

The Effect of Green Product and Green Advertising on Consumer Purchase Decision LED Lighting

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Abstract

This study examines the company's efforts to increase consumer awareness of the environment through its decision in using Eco friendly products by means observe the effect of green product that the company created as well as the creation of green advertising theme. Method of data collection in this research is by distributing questionnaires for 100 respondents spread in the city of Bandung. The variables studied were Green Product, Green Advertising and Consumer Purchase Decision. Data from the questionnaires were processed using multiple regressions through the application of SPSS version 23. The findings from these studies show if consumers have started to understand the value they will get from using Eco friendly Product while for green advertising theme that emerged has been able to encourage the consumer to make a decision purchase. The empirical results of this study show a difference with previous studies in which Green product in this study had a significant influence on purchasing decisions because of differences in the level of consumer awareness of Eco friendly Product, while for the green-themed ad results are the same that have a significant influence. Simultaneously green products and green advertising can influence buying decisions by 52%. At the end of this study can be considered for the company to creating a green product as consumer needs and how to make green communication could acceptable and capable to increasing customer consumption concern of eco-friendly products.

Keywords: Green Product, Green Advertising, Purchase Decision

1. Introduction

The issue of global warming has become the world's attention as well as Indonesia, due to the impact of global warming is getting worst from year by years on the Earth and for life on earth The impact of global warming already we can feel and see, including the changing of the seasons are difficult to predict One of the causes of global warming is the use of excess electricity and as we know the source of our power plant they used majorities with premium electricity generated is still a lot of that comes from generating electricity from fossil fuels, it means that more and more electronic devices that use more power is required, and more and more power electricity is used the more the consumption of fuel oil used. One way of doing efficiency is to create an Eco friendly Product or green products. Green products are increasingly becoming the center of attention for policy and decision makers around the world not only because of the crisis environment and eco-systems, but also to meet the current competitiveness in the market (Mahdi, et al: 2016). One of the green products with environmentally friendly that use electricity efficiently is with LED (Light Emitting Diode). Some other advantages of LED lights in addition to saving electricity is also more durable, light generated no heat, do not contain mercury, the size of the bulbs are smaller, but behind the advantages there are also drawbacks, namely the price is quite expensive, the light intensity is small and the temperature environment which may affect the lifespan of the LED lights. (Gurit, Adi and Ketut, 2015).

One of the producers of LED lamps is Philips. Making the LED lamp by Philips is a form of Philips concern shown for the environment. According to Kasali (2005), green products are products that are safe for humans and the environment, sparing in the use of resources, does not produce excessive waste bins and also does not occur after its use against animal cruelty.

Based on the above statement can be assumed that the presence of green products will occur the environmental problems on earth. As for the characteristics of green products are products that do not cause damage to the environment, do not spend a lot of energy, the product is harmless, durable, recyclable, and do not damage the environment (Gurit, Adi and Ketut, 2015), and green products can also improve the performance and a risk in terms of reducing the risk of consumer financial and social risks (environmental concerns) (Janine; Jose; 2016). According to Prashant et al, (2012), a green product purchasing decisions are influenced by important factors creating the environment by companies that drive a customer's responsibility to the environment, experience, green products, environmentally friendly and have a social appeal In addition to creating a green product, Philip also use green advertising in its products communicate. Wu and Choo (2013: 917) in Kristianti (2016) found Green Advertising is an ad for a product or brand that claims about the environment, where there are several variations of such claims is simple to environmental friendliness that starts from the production process, product, up corporate image stresses the responsibility of the environment or public campaigns that promote responsible corporate behavior towards the environment. There was also an element of fear and the response properties appear in green advertising can increase consumer in-

volvement with the message, which can be a significant predictor of attitudes towards green ad (Angeline, et al; 2016). Green ads delivered through different perceptions of the dimensions of green brand associations can also be a positive influence on consumer attitudes toward a brand (P. Hartmann: 2009), especially if customers are increasingly believe the impact caused by the eco-label and eco-brand, then it will have a significant influence on their actual purchase behavior (Rahbar, E., & Abdul Wahid, N.: 2011).

To measure an effectiveness of an ad is green now it was difficult because many variables subjectively within such consumer brand perception, convenience products, the assurance of ethical, value is considered, therefore, we need to investigate how the pattern of the relationship between advertising green traversed various platforms media to the consumer market through various means which are driven by motives or motives of individual preferences of collective and communal divided into sub-culture or a particular group, this motif that forms consumer insights in advertising (Komal, 2015). Based on the above presentation, then we are interested to know the effect of green products and green advertising on purchasing decisions LED lighting products.

Table 1: literature survey of green advertising dan green price problems

Green Product, Green Advertising Problems	References
Analysis of the probability of the consumer's decision to purchase a Philips LED light in Jember	Gurit et al (2015)
A global survey by the national Geographic in 2012 ranked China as second worst with a consumerXin dai, Tiong-Thye Goh and Si Cheng (2014) green index of 57.8 and green marketing is still a very new concept to the chinese market	
The twenty-first century has seen a significant increase in environmental awareness and activism, which Lindsay (2013) has ultimately developed into a pro-environmental trend. Similar to previous societal trends such as cigarette smoking and fashion fads, environmentalism has recently entered the advertising world under the term "green advertising."	
To measure consumer attitudes toward green advertising and environmental attitudes	Diana & Erika (2008)
There are certain factors that are studied affecting consumers attitude including credibility, consumers trust, viewers attitude, brand image, the media and green education	Komal (2015)
People's lifestyles are increasing, consumer interest to buy a car as a daily means of transport so that they are considered stylish by the environment. Unfortunately, the desire is not accompanied with maximum purchasing power, so that not many can afford to buy a new car as they wish. Seeing these opportunities the producers tried to meet market demand by making cars LCGC (Low Cost Green car).	Kristanti (2016)
Test how different psychographic and attitudinal factors could predict Environmentally conscious consumer behaviour (ECCB), and green purchase attitudes (GPA) on Green Purchase (GPI)	Samaa (2014)

2. Discussion and Conclusion

Based on the research model shown in Figure 1.1, then the hypothesis in this study are:

H1 : Green Product effect on the Purchase Decision

H2 : Green Advertising influence on Purchase Decision

H3 : Green Product and Green Advertising influence simultaneously to the Purchase Decision

From the results if the data SPSS 23 obtained F value of 52, with a value of 0.05 and its F table is 3.0902 that means that there is influence between Green Product and Green Advertising jointly against the Purchase Decision due for F count > F table or 52.698 > 3.0902.

Table 1.1"
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,385	4,589		8,827	,000
1 Green Product (X ₁)	,568	,141	,438	4,017	,000
Green Advertising (X ₂)	,521	,139	,429	4,019	,000

a. Dependent Variable: Purchase Decision (Y)

Based on the value of t for Green product at 4.017 in table 1.1 above, and with significant value used is 0.05 and this table is 1.9847 then it can be concluded that there is influence between the Green Product of the Purchase Decision, for $t > t$ table or $4.017 > 1.9847$.

As for the value of t for Green Advertising amounted to 4.019, and with significant value used is 0.05 and this table is 1.9847 then it can be concluded that there is influence between Green Advertising on the Purchase Decision, for $t > t$ table or $4.019 > 1.9847$.

Based on table 1.2 above, the regression equation is as follows: $Y' = 8.385 + 0,568X_1 + 0,721X_2$. The regression equation can be interpreted:

1. Constant amounted to 8.385; meaning that if the Green Product (X₁) and Green Advertising (X₂) the value is 0, then the Purchase Decision (Y) value is 8.385

2. The regression coefficient of Green Product (X₁) of 0,568; meaning that if the Green Advertising (X₂) value is fixed and Green Product (X₁) experiences a rise of 1%, then the Purchase Decision (Y) will be increased by 0,568. This coefficient is positive, it means there is a positive relationship between Green Product (X₁) with Purchase Decision (Y), the rising Green Product (X₁), the increasing rate of Purchase Decision (Y)

3. Green Advertising regression coefficient (X₂) 0.721; meaning that if Green Product (X₁) value is fixed and Green Advertising (X₂) increased 1%, then the value of Purchase Decision (Y) will increase by 0.721. This coefficient is positive; it means there is a positive relationship between Green Advertising (X₂) with Purchase Decision (Y), the rise of Green Advertising (X₂), the increasing rate of Purchase Decision (Y).

Tabel 1.2:
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,722 ^a	,521	,511	5,08084

a. Predictors: (Constant), Green Product, Green Advertising

Based on Table 1.2, shows the R value of 0.722 or 72.2%. This means that there is a strong relationship that occurs between the Green Product (X1), Green Advertising (X2) on the Purchase Decision (Y). In addition to the rtabel 1.2 below, the value of R Square of 0.521, this shows that the percentage contribution of the influence Green Product (X1), Green Advertising (X2) on the Purchase Decision (Y) of 52.1%, while the remaining 47.9% influenced by other variables not examined in this study.

The conclusion from this study is that an environmentally friendly product from Philips that LED light is able to encourage consumer purchase behavior, this may be residents in the city of Bandung has begun to understand the value they will get from using Eco friendly Product while advertising from Philips The theme of environmental friendliness or energy saving are also able to encourage consumers make purchasing decisions. The results of this research is somewhat different to the study conducted by Gurit et al (2015) in advance of the influence of Green Products and Green Advertising on the Purchase Decision LED lights Philips in Jember, his research states that for Green Product does not affect the buying decision while Green Advertising has influence on the buying decision.

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