



The influence of green brand image, green awareness, green advertising, and ecological knowledge on green purchase intention and green purchase behaviour of beer Bintang and Heineken products in DKI Jakarta

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ABSTRACT

Green marketing strategies have become increasingly important in addressing the pressing issue of global warming. Companies are adopting green marketing to shape a positive and competitive brand image in offering environmentally conscious products, which ultimately affects consumer purchasing decisions. This study examines the impact of green brand image, green awareness, green advertising, and ecological knowledge on green purchase intention and green purchase behaviour among Beer Bintang/Heineken consumers in DKI Jakarta. The research collected data from 206 respondents who have purchased and seen advertisements for the beer brand. The research findings indicate that green brand image, green advertising, and ecological knowledge significantly and positively influence green purchase intention. Conversely, green awareness has a negative impact on green purchase intention. Additionally, green purchase intention significantly influences green purchase behaviour. The uniqueness of this study lies in its empirical model for predicting green purchasing decisions in the beer industry in Indonesia. It is hoped that this model can also be used by other environmentally friendly FMCG companies and retail industries to develop marketing strategies to enhance customers' green purchasing decisions. This research contributes to global efforts in addressing climate change and environmental issues through consumer choices based on information.

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INTRODUCTION

Global warming is currently one of the prominent concerns in society. Global warming itself is the result of human activities without proper analysis of their environmental impacts, such as the habit of disposing of waste indiscriminately, excessive exploitation of the environment, and lack of awareness of sustainable environmental practices. Green marketing is a strategy carried out by

companies to form a positive image of their brand and become a pioneer in providing the needs of consumers who care about the environment, by influencing purchasing decisions (Shabbir et al., 2020). This study investigates the convergence of green advertising strategies and the development of a sustainable brand image, with the goal of understanding their combined impact on consumer purchasing decisions. In an era marked by heightened environmental awareness, consumers are progressively examining the eco-friendly claims made by companies. The research seeks to uncover the intricacies of green advertising and its role in shaping a positive and authentic green brand image, ultimately impacting consumers' choices in the marketplace.

This green marketing is usually carried out by companies through corporate social responsibility (CSR). According to the Ministry of Industry, Indonesia has 69 companies that implement the green marketing concept. Many consumers are willing to buy environmentally friendly products even if the price is higher (Chen et al., 2015). One of the companies that has implemented green marketing is The Heineken Company, which is one of the largest alcoholic beverage companies globally that operates under the name PT Multi Bintang Indonesia in Indonesia. Multi Bintang Indonesia has implemented a bottle, crate, and keg/barrel return system through its business partners, whereby the end of 2022, 74.94% of the packaging had been successfully returned and reused (Multi Bintang Indonesia, n.d.). As part of the efforts to apply Rethink, Reuse, and Recycle principles, Multi Bintang Indonesia initiated Heineken Greener Bars at all Heineken events in Indonesia.

This research will test hypotheses regarding the purchasing decisions of Bintang and Heineken beer customers toward products perceived as environmentally friendly, with the company's efforts using Green Brand Image, Green Awareness, Green Advertising, and Ecological Knowledge, which will influence Green Purchase Intention and ultimately the consumer's Green Purchase Decision.

Green brand image portrays a set of perceptions and associations within consumers related to environmental responsibility. Companies use this green brand image to support their overall performance. According to (Wu & Chen, 2014) green brand image and green purchase intention have a positive and significant relationship. The research conducted by Huang et al., (2014) found that there is a relationship between the perception of a green brand and the inclination of consumers intention to purchase its green products.

Green awareness promotes the adoption of more socially conscious behavior and changes in consumption patterns that are more sustainable (Severo et al., 2019). According to (Putri & Suasana, 2017), brands are created based on consumer needs, and people are more comfortable with well-known brands. Additionally, studies by (Diryana & Kurniawan, 2015) support the substantial and positive association between green brand awareness and green purchase intention.

Green advertising, which includes billboard commercials, social media campaigns, positive content, and products that customers trust, can influence consumers more readily. This may also have an influence on customers' green awareness, which will eventually lead to a rise in their intention to buy (Tretyak & Sloev, 2013). Research conducted by (Arshad et al., 2014) states that green advertising has a positive and significant impact on green purchase intention.

Environmental knowledge, is the relationship between people's environmental awareness and the developer's responsibility to keep in mind the environment when developing products and the effects of such development on the environment (Ahmad & Thyagaraj, 2015). According to (Barber et al., 2009) an individual's purchase habits will change as their awareness of environmentally friendly products grows.

Green purchase behaviour is the act of purchasing environmentally friendly or sustainable products that can be recycled and provide benefits to the environment, while avoiding products that have the potential to harm the environment and society (Jaiswal & Kant, 2018). Chaudhary & Bisai, (2018) state that intention will serve as a motivation for individuals when they intend to perform a certain behavior. In the research by (Yadav & Pathak, 2017), behavioural intentions were

found to have a positive influence on green buying behaviour. Based on the hypotheses mentioned earlier, the research model used is as follows:

- H1: Green Brand Image has positive influence on Green Purchase Intention.
 H2: Green Awareness has positive influence on Green Purchase Intention.
 H3: Green Advertising has positive influence on Green Purchase Intention.
 H4: Ecological Knowledge has positive influence on Green Purchase Intention.
 H5: Green Purchase Intention has positive influence on Green Purchase Behavior.

RESEARCH METHOD

This research adopts a quantitative approach with an explanatory strategy, focusing on explaining the cause-and-effect relationships between the concepts under investigation (Sekaran & Bougie, 2019). Data was collected by the author through a field survey using a questionnaire. The distribution of the questionnaire was carried out online. The subjects of this study are individuals who consume Beer Bintang/Heineken, residing in Jakarta, and have seen advertisements from PT Multi Bintang Indonesia's products. The respondents of this study are consumers of Beer Bintang/Heineken residing in the Jakarta area. Respondents have made at least one purchase of Beer Bintang/Heineken products and have seen advertisements for Beer Bintang/Heineken. The sample selection criteria use non-purposive sampling, and the final sample size used is 206 respondents, with the use of 25 indicators.

All variables in this study use a Likert scale measuring respondents from strongly disagree to strongly agree on a 5-point scale (Sekaran & Bougie, 2019). In this study, there are 25 indicators, so the minimum number of respondents needed is 125 people. According to (Hair et al., 2022), the ideal sample size for research should be at least 5 times the total number of indicators used. According to the research conducted by (Kock & Hadaya, 2018) to determine the minimum sample size with PLS-SEM, one can use the inverse square root method, Monte Carlo method, and gamma exponential method. Based on their study, the calculation results for the minimum sample size exceeded the estimation, both for normal and non-normal data, making it considered a safe method to use. In this research, the researcher will use the inverse square root method to calculate the minimum sample size. The level of significance (α) used in this study is 0.05 or 5%, with a recommended minimum path coefficient (β_{\min}) value of 0.2. Based on the calculations, the minimum sample size is determined to be 155 individuals. This research utilizes the structural equation modelling (SEM) method with Smart PLS (Partial Least Square) software version 3.2.9 for text reliability and hypothesis testing.

Table 1. Respondent profile

Variable	Frequency	Percentage (%)
Total Number of Respondents	206 people	
Consumers of Beer Bintang/Heineken	189 people	91,7%
<u>Residence</u>		
Jakarta	181 people	87,9%
Outside Jakarta	25 people	12,1%
<u>Age</u>		
21 - 30 years	118 people	57,3%
31 - 40 years	69 people	33,5%
>40 years	19 people	9,2%
<u>Gender</u>		
Male	137 people	66,5%
Female	69 people	33,5%
<u>Education</u>		
High School	-	
Diploma	9 people	4,4%
Bachelor's Degree	155 people	75,2%
Postgraduate	42 people	20,4%

<u>Occupation</u>		
Unemployed	-	
Student	-	
Private/Public Employee	143 people	69,4%
Entrepreneur	50 people	24,3%
Other	13 people	6,3%
<u>Monthly Income</u>		
< Rp 5.000.000	25 people	12,1%
Rp 5.000.000 - Rp 7.249.000	18 people	8,7%
Rp 7.250.000 - Rp 9.499.000	21 people	10,2%
> Rp. 9.500.000	142 people	68,9%

RESULTS AND DISCUSSIONS

The number of respondents in this study is 206 individuals who meet the criteria of residing in DKI Jakarta and having made at least one purchase of Beer Bintang/Heineken products and having seen advertisements for these products. Table 1 provides information on the respondents' profiles, which are dominated by males at 66.5% compared to females at 33.5%. The age group is predominantly 21-30 years old, accounting for 57.3%. Most respondents have a bachelor's degree, comprising 75.2%, followed by postgraduates at 20.4%. The majority of respondents' occupations are civil/private servants at 69.4%, followed by entrepreneurs at 24.3%, with the highest income group being > Rp 9,500,000, accounting for 68.9%.

Figure 1, illustrate the outcomes of data processing utilizing SmartPLSsoftware and structural equation modeling graphical output.

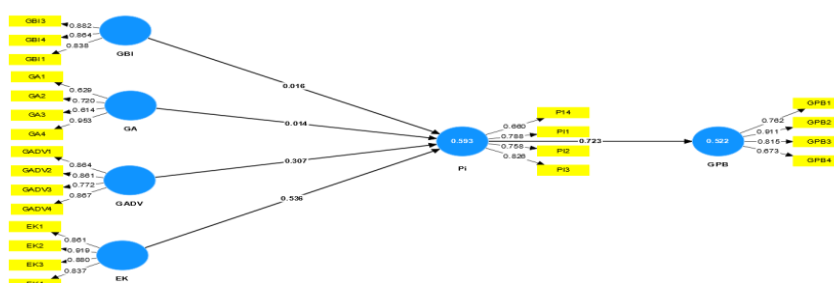


Figure 1. SEM graphical output

Outer Model Evaluation

This study employed tests for convergent validity, discriminant validity, and composite reliability. In the assessment of multicollinearity, the Variance Inflation Factor (VIF) values needed to be <5 to indicate that the research model did not experience multicollinearity issues. Hypothesis testing was conducted by analyzing path coefficients and parameter coefficient values, p-values, and the significance of t-statistics. If the path coefficient value is <0, it indicates a negative influence, and if it's 0, it suggests a positive influence. The significance of hypotheses was assessed through t-statistic values exceeding 1.65 at a 5% significance level ($p < 0.05$). In the test of convergent validity, the accepted criteria were loading factors >0.7, and the Average Variance Extraction (AVE) needed to be >0.5. Reliability was measured using the composite reliability method and Cronbach's alpha. In the composite reliability and Cronbach's alpha tests, data were considered reliable if they had a minimum value of >0.7 (Kotler & Armstrong, 2018).

Table 2. Average variance extracted

Variables	Average Variance Extracted (AVE)
Green Brand Image	0.718
Green Awareness	0.750
Green Advertisement	0.693
Ecological Knowledge	0.670
Green Purchase Intention	0.750
Green Purchase Behavior	0.738

Table 2 displays the outer loading values for each indicator of the variables, including green marketing, brand image, perceived value, environmental knowledge, and purchase decision, all of which had loading factor values >0.7 , meeting the minimum requirement for loading factor values. These test results confirm that the employed indicators are valid, and the questions posed were understandable to the respondents. From Table 2, it is evident that the AVE values for each variable, from green brand image to green purchase decision, are 0.718, 0.750, 0.693, 0.670, 0.750, and 0.738, respectively. These AVE values obtained demonstrate that the indicators used in this study are valid.

Hypothesis Testing

From Table 3, the test results indicate that out of the 5 proposed hypotheses (H1), (H2), (H3), (H4), and (H5), 4 hypotheses were accepted, and 1 hypothesis was rejected. According to the data presented in Table 7, H1, H3, H4, and H5 have T-Statistics above the T-Table value (1.645) and P-Value below 0.05, meaning that these four hypotheses have a significant and positive influence. Meanwhile, H2 has a T-Statistic below the T-Table value and a P-Value below 0.05, indicating that in H2, green awareness has a negative and insignificant influence on green purchase intention.

Table 3. Hypothesis test results

Hypothesis	β	T Statistics	P Values	Decision
H ₁ : Green Brand Image \rightarrow Green Purchase Intention	0.147	1.746	0.041	Supported
H ₂ : Green Awareness \rightarrow Green Purchase Intention	0.037	0.507	0.306	Unsupported
H ₃ : Green Advertisement \rightarrow Green Purchase Intention	0.211	1.994	0.023	Supported
H ₄ : Ecological Knowledge \rightarrow Green Purchase Intention	0.528	6.603	0.000	Supported
H ₅ : Green Purchase Intention \rightarrow Green Purchase Behavior	0.784	17.727	0.000	Supported

Green brand image significantly and positively influences green purchase intention among beer Bintang and Heineken customers in Jakarta area (H1)

Hypothesis one (H1), that green brand image has a significant positive effect on green purchase intention among Beer Bintang/Heineken customers in DKI Jakarta, is accepted. The final results of this test indicate that green brand image has a positive and significant influence on green purchase intention. The higher the influence of green brand image, the higher the resulting green purchase intention. This finding is supported by the research conducted by (Wu & Chen, 2014) which found a positive relationship between green brand image and green purchase intention. (Arshad et al., 2014) in their research also found similar results. (Huang et al., 2014) also found that green brand image influences green purchase intention. This study proves that the greater the impact of green brand image, the stronger its ability to increase consumer purchasing desire. Companies that implement marketing strategies focused on sustainability will enhance consumer confidence that the product has a positive reputation (Plumeyer et al., 2019). Thus, the results of this study can provide guidance to marketers to continue developing marketing strategies that

prioritize environmental issues with the aim of shaping a positive perception of the brand in the minds of consumers.

Green awareness significantly and positively affects green purchase intention among beer Bintang and Heineken customers in Jakarta area (H2)

Hypothesis two (H2), which states that green awareness has a significant positive effect on green purchase intention among Beer Bintang/Heineken customers in DKI Jakarta, is rejected. Consumers or participants in this study evaluate that there are other factors that influence the decision to purchase environmentally friendly products. Their evaluations indicate that the level of awareness of sustainability does not have a significant impact on consumers' purchasing decisions for Beer Bintang/Heineken products. This is because perceptions of brands are relative for consumers.

Currently, the market has seen the emergence of various brands offering environmentally friendly products with various attractive product variations and marketing strategies. Competition in this industry is very fierce, so companies continue to innovate their brands and products to win the market. In Indonesia, environmentally friendly products are still considered as high-end products, and currently, Indonesian society has not fully shifted towards environmentally friendly products. Thus, the Beer Bintang/Heineken consumers who are the subjects of this study make product purchases based on taste, product quality, individual perceptions, and purchasing habits. These research findings are in line with the results of the study conducted by (Rahmi et al., 2017) which found that green awareness does not have a significant influence on green purchase intention.

Green advertising has a significantly positive influence on green purchase intention among Bintang/Heineken beer customers in Jakarta (H3)

Hypothesis three (H3), which suggests that green advertising has a significant positive effect on green purchase intention among Beer Bintang/Heineken customers in DKI Jakarta, is accepted. This result is consistent with the findings of (Sun et al., 2021) and (Hasanah & Dewi, 2023), which show that green advertising has a positive impact on consumers' green purchase intention for environmentally friendly products. Through the use of environmentally focused advertisements, companies strive to actively enhance consumers' perceptions of environmentally friendly brands, aiming to increase the intention to purchase green products and overall purchasing decisions. Implementing environmental conservation themes strengthens consumers' positive perception of the brand's values, leading customers to form a positive view of the brand (Karababa & Kjeldgaard, 2014) These findings offer insights to marketers to continue developing marketing strategies focused on environmental issues, with the goal of enhancing the positive perception received by customers.

Ecological knowledge has a significantly positive influence on green purchase intention among Bintang/Heineken beer customers in Jakarta (H4)

Hypothesis four (H4), which states that ecological knowledge has a significant positive effect on green purchase intention among Beer Bintang/Heineken customers in DKI Jakarta, is accepted. The final test results indicate that ecological knowledge has a positive and significant influence on green purchase intention among Beer Bintang/Heineken customers in DKI Jakarta. In other words, an increase in ecological knowledge has a significant influence on the increase in the variable of green purchase intention, and a decrease in ecological knowledge has a significant influence on the decrease in green purchase intention. This finding is consistent with the results of research conducted by (Debora Indriani et al., 2019) which found that ecological knowledge has a positive influence on green purchase intention.

High ecological knowledge provides consumers with the confidence to make purchases (Dietz et al., 1998). This study proves that the higher the influence of ecological knowledge among customers, the higher the likelihood of making a purchase. Thus, the results of this study can provide input to marketers to consistently make efforts to introduce their products as environmentally friendly, aiming to influence consumer purchasing decisions.

Green purchase intention has a significant positive impact on green purchase behaviour among Beer Bintang/Heineken customers in DKI Jakarta (H5)

Hypothesis five (H5), which suggests that green purchase intention has a significant positive effect on green purchase behaviour among Beer Bintang/Heineken customers in DKI Jakarta, is accepted. This result is consistent with the research by (Yadav & Pathak, 2017) which found that green purchase intentions have a positive influence on green buying behaviour. Furthermore, the findings from the research conducted by (Chen et al., 2020) indicate that environmental-focused innovations have a positive and significant impact on consumer purchasing decisions (Wu & Chen, 2014). This study also confirms that the greater the effort in implementing sustainability-focused marketing, the higher the likelihood that consumers will make a purchase decision. Customers who are aware of the importance of environmental preservation tend to choose products that prioritize environmentally friendly principles and consumer safety.

CONCLUSION

Based on the results and discussions outlined earlier, the following conclusions can be drawn that green brand image, green advertisement, ecological knowledge has a significant positive effect on green purchase intention, while green awareness does not have a significant effect on green purchase intention. On top of that, green purchase intention has a significant positive effect on green purchase decision.

The findings of this study can provide insights to The Heineken Group as the producer of Bintang and Heineken beer, encouraging them to continue innovating in various dimensions of green marketing and to contribute continuously to environmental and societal sustainability. The Heineken Group has a significant opportunity to enhance their sustainable marketing campaigns by providing more in-depth explanations of sustainable practices integrated throughout their supply chain. One aspect they can emphasize is their commitment to sustainable sourcing of raw materials. By providing transparent information to consumers about their sourcing practices, such as the use of barley and hops cultivated through sustainable farming methods, they can demonstrate their dedication to environmentally friendly sourcing. Customers that care about the environment will find this strategy intriguing since it teaches them about the beneficial effects of their decisions on the environment.

Heineken Group can highlight their environmentally friendly production processes by explaining how their brewing techniques reduce water and energy consumption, reduce waste generation, and reduce carbon emissions, they can demonstrate their commitment to sustainable production. Details like this can have a positive resonance with consumers who care about the environment and who prioritize products made with minimal ecological impact. By highlighting their efforts to innovate and implement environmentally friendly technologies in the brewing process they can position Heineken as an industry leader in terms of sustainability. Thus, through this strategic communication, Heineken can strengthen its image as a brand that not only makes delicious beer, but also prioritizes the well-being of the planet. Added value can be in the form of incentives and special offers for sustainable products, as well as loyalty programs that prioritize purchasing environmentally friendly products.

In terms of increasing environmental knowledge, The Heineken Group is on the right track in its efforts to increase environmental awareness and sustainable practices. However, they have the opportunity to provide additional education to their customers to better understand pressing environmental issues. One approach they can take is to organize seminars or workshops focusing on environmental topics and sustainable solutions offered through their products. They can also utilize their online and physical platforms to provide educational content accessible to their customers. Additionally, Heineken can consider strengthening their partnerships with environmental organizations, local communities, and advocacy groups. Closer collaboration with these entities will allow Heineken to intensify their message about the importance of sustainability and participate in concrete efforts to support environmental conservation. By partnering with like-minded organizations, Heineken can amplify its efforts to promote sustainable practices and play a larger role in driving environmental awareness among the broader community.

The findings of this research have the potential to provide insights for other environmentally friendly product manufacturers, reinforcing the importance of developing and implementing marketing strategies that support the environment. This can not only help manufacturers achieve their marketing goals but also contribute to the overall sustainability of the environment and society. The research has limitations in terms of the scope of respondents, which was focused only on the DKI Jakarta region. Future research could expand its reach to other areas where Bintang/Heineken beer products are sold to obtain more representative results and enhance the ability to generalize these findings. This research contributes to the theoretical landscape by advancing our understanding of green marketing's role in shaping consumer decisions, offering insights into effective strategies, trust-building mechanisms, and the management of sustainable brand images. The findings have practical implications for businesses, guiding the optimization of green advertising approaches, brand image management, and strategies for long-term consumer engagement, with a global perspective. However, caution is advised in generalizing findings due to potential contextual specificity, the impact of temporal dynamics on consumer attitudes, survey biases, and the influence of external factors, all of which represent limitations that warrant consideration in the interpretation and application of the research outcomes. Additionally, future research could consider adding additional dimensions to each variable investigated in this study, thereby providing a deeper understanding of the factors influencing the purchase decisions of environmentally friendly products.

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