Marketing and Sustainability: The Concept of Green Awareness of Consumer

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Abstract

The purpose of this study is to examine sustainability by understanding green marketing strategy through consumer behaviour. So that the focus of research on the concept of green awareness of consumers as part of consumer behaviour. The research was conducted in a descriptive quantitative by explaining the study of green awareness based on previous theories to find new concepts and hypothesis test. The data is obtained from consumers through questionnaires and processed through SmartPLS. The research findings conveyed that green awareness is a consumer assessment of a product that can meet the need for product safety when consumed and in environmental sustainability. Green awareness can be measured through several indicators including effort, label, slogan, symbol, and brand. In addition, green awareness can form several behaviours conveyed in the green awareness model in influencing word-of-mouth, trust and purchase intention. This research is useful as information before deciding on a green marketing strategy for the company.

Keywords
Green Awareness, Sustainability, Consumer Behaviour.

1. Introduction
The issue of global warning is the concern of consumers today, it can be seen from the consumption pattern that leads to environmentally friendly products with the green consumerism movement (Bouten & Hoozée, 2013). Consumers are starting to care about the environment so that attention to products is aligned with the impact on the environment (Hsu et al., 2011). Consumers' concern because of concerns about natural conditions is known as sustainability (Suki, 2013). Changes in consumer perceptions are used as important information by companies, so that environment-based marketing, known as the green marketing strategy, appears (Visser et al., 2015). The purpose of the green marketing strategy is to convey the value of products that are friendly to the environment so that it becomes the attention of consumers to be able to choose the products offered (Alamsyah et al., 2021). Green marketing strategy is actually only a tool to address environmentally friendly issues, but it does not guarantee that all products are truly environmentally friendly (Suki et al., 2016a). It is possible that only some of them are environmentally friendly or not at all friendly to the environment but only support the environment (Alamsyah, Othman, Bakri, et al., 2020). This means that the implementation of the green marketing strategy only takes environmental issues so that the products delivered get more value. However, consumers are more selective in choosing products especially environmentally friendly products (Rahmi et al., 2017). Given that consumer concerns are more sensitive to products when it is linked to environmental issues. This concern is known as green awareness which has a major impact on consumer purchasing behavior (Suki et al., 2016a).

Competitive business that occurs in companies fosters consumer awareness, given the relationship between competitiveness and sustainability (Chinomona & Sandada, 2013). This means that the higher the competitiveness conveyed by the company on the product is able to support the level of sustainability, so that consumers will care more because of the support for sustainability. Competitive business refers to a view on the sustainability of the environment (Rahmi et al., 2017). Green awareness of consumers is an important part of the process of dealing with global community problems such as energy-saving, in order to reduce the impact on the environment (Sarkis & Daou, 2013). It seems clear that green awareness is not only about concern for products by consumers as well as concern for the environment and their behavior. The behavior of consumers who care about the environment affects their activities such as consumption patterns, waste recycle patterns, and increasing consumer preferences

to support the increase of environmentally friendly products (Anderson et al., 2016; Berawi et al., 2019; Rahmi et al., 2017). This means that consumers are more selective in choosing products, consuming and recommending products. Based on the phenomenon of problems with green marketing strategy and sustainability, the focus of this study examines the concept of green awareness of consumers and analyzes models capable of forming green awareness.

2. Methods

This study focuses on consumer green awareness, which examines its support for several other consumer behaviors. The previous of study show that there is an impact of green awareness on other consumer behavior among word-of-mouth, consumer trust and purchase intention (Hurriyati, 2015; Latif et al., 2014; Mourad et al., 2012; Peng et al., 2015). The research method used is descriptive quantitative, in which a quantitative study will be carried out through descriptions and analysis based on previous theoretical studies. The data from the respondents were obtained through a predetermined questionnaire, the answer was 1 for the "strongly disagree" criteria and 5 for the "strongly agree" criteria. Data from respondents is then processed through SmartPLS to confirm the results and evaluate the research hypotheses. Respondents from the study were determined, namely consumers who know about green products in retail in Bandung (Indonesia) with a total of 100 respondents.

The stages of the research begin by explaining the basic theory of consumer green awareness and the relationship between variables. Furthermore, research hypotheses and statistical analysis were formed based on the research hypothesis design. The research does not examine the characteristics of the respondents because it only examines and proves the research hypothesis. The goal of this research is to find the right concept of and model for consumer green awareness.

3. Result and Discussions

In the process of consumer purchasing decisions for environmentally friendly products, consumer awareness of products and brands is often studied (Suki et al., 2016a). Because consumers do not judge only product quality, but the actions of companies that are also in operation have a positive impact on the environment (Alamsyah, Syarifuddin, et al., 2018)This means that the implementation of a green marketing strategy through an approach to green consumer behavior needs to pay attention to two sides, namely the quality of the product and the green brand image. There are several influences of green awareness on consumer behavior, it is said that it can have an impact on word-of-mouth (Latif et al., 2014; Peng et al., 2015), trust (Alamsyah, Mulyani, Udjaja, et al., 2020; Alamsyah & Febriani, 2020; Mourad et al., 2012), and purchase intention (Alamsyah, Mulyani, Udjaja, et al., 2020; Rashid, 2009).

3.1. Green Awareness

Green awareness reviews the previous theory as the awareness that consumers have when consuming environmentally friendly products provides value for consumer health and value for environmental sustainability (Alamsyah, Aryanto, Utama, et al., 2020; Gadenne et al., 2009; Suki et al., 2016b). Green awareness is developed by consumers and has an impact on consumer behavior that leads to the environment. In consumer behavior, green awareness is an arrangement consisting of multi values, namely knowledge, attitudes and actions in environmental preservation and protection carried out by consumers (Alamsyah, Suhartini, et al., 2018). The development of green awareness is the ability of consumers to realize the relationship between human activities and the surrounding environment to create a safe and healthy environment (Rahim et al., 2012). The importance of the environment is very much created in green awareness, so that it raises several paradigms including behavioral intention to products and brands. Consumers who have concern for the environment try to protect the environment through purchasing green products, because currently not all products produced and available in the market are pure green products (Suki, 2013; Syarifuddin & Alamsyah, 2017). Especially for green products, green awareness can be assessed from several attitudes including effort, label, slogan, symbol and brand (Rizwan et al., 2014).

3.2. Relationship of Green Awareness

Green awareness is part of consumer behavior, there are many studies that explain the positive impact of green awareness on consumer behavior (Gadenne et al., 2009; Rahim et al., 2012; Suki, 2013; Suki et al., 2016b). In the research of Latif et al. (Latif et al., 2014) explained that word-of-mouth is a marketing strategy that can be well developed if there is awareness from consumers. Word-of-mouth comes from consumers to consumers, where a lot of information can be spread by consumers through the information chain obtained from word-of-mouth (Hu et al., 2011). In green products, of course, information that conveys the value of the product is needed, and word-of-mouth can be the right mediation. On the other hand, it is said that the better the value of consumer awareness, the better it will increase consumer confidence. Previous studies from Alamsyah et al. (Alamsyah & Febriani, 2020) it is said that consumer confidence has an impact on consumer purchasing decisions on green products, but

there needs to be support from internal consumers in the form of green awareness. It is also known from several previous studies that green awareness has a good attachment in increasing purchase intention (Suki et al., 2016a; Wu & Chen, 2014). Based on previous research studies, the impact of green awareness on several consumer behaviors, namely word-of-mouth, trust, and purchase intention.

The importance of green awareness in consumer purchasing behavior for environmentally friendly products is thus conveyed from a model capable of explaining green awareness and its impact. The model is presented in Figure 1, and this model has important benefits for the company as initial information in determining a green marketing strategy.
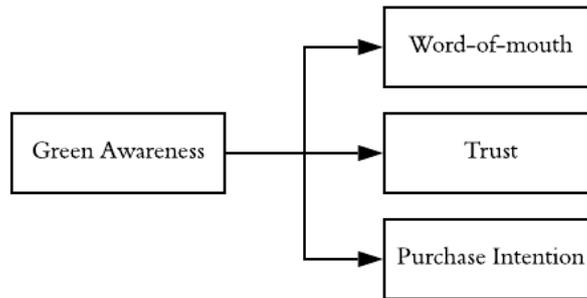

Figure 1. Model of Green Awareness Consumer

The results of the previous literature review appear in the design model shown in Figure 1, it appears from the model that it is known that there is an alleged impact of green awareness on word-of-mouth, trust and purchase intention. Furthermore, to prove the research model in Figure 1, a survey was conducted to 100 consumers regarding their opinions on green awareness. Pre-selected consumers who know green products so that they know the meaning of green awareness. Data from consumers was collected through questionnaires quantitatively and the results were processed through the SmartPLS analysis tool with the test results in Figure 2. Considering that this study only proved the research model based on theory, it did not examine the characteristics of the respondents but directly examined the results of statistical tests. Based on the test results that appear in the Figure 2 model, it is known that green awareness actually has a positive relationship with word-of-mouth, trust and purchase intention. When examined from the coefficients, it appears that word-of-mouth has a greater correlation with green awareness than consumer trust and purchase intention. This indicates that consumer concern for environmentally friendly products contributes more to the news that consumers will convey to others through word-of-mouth. Through the model test in Figure 2 confirms the results that green awareness actually has a relationship with word-of-mouth, trust and purchase intention. However, the model in Figure 2 is evaluated with an Inner and Outer test to explain whether the model is acceptable or not. The following are the results in Table 1, Table 2, and Table 3.
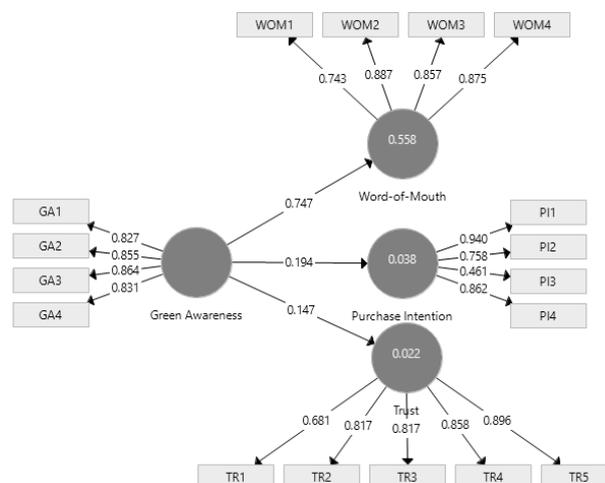

Figure 2. Model Test of Green Awareness

Table 1. Outer Loadings

	Green Awareness	Purchase Intention	Trust	Word-of-Mouth
GA1	0,827			
GA2	0,855			
GA3	0,864			
GA4	0,831			
PI1		0,940		
PI2		0,758		
PI3		0,461		
PI4		0,862		
TR1			0,681	
TR2			0,817	
TR3			0,817	
TR4			0,858	
TR5			0,896	
WOM1				0,743
WOM2				0,887
WOM3				0,857
WOM4				0,875

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Awareness	0,866	0,873	0,908	0,713
Purchase Intention	0,823	0,998	0,852	0,603
Trust	0,891	1,270	0,909	0,667
Word-of-Mouth	0,863	0,875	0,907	0,710

Testing the model using the Inner and Outer test, it is known from the Outer Loadings value in Table 1, and it is known that based on the evaluation results the value is accepted considering all values above 0.6. Furthermore, the evaluation is reviewed from the Construct Reliability and Validity in Table 2, it is known for Cronbach's Alpha, and Composite Reliability above 0.7 while the AVE value is above 0.6 which explains the acceptance of the Outer Test on the SmartPLS Model. Furthermore, the Inner Test is evaluated from Table 3, namely P-Value, it is known that all are below 0.05 except for one indicator on purchase intention. However, it is mostly acceptable and explains that the acceptance of the test and defined model studied in Figure 2 is acceptable.

Table 3. P Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
GA1 <- Green Awareness	0,827	0,829	0,033	24,826	0,000
GA2 <- Green Awareness	0,855	0,853	0,046	18,749	0,000
GA3 <- Green Awareness	0,864	0,861	0,040	21,477	0,000
GA4 <- Green Awareness	0,831	0,834	0,069	12,080	0,000
PI1 <- Purchase Intention	0,940	0,763	0,336	2,799	0,005
PI2 <- Purchase Intention	0,758	0,685	0,240	3,152	0,002
PI3 <- Purchase Intention	0,461	0,492	0,336	1,371	0,171
PI4 <- Purchase Intention	0,862	0,720	0,266	3,238	0,001
TR1 <- Trust	0,681	0,583	0,321	2,120	0,034
TR2 <- Trust	0,817	0,702	0,282	2,899	0,004
TR3 <- Trust	0,817	0,699	0,284	2,883	0,004
TR4 <- Trust	0,858	0,729	0,275	3,123	0,002
TR5 <- Trust	0,896	0,691	0,349	2,566	0,011
WOM1 <- Word-of-Mouth	0,743	0,746	0,114	6,518	0,000
WOM2 <- Word-of-Mouth	0,887	0,888	0,029	30,759	0,000
WOM3 <- Word-of-Mouth	0,857	0,860	0,044	19,504	0,000

WOM4 <- Word-of-Mouth	0,875	0,871	0,055	15,978	0,000

4. Conclusions

Green marketing strategy has an impact on marketing performance and environmental sustainability, and its implementation can be done through knowing consumer behavior. Green awareness is part of consumer behavior, which is consumer confidence in products that are considered safe for consumption and friendly to the environment. There are several dimensions that can be assessed to measure green awareness, including effort, label, slogan, symbol, and brand. Green awareness has a relationship with other consumer behavior, namely word-of-mouth, trust, and purchase intention. This research has limitations, where the study is only limited of sample. So that it becomes a suggestion for further research in studying empirically.

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