

The Influence Of Green Marketing On The Formation Of Green Brand Awareness Of Oriflame Brand In Jakarta City

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ABSTRACT

Oriflame uses a green marketing strategy to attract customers and keep them coming back for more. The manufacturing process for Oriflame's other product is known as the ringing process. The purpose of this article is to provide insight into Oriflame's efforts to promote green marketing and brand awareness. This article was written to find out how green marketing can increase Oriflame's brand awareness in Kota Jakarta. A deskriptif method was used in conjunction with a quantitative method that was used to collect responses from 100 Oriflame customers in Kota Jakarta Barat. Non-probability sampling and purposeful sampling are two types of sampling techniques. The SPSS 25 for Windows software was used to analyze the data in this study. The analysis of the deskriptif for the variable green marketing category was found to be superior by 88%, and the variable green brand awareness category was found to be superior by 87%. Green marketing has a positive and significant impact on green brand awareness, with a gain of 31,8 percent and a loss of 68,2 percent due to unidentified factors.

Keywords: Green Marketing; Green Brand Awareness

INTRODUCTION

In 2021, a study published in the journal *Frontiers in Forest and Global Change* by Andrew J. Plumtre and Daniele Baisero found that humans have destroyed as much as 97% of Earth's surface ecology and that only 3% of the planet's soil is "ecologically intact," with intact habitats and healthy native flora and fauna living there. Every human activity has damaged the planet, but people often believe that only air pollution from densely suffocating smoke from factory chimneys, textile waste thrown into rivers, the greenhouse effect that melts polar ice, and so on are to blame. However, it turns out that even seemingly insignificant human actions can have a negative impact on the environment. One example is the incessant use of plastic without any effort to recycle it.

Green marketing or environmentally themed (green marketing) is the current campaign concept in development. This marketing campaign's rise coincides with public awareness of environmental issues. Global warming, food waste, plastics in the oceans, air pollution, and other environmental issues all pose threats to our planet. A green marketing mix, according to Yusiana and Widodo (2019), is a marketing mix planning that uses changing consumer awareness of products and services that are more environmentally friendly by changing products, creating methods, and packaging that are more environmentally friendly to satisfy and meet consumer needs, reduce negative environmental impacts, and also invite consumers to care more about the environment.

Via completing green, feasible, and moral business processes, organizations can carry more benefits and enhance the organization's image picture and simultaneously contribute decidedly to society in familiarity with the brand to be bought as a harmless to the ecosystem item. A managerial approach that takes into account social, environmental, and financial concerns

is implemented by the business. The company's reputation will also improve when this idea is implemented, particularly in the eyes of customers and the general public.

In 2021 Oriflame launched a new product from The Love Nature in the form of a Shampoo Bar. This Shampoo Bar was developed to be more concentrated than traditional shampoos. By using shampoo bars, consumers will use less water during the production process, and last longer. In addition, this new product also requires less material for packaging. The concept of forming green brand awareness should receive special attention from Oriflame in focusing on marketing following the concept of green marketing. According to Mourad million, et al. (2020) Green Brand, Awareness is defined as the possibility to recognize and remember a brand's features of brands that commit to environmental conservation. The low consumer awareness regarding Oriflame as an environmentally friendly product influences the success of the company's marketing communications.

The problems in this study drew the attention of the author, who wanted to find out how much influence green marketing has on the formation of green brand awareness of Oriflame products so that the Oriflame company can make improvements in building brand awareness among consumers based on the general description and phenomenon presented in the preceding paragraph.

LITERATURE REVIEW

Green Marketing

Yusiana and Widodo (2019) define green marketing as "the process of planning a money marketing mix utilizing changes in consumer awareness of environmentally friendly products or services." The American Marketing Association (AMA) defines "green marketing" as "the development and marketing of products that are considered safe for the environment," as stated by Tsai et al. (2020). The broad concept of green marketing encompasses responses to market needs in product design, manufacturing procedures, packaging enhancements, and advertising strategies. Yusiana and Widodo (2019) say that green marketing changes four parts of the marketing mix called the 4P: 1) A Green Product; 2) A Green Price; 3) A Green Location; and 4) A Green Promotion.

Green Brand Awareness

Recognize and remember a brand's characteristics and brands that pledge to conserve the environment. "The power of the brand knot in memory ie." is how Huang et al. (2014:253) define green brand awareness in Mansoor and Paul (2021). how quickly customers remember the brand. According to Esther and Thenmozhi (2019), customers' increased awareness of environmental threats is prompting businesses to incorporate environmentally friendly features into their products in order to meet customers' green expectations. In Alamsyah (2018) Green Brand, Suki says that four things can influence awareness: 1) Consumers' Concern for the Environment; 2) Consumers' Awareness of Green Products; 3) Consumer Awareness of Price; and 4) Consumer Awareness of Brand Image

Research Conceptual Framework and Hypothesis Development

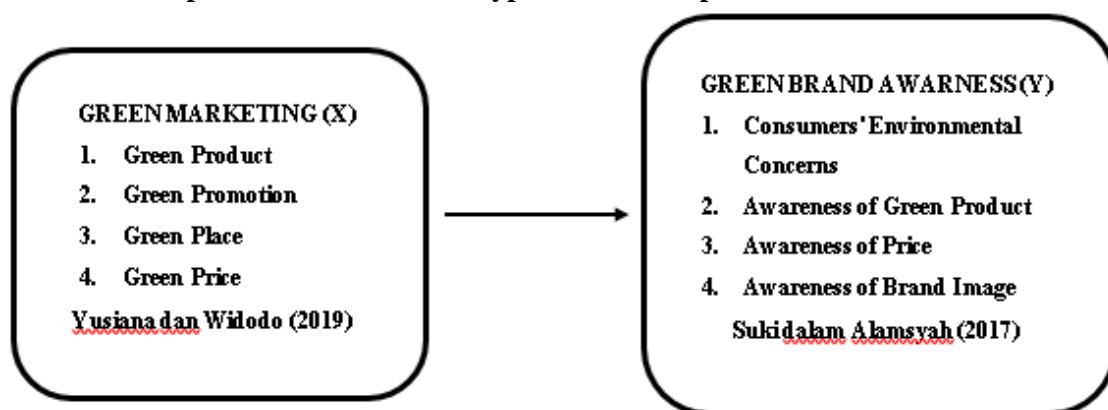


Figure 1. Frame of Mind

According to the preceding framework, green brand awareness is the dependent variable and green marketing is the independent variable. This study proposes the following hypotheses:

H₀: The Oriflame brand's green brand awareness in Jakarta City is unaffected by green marketing.

H₁: The Oriflame brand's awareness in Jakarta is influenced by green marketing.

METHODS

Using multiple linear regression analysis and the SPSS 25 for Windows application, this study will use a descriptive quantitative approach to explain the influence of green marketing on green brand awareness. This study's sampling method, purposive sampling, is a type of sampling that takes into account the researcher's considerations. Bernoulli's formula was used to determine the size of the sample in this study, resulting in a total of 100 respondents who were asked to complete the research questionnaire. On a Likert scale ranging from strongly disagree to strongly agree, each sample participant will be asked to complete a questionnaire. The impact of the green marketing variable (X) on green brand awareness (Y) is assessed using multiple linear regression methods.

RESULTS AND DISCUSSION

Validity Test and Reliability Test

The purpose of the validity test is to determine whether a statement is rigid. In order to ensure that measurement results are consistent, reliability tests demonstrate how reliable the instrument (the questionnaire). Testing the validity and reliability of Windows application software with SPSS 25.

Table 1. Validity and Reliability Test Results

Construct	Correlation Value	Description	Cronbach's Alpha	Description
Green Marketing				
X.1	0.389			
X.2	0.392			
X.3	0.531			
X.4	0.484			
X.5	0.631	Valid	0,622	Reliable
X.6	0.450			
X.7	0.539			
X.8	0.608			
X.9	0.381			
X.10	0.306			
Green Brand Awareness				
Y.1	0.600			
Y.2	0.685			
Y.3	0.618			
Y.4	0.580	Valid	0,740	Reliable
Y.5	0.651			
Y.6	0.603			
Y.7	0.463			
Y.8	0.558			

Because the validity criteria were determined by comparing the Pearson Correlation value to the table value, the processing of all 18 statements from the green marketing and green brand awareness variables yielded valid results. If the rating value is greater than the table, it is deemed valid, while if it is less than the table, it is deemed invalid. Statements regarding the dimensions of green marketing and green brand awareness are deemed reliable due to the value of Cronbach's Alpha 0.6, which was calculated using the SPSS 25 for Windows application.

Descriptive Analysis

Green Marketing Oriflame (X)

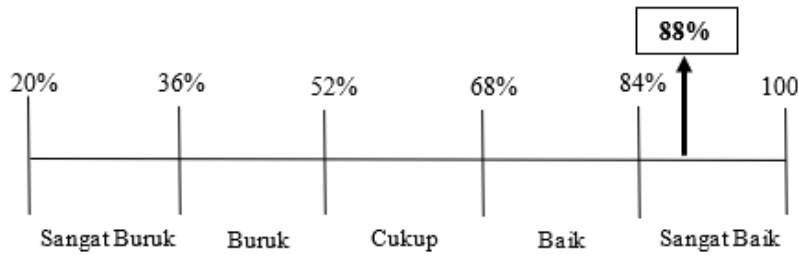


Figure 2. Green Marketing Continuum Line

The green marketing variable has an average percentage of 88%, as shown by the arrow in the preceding figure, which is a continuum line. This figure was derived from ten statements made by respondents regarding green marketing. The position of the green marketing variable is rated very favorably with an average of 88%, indicating that respondents' responses fall within the range of 84% to 100%.

Green Brand Awareness Oriflame (Y)



Figure 3. Green Brand Awareness Continuum Line

The green brand awareness variable has an average percentage of 87 percent, as indicated by an arrow in the continuum line in the image above. This figure was derived from eight statements regarding green brand awareness in the responses of respondents. The position of the green brand awareness variable is rated very well, as the average of 87% indicates that respondents' responses fall within the range of 84% to 100%.

Linear Regression Test

Table 2. Linear Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.463	3.761		2.516	.013
1 Green Marketing	.579	.086	.564	6.766	.000

a. Dependent Variable: Green Brand Awareness

$$\text{Green Brand Awareness} = 9,463 + 0,579 \text{ Green Marketing}$$

$$\hat{Y} = 9,463 + 0,579 X$$

According to the equation, the constant of 9.463 indicates that green brand awareness equals 9.463 if there is no green marketing. Green brand awareness will rise by 0.579 with each additional unit of green marketing, according to the regression coefficient of 0.579. Green brand awareness, on the other hand, is expected to decrease by 0.579 if green marketing decreases by one unit.

T test

Table 3. Test Results t Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.463	3.761		2.516	.013
Green Marketing	.579	.086	.564	6.766	.000

a. Dependent Variable: Green Brand Awareness

It is represented by the denominator, or df, which is the ratio of the number of variables to the number of samples, and the numerator, or pr, which is represented by one or two directions and their respective probabilities. Thus, the mention of df (100-1) is 99, the numerator or pr is 0.05 in both directions, and the table's result is 1.66. The following are the study's hypotheses:

$H_0 = \beta_1 = 0$, This indicates that awareness of green brands is not significantly affected by green marketing.

$H_1 = \beta_1 \neq 0$, This indicates that awareness of green brands is significantly influenced by green marketing.

Hypothesis testing is done by comparing the table value to the calculated value. For a one-party test with a 5% error level and $DK = n-1$, the table value is 1.66. The hypothesis is accepted because the calculated value of 6.766 (see thitung in table 3) is greater than the table value of 1.66. As a result, it is possible to draw the conclusion that awareness of green brands is influenced in a positive and significant way by green marketing.

Coefficient of Determination Test

Table 4. Coefficient of Determination Test Results Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564 ^a	.318	.311	2,75767

a. Predictors: (Constant), Green Brand Awareness

According to the data presented in the table above, the study's R-square coefficient of determination was 0.318, or 31.8 percent. This indicates that green marketing has a 31.8 percent impact on brand awareness. The remaining 68%, or 0.682, was influenced by unstudied variables or other factors. This demonstrates that Oriflame is able to regain customer awareness of the green brand by utilizing environmental awareness, green product features, and green product promotion and advertising. As a result, there will be an increase in green brand awareness of Oriflame products periodically following it.

According to Ghozali (2016), a low coefficient of determination indicates that only a small number of dependent variables can be explained by independent variables. On the other hand, independent variables can provide all of the information necessary to predict dependent variables if the value is close to 1 (one) and away from 0 (zero). However, variable X must be included in the study because the figure of 31.8% is less than 67%. According to Chin (1998), the R-Square value is deemed strong if it is greater than 0.67, moderate if it is greater than 0.33 but less than 0.67, and weak if it is greater than 0.19 but less than 0.33. According to previous research, green brand awareness can be influenced by environmental awareness, green product features, and green product promotion and advertising.

CONCLUSION

1. With an average score of 88%, Oriflame's green marketing falls into the excellent category. With a score of 90%, the statement with the highest value indicates that all respondents strongly concur with the following: The fourth statement about Oriflame products gives results that match expectations for prices, the ninth statement about Oriflame makes it easier for members and customers to choose where to buy, and the tenth statement about the idea of sales through members or MLM allows Oriflame to avoid using online stores too much. In contrast, the statement that received the lowest score, 84%, indicates that all respondents strongly concur with the following statement: The seventh statement from Oriflame always emphasizes the use of green products to improve environmental conditions.
2. With an average of 87%, Oriflame's green brand awareness is excellent. The statement that received the highest score, 89%, indicates that all respondents strongly concur with the following: In the fourteenth and seventeenth statements, I examine the company's profile and environmental protection philosophy, respectively, and I consider the company's desired image regarding a specific environmental issue. In contrast, all respondents strongly concur with the following statement, which received the lowest score of 83% (already good but needs to be considered and improved). 18th statement In addressing and preserving environmental issues, I agree with Oriflame's spirit.
3. Oriflame's green brand awareness is significantly improved by green marketing. The equation for the simple linear regression between green marketing and Green Brand Awareness Oriflame in West Jakarta City is $= 9.463 + 0.579 X$. Green marketing has a 31.8% influence on Green Brand Awareness Oriflame in West Jakarta City, while environmental awareness, green product features, and green product promotion & advertising influence the remaining 68.2%.

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