

Analyzing the relationship between consumer trust, awareness, brand preference, and purchase intention in green marketing

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ABSTRACT

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As part of their corporate social responsibility (CSR) and sustainable products, many big players in the industry have now reduced plastic through the design, manufacturing and packaging of products and their ultimate disposal. This paper investigates the direct and indirect relationships between awareness, trust, and brand preference on purchase intention in green marketing. Based on a review of the literature, a series of hypotheses are derived and tested using regression analysis. The research employs an online survey-based method to test a theoretically grounded set of proposed hypotheses. The data were collected from 348 young adults living in Jakarta, Indonesia. The results show that green awareness does not influence purchase intention directly. On the other hand, the indirect effect of green awareness through green brand preference on purchase intention was greater compared with the indirect effect through green trust. Therefore, this study draws attention to the importance of green brand preference and green trust on purchase intention. Given that the consumption of organic products has the potential to elicit awareness, trust, and preference of eco-friendly consumers, these findings have significant management implications for corporate managers when considering the production of organic commodities.

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1. Introduction

Driven by the effects of global warming, environmental issues are steadily increasing. Environmental-friendly products have now been perceived as the customer's standard in selecting organic products (Pangaribuan et al., 2020). Hence, not just to be eco-efficient, many companies are now providing organic commodities to motivate consumer acceptance and serve as a means of preserving a positive business image (Gupta & Kumar, 2013). Moreover, these "green marketing" initiatives are crucial for a company's competitive advantage by enhancing its brand preference (Mourad & Ahmed, 2012; Abbasi et al., 2014). The market trend indicates how organics has advanced even to Asia. With a current population of more than 273 million, Indonesia has become one of the important markets, including the trend of eco-friendly products (Soegoto et al., 2017). Though much has been done on caring for the environment, Indonesian people's level of environmental concern is still lacking, and the consumption of organic products has not been adequate (Alamsyah et al., 2017; Hadriana & Hudrasyah, 2013). Despite a slow growth of Indonesian organic food consumption since 2013, market share of green products has yet to be proven otherwise (Pangaribuan et al., 2020; Suharjo et al., 2016). Previous studies indicated that information of organic products influences the decisions to purchase green marketing products (Rizwan et al., 2014; Suki et al., 2016). The higher the consumer confidence

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of the importance of products paid for the environment will increase the willingness of the community to purchase (Khoiruman & Haryanto, 2017). The credibility of the claims carried by eco-labels which seems to be vulnerable to product exaggerations should be closely monitored by the government (Joshi & Rahman, 2015). Exaggerated and fabricated firm reports on global warming have misled the public, hence the deterioration of trust by the consumers (Nuttavuthisit & Thøgersen, 2015; Lyon & Montgomery, 2015). In the context of environmentalism, positive information to consumers is crucial and therefore it creates green trust (Hasanah & Handayani, 2020).

Based on the above research discussions, this paper's aim is therefore to investigate the effects of the customers' awareness, trust, and preference towards green brand on purchase intention. This study also suggests that green trust serves as a mediating variable. In addition to that, based on previous discussion, there should be a relationship between green awareness and green trust. The specific objectives of this study are to determine the relationship between green awareness and green trust, the relationship between green trust and green brand preference, and the relationship between green awareness and green brand preference.

2. Literature review

The 'green' word has been symbolized as brand positioning strategies for environmental-friendly, energy efficient, and organic (Sarkar, 2012). Many corporations worldwide were already adapting applied regulations to green consumer demands for sustainability (White et al., 2019). Green brand consumers use mostly the attributes that are functional to the green products which are related to its performance, to obtain "functional benefit" to experience "environmental care" during product use, until finally reach "symbolic benefits" (Bashir et al., 2020). For most companies, one of the trustworthy promises to respond is commitment to a clean environment (Chen & Chang, 2012). Trust is the level of confidence that another behaves as expected (Cuadrado & Tabernero, 2015). Three beliefs that would form trust are integrity, benevolence, and ability (Svare et al., 2019). To Ganesan (1994), trust refers to a willingness to depend on others by relying on the expectation stemming from the other party's ability, reliability, and benevolence. Green trust is referred to as "a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance" (Chen, 2010). A predictor of purchase, brand preference is identical to purchase intention (Ebrahim et al., 2016). Meanwhile, consumer brand preferences are reflected on the consumer's attitude towards a particular brand (Ebrahim et al., 2016). A single brand preference can be measured as an indicator of brand loyalty (Gangwani et al., 2020). Consumers' preference of green products will be influenced by their perception level of the (green) brand (Gunasti & Ross, 2010). Bashir et al. (2020) defines green brand preference as the tendency to choose a specific green brand when one has other, equally priced, equally performed, and available options. A firm's products and services may hinge on its commitment to fight climate change and protect the environment, enhancing or decreasing its green reputation, and this eco-friendly brand preference sets it apart from the competition (Mourad & Ahmad, 2012).

2.1 Hypothesis development

The subsequent discussions are the specific predictions in this study along with the framework where each hypothesis is based on and built on by previous studies (see Fig. 1).

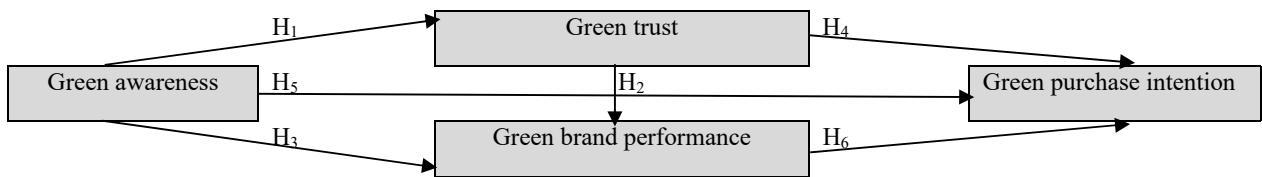


Fig. 1. Proposed Research Model

The importance of awareness is to yield trust based on the familiarity with the brand (Mudzakkir & Nurfarida, 2015). Companies need to gain trustworthy recognition to become a reliable brand. Gurhan-Canli and Fries (2009) suggest that both awareness (e.g., from CSR programs) and company attractiveness (e.g., reputation) are factors that can harness trust. According to Mudzakkir and Nurfaida (2015), the more customers can easily remember and recognize the products with the brand, their trust on the product will increase. Based on the discussion, we can hypothesize:

Hypothesis 1 (H₁). *Green awareness is positively associated with green trust.*

Brand equity can precisely represent the preference, attitude, and purchase behavior of customers for a brand (Yasin et al., 2007). Trust is one of the factors that affects consumer's psychological value to consider the product (Hidayat et al., 2021). Repurchasing is likely to occur because of trust development within a customer which would lead to brand preference (Sahin et al., 2011). Based on the discussion, we can hypothesize:

Hypothesis 2 (H₂). *Green trust is positively associated with green brand preference.*

According to Chen's (2012) study, green brand awareness can positively predict the purchase decision of customers. When individuals are aware of their responsibilities towards the environment, they are more likely to purchase green products (Kumar & Ghodeswar, 2015). Likewise, when individuals understand their role in making a difference to the environment, it will reflect on their green purchase decisions (Lee, 2009). Ottman (2010) argues that in order to sell a greener product, the consumers need to be aware of the product. Based on the discussion, we can hypothesize:

Hypothesis 3 (H₃). *Green awareness is positively associated with green brand preference.*

Trust refers to an enabling factor when uncertainty and opportunism exist (McKnight & Chervany, 2002). As a fundamental determinant of consumer behavior, trust acts as a determinant to positively influence consumer's intention to buy green products (Schlosser et al., 2006). A consumer distrust could be one of the reasons for unwillingness to purchase green products (Gregg & Walzak, 2008). Based on the discussion, we can hypothesize:

Hypothesis 4 (H₄). *Green trust positively affects green purchase intentions.*

Green awareness is an extent of the green recognition and recall (Siddique & Hossain, 2018). A decrease in interest to purchase may have been the result of unfamiliarity with the green product (Glegg et al., 2005). Based on the discussion, we can hypothesize:

Hypothesis 5 (H₅). *Green awareness positively affects green purchase intentions.*

Green brand preference is defined as the tendency to choose a specific green brand when one has other, equally priced, equally performed, and available options (Mourad & Ahmed, 2012). According to Braimah (2021), consumers would switch to a less preferred brand even if it is more environmentally friendly. However, the majority respondents of Braimah's (2015) study familiar with ecological issues would not switch to the more-friendly less fancied brands. Teng (2009) found that consumers with a positive attitude toward green brands will be inclined to nurture a higher intention to procure green products. Based on the discussion, we can hypothesize:

Hypothesis 6 (H₆). *Green brand preference is positively associated with green purchase intentions.*

3. Method

This research uses quantitative research methods by collecting secondary data from past research, conducting the survey through questionnaires, which the results can be represented in the form of numerical to reach the conclusion. This research was rendered from March to July 2019 with the process starting from preparation, data gathering, data processing, and data analysis. Online survey platform was chosen by the researchers to get more respondents, comprising questions with 6-Likert Scale and distributed to the respondents online. The respondents address specifically to those who are above 18 years of age. The data was collected using online messengers (i.e., WhatsApp and Line) as the tool for spreading the questionnaire. The result from the questionnaire becomes primary research data in this study. The questionnaire will directly give the suitable criteria respondents of this research. The questionnaire itself employs survey options from (1) Strongly Disagree, (2) Somewhat Disagree, (3) Disagree, (4) Agree, (5) Somewhat Disagree, to (6) Strongly Agree. In this research, the area was only in Jakarta, which recorded there will be more than 10 million of the total population in 2019. However, due to limitations of time to collect samples accumulated from total populations and inability to obtain the consumer goods company's number of consumers, the researchers distributed the questionnaires online to find the number of samples and the total number obtained was 348.

We captured green awareness by measuring the participants' agreement with five survey items from Mourad and Ahmed (2012): (1) of the environmental efforts exerted by the brand; (2) of the environmental labels and slogans for this brand; (3) of the environmental slogans and symbols that this brand uses in its marketing campaigns; (4) of the environmental symbols that your brand used in their marketing campaigns; (5) of the environmental label on one brand which you will prefer to use it. Chen's (2010) measurement of green trust involves five items: I feel that this product's (environmental) functions are generally... (1) reliable; (2) dependable; (3) trustworthy; (4) meeting my expectations; (5) as promised and committed (for environmental protection). This study measured the four dimensions of green brand preference with items extracted from Mourad and Ahmed (2012): (1) even if they have the same commitment to the environment; (2) even if they have the same environmental features; (3) even if their environmental performance is as good; (4) even if the environmental concern is no different.

4. Results and discussion

Current research uses several test analyses, which include validity test, reliability test, multiple linear regression, normality test, multicollinearity test, heteroscedasticity test, F-test and t-Test. Validity test is a test to examine the accuracy of content instruments used in the research and check the validity of each content (Pallant, 2016). The validity test was analyzed by using

Kaiser-Meyer-Olkin (KMO) and Bartlett's test, in which $KMO > 0.50$ can be considered as valid and a content instrument with $KMO < 0.50$ is considered not valid (Stine & Foster, 2014). Reliability test, as described by Pallant (2016), is a repeated test to measure the consistency of measurement and to determine the accuracy of the instrument. George & Mallery (2003) use the Cronbach's Alpha coefficient of 1.00 as excellent and < 0.50 is unacceptable. The validity and reliability test results can be seen in Table 1.

Table 1
Validity and Reliability of the Variables

Variable	Items	Alpha (α)	KMO	Correlations
Green Awareness	AWR1	0.949	0.897	0.879
	AWR2			0.842
	AWR3			0.921
	AWR4			0.942
	AWR5			0.923
Green Trust	TRU1	0.878	0.836	0.915
	TRU2			0.791
	TRU3			0.768
	TRU4			0.906
	TRU5			0.888
Green Brand Preference	PREF1	0.929	0.847	0.803
	PREF2			0.809
	PREF3			0.888
	PREF4			0.917
Green Purchase Intention	INT1	0.768	0.781	0.842
	INT2			0.722
	INT3			0.805
	INT4			0.722
	INT5			0.807

In the survey, most respondents who contributed were 55.5% female. The age of the respondents is divided into three groups: below 18, 18-25 years old, and above 25 years old. Most respondents who participated were in the 18-25 years old group (64%), followed by those above 25 (35%), and below 18 (1%). Most of the respondents were employees (56.30%), followed by students (23.60%), unemployed (10.90%), and entrepreneurs (9.20%). The respondents' social media preference is mostly Instagram (69.80%), followed by YouTube (11.90%), Facebook (8.90%), WhatsApp (5.80%), and Line (3.60%). Table 2 shows that the R-square in Model 1 is 0.750, indicating a strong linear relationship value as it is > 0.1 . In Model 1, the adjusted R^2 is 0.562 which indicates that 56.2% of the dependent variable (green trust) can be described through the independent variable (green awareness). In Model 2, the R-square is 0.731, which also indicates a strong linear relationship value. The adjusted R^2 is 0.532 which indicates that 53.2% of green brand preference can be described through green trust and green awareness. In Model 3, the R-square is 0.729, which also indicates a strong linear relationship value. The adjusted R^2 is 0.531 which indicates that 53.1% of green brand purchase intention can be described through green trust, green awareness, and green brand preference.

Table 2
Regression Test

Model	R	Adjusted R^2	Standard Error
1	0.750	0.562	0.76959
2	0.731	0.532	0.74753
3	0.729	0.531	0.59342

In Table 3, the P-value of Model 1 is lower than the alpha of 0.05, referring to the significance of the hypothesis. Besides, the t-test result of $AWR \rightarrow TRU$ is 21.104, bigger than the t-table value (1.962). The rule of thumb asserted that t-test should be greater than t-table for H_0 to be rejected. Therefore, it can be inferred that hypothesis 1 is significant, showing that green awareness (AWR) has a positive influence on green trust (TRU). In Model 2, the P-values are 0.000, smaller than the α of 0.05, meaning that the hypotheses are also significant. The t-test results are higher than the t-table value (1.962). Therefore, hypotheses 2 and 3 are significant, meaning that both green trust and green awareness both have positive influence on green brand preference. In Model 3, we can see that one P-value is higher than the α of 0.05, which means that the hypothesis is not significant, showing that green awareness does not influence green purchase intention.

Table 3
Coefficients

	Model	B	Error	Beta	t	Sig.
1.	$AWR \rightarrow TRU$	0.778	0.037	0.750	21.104	0.000
	$TRU \rightarrow PREF$	0.237	0.052	0.252	4.544	0.000
2.	$AWR \rightarrow PREF$	0.509	0.054	0.522	9.402	0.000
	$TRU \rightarrow INT$	0.418	0.043	0.200	3.473	0.001
3.	$AWR \rightarrow INT$	0.072	0.048	0.094	1.504	0.134
	$PREF \rightarrow INT$	0.399	0.043	0.506	9.344	0.000

The model identified green trust and green brand preference as the mediators, following Baron and Kenny's (1986) and Hair et al.'s (2010) studies. The results reveal a direct influence of green awareness on green trust and green brand preference. In addition, green awareness does not have a direct significant impact on green purchase intention. In the absence of green trust and green brand preference, a significant relationship between green awareness and green purchase intention was not confirmed. The test of mediation supported the assertion that the relationship between green awareness and green purchase intention can be partially mediated by green trust and green brand preference. Based on the values seen in Table 3, the indirect effect of green awareness through green brand preference on purchase intention was greater compared with the indirect effect through green trust.

5. Conclusion

This study investigated the influences of green awareness and green trust on green brand preference. The study further highlights the mediating effect of green trust when exploring the strength of relations between green awareness and green brand preference in the context of young adults in Jakarta. From the theoretical perspective, variances in ecological brand preference observed among the Jakartans are not only due to the awareness about their environmental responsibility but also from their belief in environmental credibility. From the practical standpoint, the results of this study will help local authorities and marketing managers to better understand the important roles of green awareness and green trust in discovering grand brand preference.

With respect to theoretical implication, this study contributes extensively to the literature through filling a gap by empirically confirming the role of green trust as a mediating factor on the relationship between green awareness and green brand preference. For the managerial implications, the roles of green awareness and green trust on green brand preference implies that corporations can improve the image by emphasizing their concerns and care for the environment to build consumers' preferences, trust, and loyalty toward the sustainable image of the company. Local authorities are advised to add incentives for environmental-friendly corporations which hopefully may increase awareness of the employees about environmental concerns.

The impact of demographic factors was not yet considered in this study, thus future studies may want to explore this aspect. It could be of added value to examine their relationships with green brand preference. To increase knowledge on green brand green awareness, future research could also target its antecedents, allowing better understanding on their influence on green trust and green brand preference.

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