

Analysis Of Green Marketing And Green Brand On Interest To Buy Through Trust In Sosro Joy Tea Green Green Products

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Abstract

At this time , a number of companies have begun to implement a lot of go green products . Not only does it create a good reputation in the public, but it seems the business can generate greater profits . This makes more companies finally interested in making new products that are safer for the environment. One of the companies that implements going green is Sosro Joy Tea Green . This study's goal is to examine how Green Brand and Green Marketing affect Purchasing Interest, with Trust serving as a mediating factor. The population in this study were consumers of Sosro Joy Tea Green in the District of Rungkut Surabaya with a total sample of 130 respondents. Partial Least Square is the method of analysis employed in this study. The following conclusions be taken based on the outcomes of the tests run to assess the already made assumptions. The more information that consumers get through green marketing is not a determinant of the emergence of trust in the product. Customers believe products from the Green Brand are safe for both animals and the environment.. Consumers do not pay too much attention to promotions that care about the environment (green marketing) to choose the products to be used. Consumers do not show a positive attitude towards Green Brand and will encourage their intention to make a purchase. Trust is a willingness to rely on a brand, product or service that is based on trust and can influence consumers to buy environmentally friendly products.

Keyword : Green Marketing , Green Brand , Buying Interest , Trust.

JEL Classification : A2,M12,M2

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Background

Several manufacturers of various products have started switching to employing materials that do not harm the environment as a result of increased public awareness of the significance of protecting the environment and also require producers to apply aspects related to the environment in each of their business activities such as green environment / environmentally friendly, Green Brand / environmentally friendly products, green branding / environmentally friendly brands, green labels / environmentally friendly labels, green packaging / environmentally friendly packaging , green Marketing / environmentally friendly promotions and so on, known as green marketing / eco-friendly marketing. In order to meet long-term consumer demands and company obligations and boost the efficacy of environmentally friendly marketing, a strategic marketing approach in the form of green marketing or environmentally friendly marketing is crucial (Zulfiqar & Shafaat, 2015). Cherian & Jacob (2012) claim that in order to sell the goods and services being supplied, green marketing manipulates the four components of the marketing mix (product, pricing, promotion, and distribution).

The advantages and benefits of preserving the environment, which are created by decreasing waste, improving energy efficiency, and minimizing the production of hazardous pollutants, are also taken into consideration by environmentally friendly marketing. Thus, many people who are aware of the environment provide opportunities for marketers to enter a market where people care about the environment, because of the community's desire to be environmentally friendly, it's crucial for marketers to use resources responsibly while preserving the environment (Wulansari & Sri, 2015).

Currently, a number of companies have started implementing go green. According to Forbes, businesses can reap many benefits if they start implementing the creation of go green products. Not only have they created a good reputation in the eyes of the public, but it seems the company can make just as big a profit. This encourages more companies to produce new products that are safer for the environment. One of the companies that implements going green is Sosro Joy Tea Green. This is because, PT. Sinar Sosro also always has concern for quality, safety, health and environmental friendliness. This can be demonstrated by efforts to manage waste that does not damage the environment, such as excess tea which turns into compost within a month. Not only from the factory, the company's concern for the environment is also seen in one of its programs entitled Healthy Sosro School which aims to create a clean, green and healthy school environment.

Joy Tea Green is sold in the market at a lower price than its competitors, which are packaged in a returnable glass bottle. But Joy Tea Green in 2020-2021 experienced a decrease in the Top Brand Index. Products that are ranked first in 2020 are Nu Green Tea products at 49.2%, second, Frestea Green at 29.8% and Ichi Ocha products at 10.2%, Lipton products at 3.7% and the lowest rank is Joy Tea products at 7.7%. In 2021 the first rank was occupied by Nu Green Tea products at 32.4%, the second was Frestea Green products at 20.5% and Ichi Ocha products at 20.0% and Joy Tea products at 1.4%. For that, if PT. Sinar Sosro wants Joy Tea Green to be able to achieve great awareness, so it is not only bottle packaging innovation that needs to be done, but also a communication strategy through advertising that can convey the message content about the product, provide clear information about the product, influence consumers, and become a source of power . pull in communicating their products that have implemented go green. Based on the description above, it supports the author to raise Sosro Joy Tea Green as an object of research with the aim of analyzing the influence of Green Marketing and Green Brand on Buying Interest with Trust as a mediating variable .

Literature Theory

Green Marketing

Green marketing is the promotion of items that protect the environment (Lee et al, 2011). This marketing aims to market and offer products that have core values that are environmentally friendly. Meanwhile, according to Kotler & Armstrong (2014), green marketing is a form of marketing that offers a certain product or service that can simultaneously protect the environment and meet consumer needs. There are three stages in the goals for green marketing:

1. The first stage is, the company tries to communicate with consumers that the company cares about the environment.
2. The second stage, the company tries to change the lifestyle of consumers in the use of products, such as saving electricity usage, avoiding the use of single-use plastics, etc.

3. The third stage, the company tries to change the consumer culture towards a direction that is more concerned with the environment without the influence of the products or services offered by the company.

Green Brand

Several definitions of green brands (green goods) as well as numerous elements where the term "green" is employed from the ecological, political, and social sides of business and sustainability. Each of the Green Mark's dimensions formalizes the definition of the word "green" and covers a wide range of topics. As a result, there is no clear definition of green products, but various definitions have been developed by various parties; industrial companies, trade unions, universities and political organizations (Dangelico & Pontrandolfo, 2010).

Customers that are concerned and knowledgeable about environmental concerns typically purchase ecologically friendly items. Customers are encouraged to purchase green brands or products because of the high level of concern about environmental damage and public knowledge of such items. Industrial goods that are created using environmentally friendly technologies and do not affect the environment are referred to as green brands. In essence, Green Brand may be defined as an endeavor to reduce production-related waste while still maximizing the number of items produced and adhering to environmental standards. An ecologically friendly product is Green Brand. A product that is manufactured and intended to have less negative environmental consequences throughout its manufacturing, distribution, and use. A green product (Green Brand) is one that can be recycled or preserved and won't contaminate the environment or harm natural resources. In other words, green products are those that use techniques like recycling to lessen their impact on the environment. They may also use less packaging or fewer harmful ingredients. But in general, these products must not harm consumers when used or when not used, can be recycled at least once, and are not harmful when disposed of into the environment (Laroche et al., 2001).

Trust

Green trust, according to Chen (2010), is the desire of a consumer to rely on a product based on expectations or beliefs deriving from that product's trustworthiness, goodness, and environmental performance. With the purpose to tolerate vulnerability, one must have high hopes for the goodness and competence of others. Customers will see green products more favorably if they believe the firms that make greenness claims about their items. A key element of long-term customer attitudes and a crucial aspect of a connection that fosters loyalty is trust. It reveals how much a person is willing to rely on an entity (such as a person, business, brand, or product) based on the anticipation of its competence, dependability, and goodness.

Buying Interest

Buying intention in general can be interpreted as behavior and desire to buy environmentally friendly products. A number of studies also mention that the emergence of Green Brands has influenced consumer behavior and the desire to buy them (Rashid, 2009). Chen (2010) also confirmed the important relationship between environmentally friendly products and the desire to buy certain products, especially products that have been transformed into products that are more environmentally friendly, even since the process at the factory has also become a concern for consumers in influencing their intention to buy a product. Furthermore, the consumer's desire to buy an environmentally friendly product is driven by attitudes towards Green Brands, attention to the surrounding environment, and consumers' effective perceptions, perceptions of

knowledge about environmental insights that consumers have . Based on the description above, consumers' purchase intentions for environmentally friendly products will appear after consumers conduct an evaluation, where the green image of a product has a role in shaping the value to be evaluated. Then, consumers are interested in minimizing the risk (perceived risk) they feel not to maximize their utility, so consumers tend to choose environmentally friendly products. In addition, green perceived value also builds the credibility of a company based on environmental concerns. Consumers should get the benefits received from the use of these products in the hope of environmental sustainability. This is closely related to trust . When consumers believe that the product to be used is a true green and environmental-based product, it will affect consumers' buying interest in the product. Here are some of the study's hypotheses:

H1 : Green Marketing has a positive effect on Trust Sosro Joy Tea Green consumers.

H2 : Green Brand has a positive effect on consumer confidence in Sosro Joy Tea Green.

H3 : Green Marketing has a positive effect on consumer buying interest of Sosro Joy Tea Green.

H4 : Green Brand has a positive effect on consumers' buying interest in Sosro Joy Tea Green.

H5 : Trust has a positive effect on consumer buying interest in Sosro Joy Tea Green.

Research Methods

This study is an explanatory study that employs a quantitative methodology and a survey technique by distributing questionnaires. An explanatory study examines the causes of research variables and tests the hypotheses that have been put forth. To address the issue formulation, the survey data was then examined using PLS statistical modeling techniques.

Operational Definition and Measurement of Variables

Research variables, according to Sugiyono (2015), are all the things that the researcher decides to study in order to learn more about them. The operational definitions of research variables are as follows:

Independent Variable (X)

Variables whose conditions are influenced by other variables or which are the result is also called independent variable, namely as follows :

1. Green Marketing (X1)

Green Marketing is a form of promotion that promotes products, services, ideas, or the company's ability to reduce environmental damage. In this study, the promotion of the Sosro Joy Tea Green product with the concept of a healthy Sosro school . Green Marketing variables according to Sabir, Safdar, Khurshid, and Hafeez (2014), The indicators include :

a) Attitude towards Promotion

b) Informative promotion

c) Promotion Effectiveness

2. Green Brand (X2)

Industrial goods made using green technology and without harming the environment are known as "green brands.". Green Brand in this study in the form of Sosro Joy Tea Green drink. Indicators used in the Green Brand variable adopted from research by Rokka and Uusitalo (2008), Pankaj and Vishal (2014), Kong (2015) , among others :

a) Eco-friendly products are beneficial to the environment

b) environmentally friendly product performance according to consumer expectations

c) raw materials for environmentally friendly products are made of harmless materials.

3. Trust (X3)

Trust is consumer confidence in a performance that will be produced by environmentally friendly products. The indicators of trust used in this study were adopted from research by Chen (2010), Wei, et.al, (2017), Liang, Choi, and Joppe (2018), among others :

- a) Organic claim
- b) Reputation
- c) Environmental performance
- d) Environmental commitment

Dependent Variable (Y)

Variables whose conditions are influenced by other variables or which are the result. This variable is also called the dependent or dependent variable. The dependent variables in this study are:

1. Buying Interest (Y)

Based on the results of previous research (Barnes, 2011; Wu & Chen, 2014; Chekima, 2015) the Buying Interest indicator consists of :

- a) Interest in buying environmentally friendly products because they are beneficial for the environment
- b) A desire to purchase eco-friendly goods since they don't create environmental degradation
- c) Interest in buying environmentally friendly products because they have more attention to the environment

Population and Sample

According to Sugiyono (2015), a population is a group of objects or people that have been specifically picked by researchers to be studied and from which conclusions may be drawn. The participants in this study were Sosro Joy Tea Green drinkers in Surabaya's Rungkut District.

The sample, which includes numerous people from the population, is the focus of the population (Ferdinand, 2006). As it is sometimes impossible to evaluate every member of the population, a sample is used to study a representative subset of the population. Non-Probability sampling was utilized in this investigation. Sampling is a sampling procedure that does not provide every component or member of the population an equal chance to be chosen as a sample. Purposive sampling is the kind of non-probability sampling that is employed, and it meets the following standards:

1. Minimum age 17 years
2. Domiciled in Rungkut District, Surabaya
3. Sosro Joy Tea Green consumers who are met when making a purchase.

According to the theory of Hair et al. (2010), the method of determining the number of samples uses a formula that accounts for the number of question indicators used in the questionnaire, While there are 13 indicators in this study, the number of respondents is limited to $13 \times 10 = 130$, which is thought to be a suitable quantity to reflect the population.

Analysis Techniques

Partial Least Square is the analytical method employed in this study (PLS). Since it does not presuppose data from small-scale measurements and samples, PLS is a strong analytical technique. The PLS approach is appropriate for this inquiry. PLS is a good choice for this study since it is versatile and does not need a lot of samples or data with a certain distribution. PLS models come in several categories become two outer or measuring models. The reflexive

indicator approach is utilized to split the outer model since it gets rid of one indicator that won't alter the construct's meaning. The covariation (connection) between indicators is required by the reflexive model, and the content of the indicators must be the same or comparable. By examining the proportion of variation explained by looking at the R^2 value for the dependent latent construct, the structural model and the inner model are assessed. The statistical t-test produced from the bootstrapping technique was used to assess the stability of this estimate (Ghozali & Latan, 2015). If the t value is higher than 1.96, the test is deemed to have significant influence. The inner model equation contains the coefficient γ , β . The coefficient is a number that, if the predictor variable's (affect) value changes, the response variable will also change (influenced). Positive coefficient values indicate that the response variable will rise when the predictor variable does, and vice versa. A negative coefficient value indicates that the response variable will drop when the predictor variable rises, and vice versa.

Hypothesis test

The bootstrap resampling approach created by Ghozali & Latan (2015) was used to test hypotheses between constructs, namely exogenous constructions to endogenous constructs and endogenous constructs to endogenous constructs. Using the resampling strategy does not need a large sample size, the assumption of a normal distribution, or the validity of freely scattered data. The t statistic, sometimes known as a t-test, is the test statistic used. With smartPLS and a comprehensive model of structural equation analysis (SEM), test your hypotheses. In addition to predicting the model in a complete SEM model with PLS, it also explains if a link between latent variables is there or not. If the weight value of the link between latent variables indicates a direction with the t-statistic value above the t-table value of 1.645, the study hypothesis is approved. If the weighted association between the variables reveals a t-statistic value below the t-value-table for = 0.05, the study hypothesis is rejected.

Result and Discussion

1. Validity

To ensure that each concept of each latent variable is unique from other variables, discriminant validity is used in the analysis. A model must have stronger square root values of AVE for each construct than the correlation between the components to be considered to have excellent discriminant validity (Ghozali & Latan, 2015). The following table illustrates this.

Table 1. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
GREEN MARKETING (X1)	0.663
GREEN BRAND (X2)	0.686
INTEREST TO BUY (Y)	0.677
TRUST (X3)	0.570

Source: processed primary data, 2022

The amount of the indicator variance that the latent variable contains is shown by the Average Variance Extracted (AVE) value. For latent variables, the convergent AVE value must be more

than 0.5 to be considered adequate. The value of AVE for each component reveals the reflecting indicator variable (variable). The test results demonstrate that all constructions (variables) have an AVE value larger than 0.5, allowing for the declaration of validity.

2. Reliability

The composite reliability value may be used to determine the construct's dependability. If the indicator is to consistently measure the hidden variable, the composite reliability value must be greater than 0.70.

Table 2. Value of Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability
GREEN MARKETING (X1)	0.748	0.755	0.855
GREEN BRAND (X2)	0.771	0.771	0.867
INTEREST TO BUY (Y)	0.760	0.777	0.862
TRUST (X3)	0.748	0.754	0.841

Source: processed primary data, 2022

By examining the composite reliability value, build reliability may be measured. According to the test findings, all constructs (variables) in this study have a composite reliability value of more than 0.7, so it may be considered trustworthy.

Structural Model

Model Goodness of Fit

The structural model is evaluated using an indicator of the model's goodness-of-fit called the R-Square value.

Table 3. R-Square . Value

	R Square	R Square Adj.
INTEREST TO BUY (Y)	0.723	0.717
TRUST (X3)	0.500	0.492

Source: Processed primary data, 2022

According to Table 3, R2 is worth 0.723. This shows that the model can explain the incidence or problem with buying interest by 72.30%. Whereas mistakes and other factors (other than trust) not included in the model account for the remaining 27.70% of the explanation. It indicates that trust has a 72.30% impact on buying interest whereas other factors, which were not examined in this study, have a 27.70% impact. In this study the value of Loading factor (outer loading) can show the weight of all indicators on the variables. The largest loading factor value can explain that the indicator is said to be a measure of the variable that is considered dominant.

Causality Test (Inner Model)

The R-Square value, a measure of the model's goodness-of-fit, is used to assess the structural model. How much of the dependent endogenous variable can be explained by the independent variable is shown by the R2 value in a model.

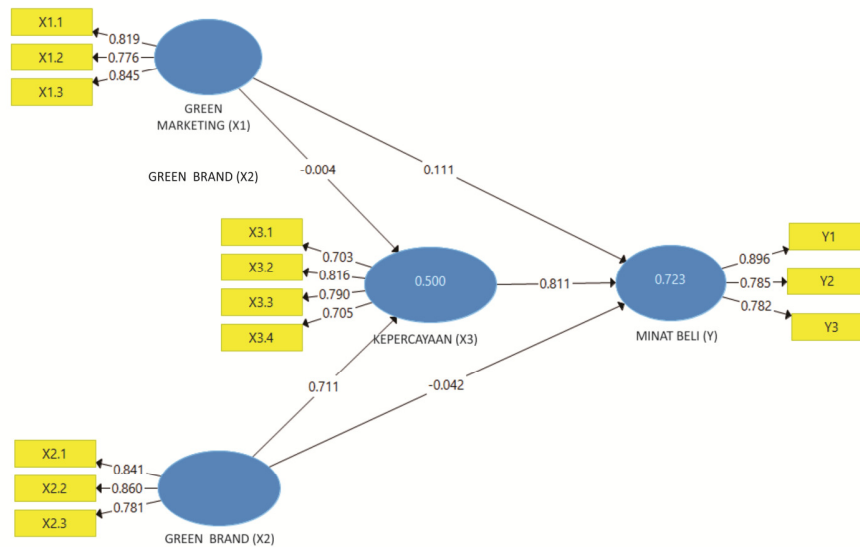


Figure 1. PLS Model Results
Source: primary data processed, 2022

Table 4. Results For Inner Weights

	Original Sample (O)	Mean (M)	Standard Deviation (STDEV)	T Stat. (O/STDEV)	P-Values
GREEN MARKETING (X1) -> INTEREST TO BUY (Y)	0.111	0.118	0.104	1.070	0.285
GREEN MARKETING (X1) -> TRUST (X3)	-0.004	0.007	0.125	0.034	0.973
GREEN BRAND (X2) -> INTEREST TO BUY (Y)	-0.042	-0.041	0.137	0.305	0.760
GREEN BRAND (X2) -> TRUST (X3)	0.711	0.705	0.125	5.666	0.000
TRUST (X3) -> INTEREST TO BUY (Y)	0.811	0.800	0.069	11,801	0.000

Source: Processed primary data, 2022

Hypothesis test

The hypothesis testing will be done as suggested in the previous chapter after all of the assumptions can be verified. The last test involves evaluating the study hypothesis based on the t statistic values using the path coefficient and the standard error bootstrap process, from a causal

relationship between the two values and the results of PLS processing as shown in the tables above, then the results of testing the research hypothesis are obtained.

1. Path coefficient for Sosro Joy Tea Green is -0.004 and p-value is 0.973. As a result, trust is not much impacted by green marketing.
2. Result from path coefficient of 0.711 and a p-value of 0.000 or less than 0.05, Green Brand has a favorable impact on customer trust in Sosro Joy Tea Green. Green Brand has a big impact on trust, therefore.
3. Result from path coefficient of 0.111 and a p-value of 0.285 larger than 0.05, green marketing did not increase customers' desire to purchase Sosro Joy Tea Green. Hence, green marketing has no discernible impact on consumers' intentions to buy.
4. Result from path coefficient of -0.42 and a p-value of 0.760, Green Brand had no positive impact on customers' buying intentions for Sosro Joy Tea Green. As a result, Green Brand has little impact on Purchasing Interest.
5. Result from path coefficient of 0.811 and a p-value of 0.000 or less, trust has a favorable impact on customers' buying interest in Sosro Joy Tea Green. Trust therefore has a big impact on buying interest.

Discussion

Green Marketing does not have a positive effect on Trust to consumers of Sosro Joy Tea Green

The results of this study indicate that using green marketing does not boost consumer confidence. According to the hypothesis, the more knowledge buyers have about a product's advantages, the more likely they are to buy it, the more confidence they have in the product. Trust can be obtained if the information on the green marketing of the product is appropriate. Each company has specific strategies that are applied to attract customers to buy their products, such as what Sosro Joy Tea Green did, which used promotions to generate trust in consumers, but this did not work well in the minds of consumers so that it did not create trust. adequate. So it can be suggested that Sosro Joy Tea Green should not always rely on green marketing to create elements of trust that want to be instilled in consumers.

Green Brand has a positive effect on consumer confidence in Sosro Joy Tea Green

According to the study's findings, trust is positively impacted by green brands. This supports the hypothesis that customers view products with the Green Brand as reliable and kind to both animals and the environment. The Sosro Joy Tea Green product party must pay attention to the importance of providing good and correct product knowledge continuously so that consumers can have confidence in the product. Important information related to the knowledge of Green Brand as a product that is environmentally friendly, can reduce the negative impact on the environment, can reduce environmental pollution and has a performance that is in line with expectations, must be conveyed properly to consumers. Having proper knowledge about Green Brand as a product that is safe for consumption is of course very important for consumers because it creates trust in consumers.

Consumers' desire to purchase Sosro Joy Tea Green is not influenced favorably by green marketing

The study's findings indicate that green marketing does not inspire customers to buy more things. The study's findings refute the notion that green marketing is a conditional kind of advertising,

explicitly or implicitly promoting an environmentally friendly lifestyle with environmentally friendly products or services. Consumers regularly choose products by paying attention to marketing that cares about the environment, which runs counter to the conclusions of this study. It can be concluded that respondents do not pay attention to promotions that contain messages about caring for the environment to make purchases. Green Marketing cannot influence consumers' intentions to purchase Sosro Joy Tea Green products. To strengthen the green marketing of Sosro Joy Tea Green products, promotions can be carried out with other concepts so that in addition to strengthening environmentally friendly products, Sosro Joy Tea Green can have its own characteristics. This is because other bottled mineral waters have also started to promote or display promotions stating that their products are environmentally friendly, and make Sosro Joy Tea Green not have other characteristics.

Consumer interest in purchasing Sosro Joy Tea Green is not influenced favorably by the green brand.

According to the study's findings, Buy Interest is not positively impacted by Green Brand. This study differs from earlier research conducted by Rakhmawati, Puspaningrum, & Hadiwidjojo (2019) on the Body Shop's Green Brand in Yogyakarta. The variables used in research on Green Brand show that the results have no effect on Buying Interest. This goes against the hypothesis that suggests customers have a very favorable opinion of green brands and will encourage their intention to make purchases. Consumers are very concerned about the environment and direct their intention to buy Green Brand , but in this study, this cannot be proven because almost all bottled mineral water already carries Green Brand as the concept.

Trust has a positive effect on Buying Interest on Sosro Joy Tea Green consumers

According to this study's findings, trust significantly affects consumers' propensity to buy. The study's findings are consistent with the idea that trust is the capacity to place one's faith in an organization, product, or service based on anticipations or presumptions derived from reputation, moral character, or environmental performance abilities. From this research it can be concluded that the better the trust and credibility of a product, the higher the consumer's desire to make a purchase. Building credibility on good products in the minds of consumers can be a strategy to make potential consumers have a desire to buy products.

Conclusion

On the basis of the results of the testing of the previously stated hypotheses, the following conclusions are drawn. The more information that consumers get through green marketing is not a determinant of the emergence of trust in the product. Green Brand is trusted by consumers to be a product that is not harmful to animals and the environment. Consumers do not pay too much attention to promotions that care about the environment (green marketing) to choose the products to be used. Consumers do not show a positive attitude towards Green Brand and will encourage their intention to make a purchase. Trust is the capacity to place confidence in a business, product, or service on the basis of a conviction, and it can encourage customers to buy environmentally friendly goods.

Suggestion

Sosro Joy Tea Green uses promotions to create trust in consumers, but it turns out that it can't work well in the minds of consumers so it doesn't create adequate trust. It is necessary to have special characteristics that can be embedded in the minds of consumers to increase consumer

confidence. Sosro Joy Tea Green should not always rely on green marketing to create elements of trust that want to be instilled in consumers. But it is better to build credibility on a good product in the minds of consumers, which can be used as a strategy to make potential consumers have the desire to buy the product. It is anticipated that future research will be able to perform development research or replication research of this research utilizing a bigger sample and/or wider scope. This study uses a questionnaire and limited question items, it is necessary to develop it by looking at indicators or even other variables that can affect buying interest.

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