The effect of green packaging and green advertising on brand image and purchase decision of Teh Kotak product

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ABSTRACT: The research aims to determine the direct and indirect effects of green packaging and green advertising on brand image and purchase decision of Teh Kotak product. This research is explanatory research using a sample of 100 Teh Kotak consumers in Surabaya. The analysis technique used was path analysis. The results show that green packaging and green advertising, directly and indirectly, affect brand image and purchase decision of Teh Kotak product in Surabaya, and brand image had an effect on purchase decision of Teh Kotak product.

Keyword : green packaging, green advertising, brand image, purchase decision.

1 INTRODUCTION

One of the problems that currently happens worldwide, including in Indonesia, is the problem of waste. Until now, the use of plastic waste has become a serious problem, because plastic waste takes a long time to decompose completely. According to the Ministry of Environment and Forestry (KLHK), in 2017, the volume of waste reached 65.8 million tons (https://www.idntimes.com/news, accessed 29-1-2019). So that public awareness regarding the importance of environmental sustainability starting from reducing the amount of waste produced needs to be increased.

Apart from the community, the role of business owners of consumer goods in reducing the amount of waste, especially plastic waste, is also critical. This can be done with a pattern of business change that begins to lead to environmentally friendly approaches, such as green packaging and green advertising. Green packaging can be defined as the use of packaging products that are environmentally oriented (Sigh, 2012: 313). This can be in the form of using product packaging that is not made of plastic and can be recycled. While green advertising refers to a product promotion message to encourage consumers to care about the environment, in which consumers want the environmental benefits of the product are highlighted in the advertisements (Banerjee et al, in Parwitaningtyas et al. 2015). Through green advertising activities, it is expected to form a brand image in the minds of consumers. Brand image is a set of brands that are formed in the minds of consumers. Where consumers who are accustomed to using a particular brand will be consistent with the brand image, this can be motivated by consumer personality (Morissan 2015; Rangkuti 2010).

Teh Kotak is the first packaged beverage product in Indonesia that uses cardboard packaging that is Forest Stewardship Council certified, which is a certificate related to cardboard packaging that comes from wood and is responsibly processed. Teh Kotak product's concern upon environmental sustainability can also be seen from advertisements aired on television media, in the form of green tea garden background view. This aims to encourage consumers to care about environmental sustainability, which is expected to enhance brand image in the minds of consumers and proceed with purchasing Teh Kotak

product (Rahayu et al. 2017). Therefore the first hypotheses is:

H1: Green packaging affects the brand image

The research conducted by Pawitaningtyas et al. (2015) shows that green advertising influences consumers to make purchase decisions indirectly, but green advertising can directly enhance a positive brand image. This positive brand image enhances the purchase decision of Aqua product. A similar study was conducted by Ridwan et al (2018), where green packaging, green products, and green advertising had an effect on consumers' buying interest.

H2: Green advertising affects the brand image
H3: Green packaging affects the purchase decision
H4: Green advertising affects the purchase decision
H5: Brand image affects the purchase decision
H6: Green packaging indirectly affects the purchase decision

Based on the description of the background and review of the results of previous studies, the purpose of this study is to determine the direct and indirect effects of green packaging and green advertising on brand image and purchase decision of Teh Kotak product.

2 RESEARCH METHODS

This research is included in the type of explanatory research using a quantitative approach and was carried out in the city of Surabaya. The population in this study was Surabaya residents who have purchased Teh Kotak product. While the sampling technique in this study used accidental sampling technique and obtained a sample of 100 respondents. Accidental sampling is a sampling technique based on coincidence, where anyone who is met by the researcher is eligible to be a sample and aged over 15 years (Ismail 2018). This study used a questionnaire as a data collection technique, using a Likert Scale.

3 RESULTS AND DISCUSSIONS

SPSS 20 for windows program was used to obtain model I regression can be seen in table 1 and 2.
The variable of green packaging has a significance value of 0.000 <0.05. This result indicates that green packaging directly affects the brand image. The result shows that green packaging used by Teh Kotak producer through cardboard packaging directly increases Teh Kotak brand image in the minds of con-

sumers, this is because consumers believe that Teh Kotak is concerned about the environment. This result is in line with the research conducted by Santoso & Fitriyani (2016), where green packaging has a positive and significant effect on consumer perception. Therefore H1 is supported (Table 1).

Table 1 Coefficient Regression Result (Model 1)

Model	Unstandardized Coefficient		Standardized Coefficient		
	B	Std Error	Beta	t	Sig
1 Constant	1.986	0.674		2.949	0.004
Gree Packaging	0.384	0.051	0.551	7.584	0.000
Green Advertising	0.301	0.054	0.405	5.572	0.000

Correlation and Collinearity result can be seen in table 2.

Table 2. Correlation & Collinearity Statistics (Model 1)

	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
Gr.Pck	0.883	0.61	0.315	0.326	3.065
Gr. Ad	0.857	0.492	0.231	0.326	3.065

The variable of green advertising has a significance value of 0.000 <0.05, this result indicates that green advertising directly affects the brand image. Advertisements from Teh Kotak producer with the phrase "natural tea beverage" form a brand image in the minds of consumers, because every individual or consumer wants a healthy lifestyle. In addition, the advertisements of Teh Kotak product also shows that Teh Kotak is packaged with the 6-layer aseptic packaging system. The result of this study is supported by research conducted by Pawitaningtas, et al (2015), where green advertising affects the brand image. Frm this result H2 is supported.

Table 3 Model 1 R Square

Model	R	R square	Adjusted R Square	Std Error of the estimete
1	0.913	0.833	0.83	0.5549

The R Square value of 83% (Table 3), signifies that green packaging and green advertising have an effect of 83% on the brand image of Teh Kotak

product. While, the formula e1 = √ (1-0,833) = 0.4086 was used to get the value of e1. Thus, the path diagram of the structure I model obtained is as follows:
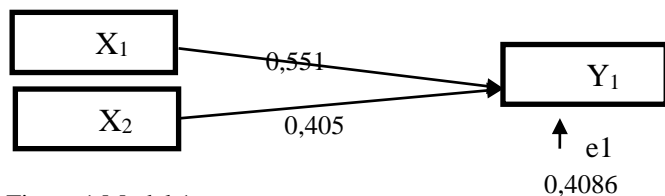

Figure 1 Model 1

SPSS 20 for windows program was used to obtain model II regression as follows:

Table 4 Coefficient Regression Result (Model 2)

Model	Unstandardized Coefficient		Standardized Coefficient		
	B	Std Error	Beta	t	Sig
2 Constant	0.547	0.986		0.554	0.581
Gree Packaging	0.296	0.090	0.193	3.296	0.001
Green Advertising	0.200	0.087	0.122	2.295	0.024
Brand Image	1.499	0.142	0.682	10.52	0.000

Table 5 Correlation & Collinearity Statistics (Model 2)

	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
G. Pck.	0.896	0.319	0.087	0.205	4.883
G. Ad.	0.866	0.228	0.061	0.247	4.047
B. Img	0.958	0.732	0.279	0.167	5.992

The variable of green packaging has a significance value of 0.001 <0.05, this result indicates that green packaging directly affects the purchase decision. Teh Kotak is the first product in Indonesia that uses cardboard packaging, which will attract consumers to buy Teh Kotak because it is part of an environmentally friendly activity. This result is in line with the research conducted by Yan & Yazdanifard (2014), where green product influences consumer's purchase decisions, other results show that consumers prefer products that are environmentally friendly. H3 is supported.

The variable of green advertising has a significance value of 0.024 <0.05, this result indicates that green advertising directly affects the purchase decision. Teh Kotak product has been campaigning environmentally sound advertising by displaying tea packaging made from cardboard and certainly, this will reduce the use of plastic materials in food and beverage products. The way Teh Kotak producer advertises its product is one of the factors supporting consumers to buy Teh Kotak. This is in line with the research conducted by Lestari et al. (2015), where green advertising has a significant effect on the purchase decision of Aqua product. Therefore H4 is supported.

The variable of brand image has a significance value of 0.000 <0.005, this result shows that brand image directly affects the purchase decision (H5 is supported). The R and R Square values in the regression model II are as follows:

Table 6 Model 2 R Square

Model	R	R square	Adjusted R square	Std Error of the estimete
1	0.966	0.933	0.930	0.77855

The R Square value is 93%, meaning that green packaging, green advertising, and brand image have an effect 93% on the purchase decision of Teh Kotak. While the formula e2 = √ (1-0.933) = 0.2588 was used to get e2 value. Thus, the path diagram of the structure II model obtained is as follows:
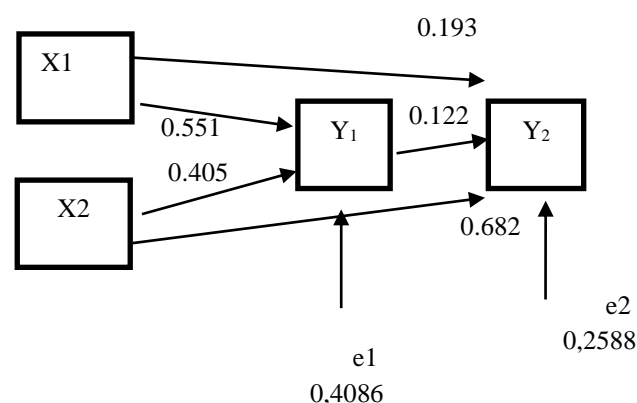

Figure 2 Model 2

The two regression models above can be used to answer hypotheses 6 and 7 as follows. The coefficient of the direct effect of X1 on Y2 is 0.193, while the indirect coefficient X1 on Y2 can be calculated by multiplying the value of Beta X1 on Y1 by a coefficient value of Y1 on Y2, which is 0.551 x 0.122 = 0.067. Then, the overall effect of X1 on Y2 is the direct effect coupled with the indirect effect, namely

0.193 + 0.067 = 0.26. Thus, the value of indirect effect is greater than the direct effect meaning green packaging indirectly affects the purchase decision of Teh Kotak product (H6 supported). In an effort to protect the environment by not using plastic packaging, Teh Kotak is produced with packaging made from cardboard and certified by Forest Stewardship Council, which is a certificate related to cardboard packaging that comes from wood and is responsibly processed. This result is in line with the research conducted by Santoso & Fitriyani (2016), where green packaging encourages consumers to buy these products.

The coefficient of the direct effect of X2 on Y2 is 0.682, while the indirect coefficient X2 on Y2 can be calculated by multiplying the value of Beta X2 against Y1 by a coefficient of Y1 to Y2, which is 0.405 x 0.122 = 0.049. Then the overall effect of X1 on Y2 is the direct effect coupled with the indirect effect, which is 0.682 + 0.049 = 0.731. Thus, the value of indirect effect is greater than the direct effect meaning green advertising indirectly affects the purchase decision of Teh Kotak product (H7 supported). The results of the study show that Teh Kotak advertisements encourage consumers to be more concerned with healthy living and care for the environment. As an example of environmentally oriented advertising, Teh Kotak displays advertisements set in a green tea garden, efficient production, and a green lifestyle. This result is in line with the research by Ridwan et al (2018), where green advertising has an effect on the purchase decision.

4 CONCLUSION

Based on the results of the analysis and discussion, conclusions can be made as follows:

1. Green packaging directly affects the brand image. This shows the new packaging of Teh Kotak made from cardboard successfully builds a brand image that cares about the environment.
2. Green advertising directly affects the brand image. This shows that the display of advertisements and messages of Teh Kotak advertisement about environmental concerns can lead to a brand image in the minds of consumers.
3. Green packaging directly affects the purchase decision of Teh Kotak. This means that the use of packaging that is more concerned with environmental sustainability will enhance the purchase decision.
4. Green advertising directly affects the purchase decision. This means that the advertisement that encourages consumers to pay more attention to the environment becomes one of the factors supporting consumers to buy Teh Kotak product.
5. Brand image directly affects the purchase decision. This means that a good brand image embedded in the minds of consumers will encourage consumers to make purchases.
6. Green packaging indirectly affects the purchase decision. This means that products that care for the environment both from the packaging and the materials used, will lead to a brand image in the minds of consumers as evidenced by the purchase decision.
7. Green advertising indirectly affects the purchase decision. This means that the presence of advertisements that encourages the public to care for the environment becomes an added value for consumers, which is further proceeded through the decision to purchase Teh Kotak product.

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