products in the future due to their environmental performance Overall it is a pleasure to consume creative industries products for being environmentally friendly	Adapted from the concept of Chang & Chen 2008 (Chen & Chang 2012)
Green Purchase Behavior	Always buy environmentally friendly products from the creative industry Always buy eco-labeled products from the creative industry Always buy products that are not tested on animals Always buy products that contain no or little use of chemicals When buying a product always look at the environmentally friendly label Always in favor of trade justice Always buy recycled products from the creative industry.	Adapted from the concept of Lee 2009 (Deghanan & Bakhshandeh 2014)

ship between green purchase intention and green purchase behavior. Research was also conducted by Deghanan and Bakhshandeh (2014), wherein his research found that the increase of green purchase intention also increases green purchase behavior. So from the results of this previous research hypothesis 5 is stated as follows:

Hypothesis 5: Green purchase intention has a positive effect on green purchase behavior of the consumer products.

This research was developed from previous research. To facilitate this research, a conceptual framework was established as a research model such as Figure 1.

3. RESEARCH METHOD

This study was conducted to obtain a proven explanation of (1) the effect of green brand image on green purchase intention, (2) green awareness effect on green purchase intention, (3) green advertisement has an effect on green purchase intention, (4) the effect of ecological knowledge on green purchase intention, (5) the effect of green purchase intention on green purchase behavior of green

Table 2
Results of Outer Loading

	Ecological Knowledge	Green Awareness	Green Advertisement	Green Brand Image	Green Purchase Behavior	Green Purchase Intention
EK1	0.797788					
EK2	0.748821					
EK3	0.808251					
EK4	0.772026					
GA1		0.757091				
GA2		0.690533				
GA3		0.621980				
GA4		0.592470				
GA5		0.738987				
GAd1			0.911014			
GAd2			0.877792			
GAd3			0.861486			
GBI1				0.750601		
GBI2				0.841737		
GBI3				0.767769		
GBI4				0.821669		
GPB1					0.818822	
GPB2					0.846214	
GPB3					0.657661	
GPB4					0.682046	
GPB5					0.749138	
GPB6					0.665188	
GPB7					0.592922	
GPI1						0.851261
GPI2						0.806905
GPI3						0.825443

product consumer in creative industry in Bukittinggi (see Table 1 in detail).

The research was conducted using Management Science approach that is especially marketing management and consumer behavior. The type of research is verifying because this study aims to test to determine the clarity of the relationship of a variable (testing the hypothesis) through data collection in the field. It uses a survey method with the sample from the population by using questionnaire as the main data collection. It is an explanatory survey with the type of investigation of causality that aims to explain the relationship between variables. And, the time horizon is cross sectional that reflects the situation at a certain moment in 2016. The unit of analysis is the consumer who consumes green product from the - the creative industry. The number of samples from this research is 150 respondents who consume green product of creative industry in Bukittinggi, West Sumatera Province, Indonesia. The instruments were adapted from Rizwan et al. (2014), Akbar et al. (2014), Chen and Chan (2012), and Deghanan and Bakhshandeh 2014.

4. DATA ANALYSIS AND DISCUSSION

Characteristics of the Respondents

Characteristic of consumer of green product of creative industry is dominated by female group (73.3%). This is because of the nature of women who like to shop. Based on the age of green product consumers, they were dominated by respondents aged between 20-29 years (33.3%). this is because the age of 20-29 years is the age of adults where they can make good decisions to use or buy a product.

Based on the marital status of the respondents, they were dominated by unmarried respondents (99.3%). This means that unmarried respondents have no great responsibility to the family. thus, they do not consider other people in deciding to buy the product. However, married respondents tend to consider many things in product purchasing decisions. Besides themselves, they should also consider their family members in deciding to buy the product. Be aware of the education of green product respondents, they are dominated by those with high school education (53.3%). This is because the level of education will affect consumer buying

Table 3
Cross Loading Result

	Ecological Knowledge	Green Awareness	Green Advertisement	Green Brand Image	Green Purchase Behavior	Green Purchase Intention
EK1	0.797788	0.409136	0.507392	0.209254	0.418154	0.564140
EK2	0.748821	0.514403	0.457567	0.258718	0.477555	0.469830
EK3	0.808251	0.369688	0.302440	0.173174	0.418682	0.599422
EK4	0.772026	0.394494	0.396646	0.204346	0.313371	0.631361
GA1	0.476445	0.757091	0.505539	0.562350	0.416704	0.421444
GA2	0.301953	0.690533	0.468448	0.373382	0.512736	0.241727
GA3	0.255994	0.621980	0.417895	0.399898	0.358427	0.182363
GA4	0.101015	0.592470	0.343498	0.320717	0.365340	0.201700
GA5	0.484668	0.738987	0.550571	0.313471	0.559356	0.451509
GAd1	0.510095	0.624015	0.911014	0.492700	0.563598	0.440817
GAd2	0.424726	0.607863	0.877792	0.472259	0.529548	0.375799
GAd3	0.453637	0.583290	0.861486	0.409207	0.555131	0.461006
GBI1	0.203702	0.359431	0.349237	0.750601	0.296340	0.172123
GBI2	0.285983	0.545570	0.507408	0.841737	0.453681	0.295229
GBI3	0.117617	0.437754	0.385227	0.767769	0.296172	0.064198
GBI4	0.165208	0.453076	0.368472	0.821669	0.340808	0.248377
GPB1	0.311300	0.544498	0.503322	0.442750	0.818822	0.433414
GPB2	0.362933	0.571459	0.567706	0.397992	0.846214	0.406977
GPB3	0.196434	0.366330	0.335293	0.176274	0.657661	0.243604
GPB4	0.279590	0.359071	0.408201	0.154916	0.682046	0.273974
GPB5	0.311506	0.456590	0.461518	0.343443	0.749138	0.214759
GPB6	0.645823	0.522628	0.472573	0.401356	0.665188	0.496655
GPB7	0.268585	0.367470	0.273177	0.222909	0.592922	0.189675
GPI1	0.669508	0.426061	0.453830	0.267681	0.403761	0.851261
GPI2	0.506181	0.425929	0.355289	0.181395	0.344486	0.806905
GPI3	0.623167	0.366701	0.389332	0.259026	0.470230	0.825443

decisions. So, the higher the level of education, the higher the pattern of thinking to decide to buy a product. In addition, SMU graduates dominate respondents because the level of recent education figures in West Sumatra province is low.

Based on the work of the respondents, they are dominated by students (46.7%) because they get additional knowledge from school/campus regarding the identification of purchasing decision of green product. However, for respondents who work like self-employed, private employees, civil servants, and housewives, also dominate in using green product. In addition, based on the income of the respondents, they are dominated by those who earn more than Rp 500,000 (61.3%) and up, this is because the income consumers will decide to buy a quality product to meet their needs. In addition, green product consumers are those who already have a producer so as not to charge others if they want to maintain and keep the environment.

Testing the Measurement Model

There are two kinds of validity test: first it is the convergent validity that relates to the principle that the measurement of a construct should be highly correlated. Convergent validity test is seen from loading factor value between 0.5 - 0.7 and AVE value (average variance extracted) big from 0.5. The discriminate validity relates to the principle that different construct sizes should not be highly correlated. Second, discriminate validity is measured by cross loading value, which is greater than other variables (Chin 1998; Jogiyanto & Abdillah 2009). The result is shown in Table 2.

Table 3 and Figure 2 shows the convergent validity, where some indicators of all outer loading values of each indicator are valued above 0.5 so it can be said to be valid. Then in Table 3, it can be seen that discriminates validity illustrates that all items in the intended construct have a greater cross loading value than the other cross loading values of the construct. This indicates that all items are valid.

Reliability Test

The reliability test is performed to prove the accuracy. In SmartPLS, reliability test is seen from the

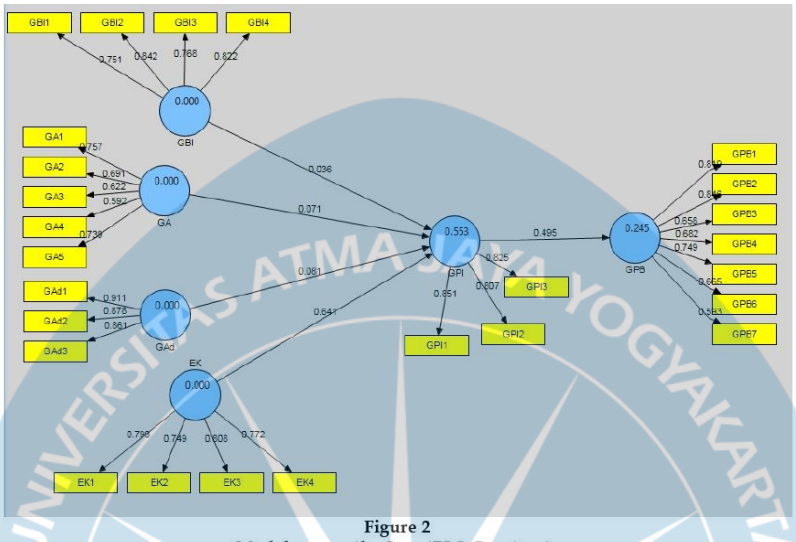

Figure 2
Model among the SmartPLS Constructs

value of Composite Reliability and Cronbachs Alpha of 0.7 (Chin 1998; Jogiyanto & Abdillah 2009). In Table 4, there is a composite reliability at the output where the value of composite reliability for all collisions is above 0.70. This means that all constructs on the model meet the criteria (reliable). Then, the alpha Cronbachs value in Table 4 is also above 0.7. Therefore, it can be concluded that all constructs have good reliability

Testing the Structural Model (Inner Model)
Evaluation of structural model or inner model is aimed to predict the relationship between latent variables. Inner models are evaluated by looking at the magnitude of the percentage variance described by looking at the value of R-squares for construct endogenous latent variables (Chin 1998; Jogiyanto & Abdillah 2009).

Testing Model (R- Square)
After all constructs in the model meet the criteria outer model, then the next tested the structural model (inner model) is evaluated by looking at the value of R2 on the dependent variable and path coefficient parameters (path coefficient parameters).

From the result of equation model in Table 5, it obtained R Square value for green purchase behavior variable equal to 0.244944. This means that the value indicates that the rest is influenced by other factors of green purchase behavior. This can also be explained by the green purchase intention variable of 24.4% and the rest is influenced by other factors not described in this study. In green purchase intention variable, there is a value of 0.553248 or 55.3%. This can be explained by the variables of ecological knowledge, green awareness, green advertisement, and green brand image not described in this study.

Testing the Hypotheses (t-statistic) and Discussion
To test the hypothesis and test the research model, this research uses Structural Equation Modeling (SEM) analysis with the help of SmartPLS version 2.0 software. The results of this analysis can answer what has been formulated in this research. Furthermore, this study also obtained the path coefficient so that can know the relationship and the influence of certain independent variables with de pendent variable. A hypothesis is accepted if the value of T count > T table, with the terms of degree of freedom (df) = n-2 (Ghozali 2013).
Hypothesis 1 : Green awareness has a positive effect on green purchase intention.

Based on Table 6, it is obtained that the t-counted of 0.67800. The t-counted (0.678008) < t-table (1.65521) then H1 is rejected. This means that the variable of green awareness partially has no significant effect on green purchase intention. The value of original sample estimate is positive that is equal to 0.071124 indicating that direction of relationship between green awareness with green purchase intention is positive. The test for hypothesis 1

Table 4
Composite Reliability and Cronbachs Alpha

	Composite Reliability	Cronbachs Alpha
Ecological Knowledge	0.862897	0.789593
Green Awareness	0.812692	0.736963
Green Advertisement	0.914420	0.860040
Green Brand Image	0.873699	0.819227
Green Purchase Behavior	0.882007	0.847552
Green Purchase Intention	0.867406	0.772135

Table 5
R-Square

	R-Square
Ecological Knowledge	
Green Awareness	
Green Advertisement	
Green Brand Image	
Green Purchase Behavior	0.244944
Green Purchase Intention	0.553248

Table 6
T Statistics

	Original Sample (O)	T Statistics (O/STERR)	Explanation
Green Awareness → Green Purchase Intention	0.071124	0.678008	Insignificant
Green Brand Image → Green Purchase Intention	0.035572	0.417357	Insignificant
Green advertisement → Green Purchase Intention	0.081385	0.774632	Insignificant
Ecological Knowledge → Green Purchase Intention	0.641058	7.202389	Significant
Green Purchase Intention → Green Purchase Behavior	0.494918	6.278111	Significant

is not in line with previous studies. Awareness is characterized by the increasing care of the community towards the environment, resulting in consumer awareness of the efforts made by the industry to preserve the environment, by providing environmentally friendly labels to the creative industry products.

The above behavior is induced by understanding each of the eco-friendly slogans on product packaging, and start remembering the eco-friendly symbols on the product. This makes people more aware those efforts to maintain the environment has been done. Not only limited to awareness, but also the conscious consumers are beginning to be interested in using or consuming creative industry products that they believe to be green product. The pattern is increasingly being done which in turn leads to the belief to continue to consume green product. However, the above does not happen in the creative industry. Creative industry has not tried to increase consumer awareness of its products. This happens because of the limitations that are still encountered in the small-scale creative industries.

Hypothesis 2: Green brand image has a positive effect on the green purchase intention.

The above output obtained the t--counted of 0.417357. The t--counted (0.417357) <T table (1.65521) then H2 is rejected, meaning that the variable green brand image partially has no significant effect on green purchase intention. The original sample estimate is positive for 0.669098 indicating that the direction of the relationship between green brand image and green purchase intention is positive.

The results are not in line with previous research. This is because the brand of creative industry does not yet reflects as an environmentally friendly industry, although in practice its operation, they have started to lead to environmentally friendly industries, this makes consumers not yet fully convinced by the industry's products. Since the green brand image of the creative industry has not been reflected on the products sold, it will not emerge the environmentally friendly reputation of the brand, nor does the brand used by the creative industry yet reflect its environmental concerns, so the brand's performance towards increased green purchase intention is not achieved.

Hypothesis 3: Green advertisement positively affects the green purchase intention.

T-counted (0.774632) < T table (1.65521), then H3 is rejected, meaning that Green advertisement variable partially has no significant effect to green purchase intention. The original sample estimate is positive for 0.081385 indicating that the direction of relationship between Green advertisements with green purchase intention is positive.

Testing of hypothesis 3 is also not achieved in this study, based on this study green advertisement cannot increase green purchase intention. This is because not many creative industries that advertise their products on either print or mass media. This happens because of limited resources in advertising their products. In the absence of advertising, this makes the consumer's knowledge of the green product of the creative industries not improving and unable to guide consumers to set the option to be interested in delivering creative industry products.

Hypothesis 4: Ecological knowledge positively affects the green purchase intention.

T-counted (7.202389) > t-table (1.65521), then H4 is accepted, meaning that the variable of ecological knowledge has significant effect to green purchase intention. The value of original sample estimate is positive that is equal to 0.641058, which shows that the direction of relationship between ecological knowledge with green purchase intention is positive.

Based on research conducted by Akbar et al. (2014), ecological knowledge of a consumer to the environment has a positive effect on the increase of green purchase intention. This can be done by improving the green purchase intention through ecological knowledge; items in ecological knowledge also require knowledge of the environment. This knowledge will shape consumer perception that it will affect the green intention. Ecological knowledge will guide consumers to know about green product. In the creative industry, consumer knowledge about green product has started to develop. Thus, consumers with high knowledge will increase consumer interest to consume products of creative industries.

Hypothesis 5: Green purchase intention has positive effect on green purchase behavior.

T-counted (6.278111) > t- table (1.65521) then H5 is accepted, it means that green purchase intention variable has significant effect to green purchase behavior. The original sample estimate value is positive that is 0.494918 indicating that the direction of the relationship between green purchase intention with green purchase behavior is positive.

Deghanan and Bakhshandeh (2014), Beckford et al. (2010), and also Chan (2001) mentioned that green purchase intention also increases green purchase behavior. Green purchase behavior is characterized by the habit of purchasing environmentally friendly products, where purchased products are environmentally-labeled, animal-tested, chemically inadequate, and other criteria such as buying products recycled by the creative industry. With increasing consumer-buying interest, this will increase the green purchase behavior of consumers. Marked again, creative industry consumers are delighted in consuming creative industry products.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

The findings in this study have several important implications for increasing consumer buying interest and habits to consume environmentally friendly products from the creative industries. To achieve competitive advantages with similar industries, environmentally and friendly products from the creative industry must be well positioned in the minds of consumers. It can be done by continuing to consume environmentally friendly products starting with the use of creative industry products.

Although green awareness does not affect the increase in green purchase intention, consumer awareness is the beginning to decide to use a product. Therefore, companies or creative industries must continue to build consumer awareness of their products ranging from sustainable promotion. In this study, green brand image also does not affect the increase of green purchase intention, because the research applied to creative industry and brand image has not been formed in small businesses. The formation of brand image takes a long time, but to become a great creative industry, they must continue to learn how to build a good brand image in the minds of consumers. Thus, the brand image will also increase consumer buying interest in the products offered. In addition, this study shows that green advertisement has not been able to influence consumer-buying interest in the green product of creative industry. This is because they have not got a creative industry that has advertising in print and electronic media. However, one thing that must be realized by the creative advertising industry players is the most effective promotion to build consumer-buying interest.

Ecological knowledge plays an important role in increasing consumer-buying interest in the green product of creative industries; this is because consumptive knowledge of the environment will also change consumer consumption patterns. It is important for the creative industries to retain consumers

who have realized that their buying patterns affect the environment, resulting in an increase in purchases that ultimately become consumer habits in shopping for the creative industries.

Suggestions for the Creative Industry, in an effort to grow buying interest or green purchase intention, creative industrial products must increase awareness, brand image, and advertisement about environmentally friendly products in the product. The creative industry must learn to go forward, by achieving competitive advantage over quality products to the environment. Further research can be done by adding other green marketing variables that are able to influence the green purchase intention. This is done to enrich and broaden the horizons of green purchase intention in particular, and green marketing generally. Further research can also use other objects outside of the product that have been studied in this research so that it will be more broadly describing the products that enter into the green marketing strategy.

Limitations deal with the respondents taken that is in the small scale of 150 respondents who become consumers of green products creative industry in Bukittinggi. The research location is focused only on Bukittinggi area. Therefore, the results can only be implied in the City of Bukittinggi. The same results are not necessarily obtained if the research is conducted in other areas given the demographic and geographic conditions of a consumer.

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