

## **THE IMPACT OF CONSUMER ATTITUDE AND BRAND EQUITY TOWARD GREEN PURCHASE INTENTION FOR THE GREEN PRODUCT COSMETIC ON SARI AYU MARTHA TILAAAR**

*DAMPAK DARI SIKAP KONSUMEN DAN EKUITAS MEREK TERHADAP NIAT BELI  
HIJAU UNTUK PRODUK HIJAU KOSMETIK PADA SARI AYU MARTHA TILAAAR*

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### **ABSTRACT**

*Organic or green products such as food products, fashion products, personal care products, health products, etc, become focal attention of public in recent year. Purpose of this study are to determine the influence of consumer attitude and brand equity to green purchase intention for the green product cosmetic on Sari Ayu Martha Tilaar, also to determine the influence of consumer attitude and brand equity to green purchase intention for the green product cosmetic on Sari Ayu Martha Tilaar. This study is conducted in the people of Manado. This research will be held at June 2015. Recommendation is Sariayu Martha Tilaar in order to improve the intention to buy green products the company should focus first of all on the brand equity that the company should be able to make consumers can associate with the company's brand of green products that are environmentally friendly, organic, healthy, and sustainable.*

Keywords: consumer attitude, brand equity, green purchase intention

### **ABSTRAK**

*Produk organik atau produk hijau seperti makanan, produk fashion, produk perawatan pribadi, produk kesehatan, dll, menjadi focus perhatian public dalam beberapa tahun terakhir. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh sikap konsumendan ekuitas merek untuk niat pembelian hijau untuk produk hijau pada kosmetik sariayu Martha tilaar. Penelitian ini dilakukan pada orang – orang yang ada di manado. Penelitian ini akan diadakan bulan juni 2015. Rekomendasi yaitu, sariayu Martha tilaar dalam rangka meningkatkan niat untuk membeli produk hijau, perusahaan harus focus pertama –tama pada ekuitas merek dari perusahaan yang mampu membuat konsumen dapat mengasosiasikan dengan merek perusahaan produk hijau yang rama lingkungan, organik sehat, dan berkelanjutan.*

*Kata kunci : sikap konsumen, ekuitas merek , niat beli hijau*

## 1. INTRODUCTION

### Research Background

Organics or green products and services are the fastest growing segment of the global personal care or beauty industry. Organic or green products such as food products, fashion products, personal care products, health products, etc, become focal attention of public in recent year. Rising concerns for health safety, increasing go green consciousness and growing consumer awareness towards hazards of synthetic chemicals has fueled the demand for organic personal care products. The positive progress of the natural cosmetics market, in 2013 assured marketers that global consumers remain drawn towards this trend. Marketing investments, new product developments, and the efforts of certifying agencies such as BDiH, Cosmebio, and Nature to shed better light on the transparency of ingredients used by marketers in their product manufacture have all contributed to the global increase in sales of natural cosmetics by 10.6% in 2013.

### Research Objectives

- 1 To determine the influence of consumer attitude and brand equity to green purchase intention for the green product cosmetic on Sari Ayu Martha Tilaar.
- 2 To determine the influence of consumer attitude to green purchase intention for the green product cosmetic on Sari Ayu Martha Tilaar.
- 3 To determine the influence of brand equity to green purchase intention for the green product cosmetic on Sari Ayu Martha Tilaar.

## 2. THEORETICAL FRAMEWORK

### Marketing

Marketing is the business function that identifies unfulfilled needs and wants, define and measures their magnitude, determines which target market the organization can best serve, decides on appropriate products, services and programs to serve these markets, and calls upon everyone in the organization to think and serve the customer.

### Attitude

Attitude according to Robinson in Chell (2008) suggest that attitude holds greater promise as predictor behavior. Attitudes can be defined as predispositions to behave in certain ways in response to given stimulus (Burnett, 2010).

### Consumer Attitude

An individual with a positive attitude towards a product/service offering is more likely to make a purchase; this makes the study of consumer attitudes highly important for a marketer. An attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object (be it a person, thing or situation).

### Brand

It is the consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands. Dimensions of brand equity (Fayrene and Lee, 2011): (1) Brand awareness, (2) Brand associations, (3) Perceived quality, (4) Brand loyalty.

**Consumer Behavior**

Consumer behavior has changed dramatically in the past decade. Consumers can order online many customized products ranging from sneakers to computers. The term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk 2009).

**Consumer Purchase Intention**

Blackwell and Miniard (2005) present the most recognized model of consumer purchase decision-making or model of consumer purchase intention. This model divides the consumer purchase decision process into five stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior. Also, Mowen and Minor (2005) maintain that consumer decision making are a series of processing results from perceiving problems, searching for solutions, evaluating alternatives, and making decisions.

**Green Purchase Intention**

Chan and Lau (2000) has also developed a conceptualized model consisted of environmental concern, environmental knowledge, green purchase intention, actual purchase behavior and man nature orientation. The dependent variable – green purchase intention in Chan and Lau (2000) study has been measure by using as a single dimension with four statements.

**Previous Research**

**Table 2.1**

No.	Title	Author	Year	Variable	Method
1	Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern	Hartmann and Ibanez	2012	Consumer attitude, purchase intention	Quantitative
2	The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable	Aman <i>et al.</i> ,	2012	Environmental knowledge, environmental concern, attitude, green purchase intention	Quantitative
3	Analyzing the Impact of Brand Equity towards Purchase Intention in Automotive Industry: A Case Study of ABC in Surabaya	Santoso and Cahyadi	2014	Brand equity, purchase intention	Quantitative
4	Consumers perceived value, attitude and Purchase intention of green products	Mahesh	2013	Perceived value, attitude, purchase intention	Quantitative, regression analysis

*Source: Journal articles, 2015*

Based on the results of previous studies, this study sought to examine the influence of consumer attitudes and brand equity as a predictor of intention to buy green products, especially with the object of research on green product Sari Ayu Martha Tilaar.

**Hypoteses Testing**

- Ha<sub>1</sub>= There are significant influences of consumer attitude and brand equity to green purchase intention simultaneously.
- Ho<sub>1</sub>= There are no significant influence of consumer attitude and and brand equity to green purchase intention simultaneously.
- Ha<sub>2</sub>= There is partial and significant impact of consumer attitude to green purchase intention.
- Ho<sub>2</sub>= There is no partial and significant impact of consumer attitude to green purchase intention.
- Ha<sub>3</sub>= There is partial and significant impact of brand equity to green purchase intention.
- Ho<sub>3</sub>= There is no partial and significant impact of brand equity to green purchase intention.

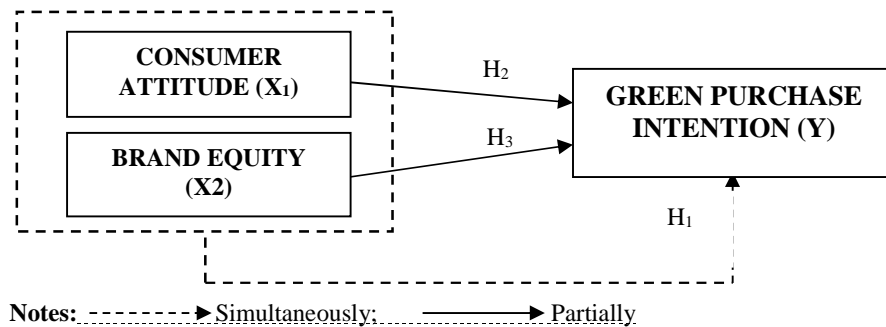
**3. RESEARCH METHOD**

This research type is causal uses quantitative type of research. Quantitative research or quantitative method based on Sugiyono (2013) defined as research method based on positivism paradigm that used to investigate spesifice population or samples.

**Place and Time of Research**

This study is conducted in the people of Manado. This research will be held at June 2015.

**Conceptual Framework**



**Figure 1. Conceptual Framework**  
 Source: Data processed, 2015

**Population and Samples**

The population in this research is people in Economic and Business Faculty, Sam Ratulangi University, while the sample in this research are students in Economic Faculty Sam Ratulangi University, with amount of sample 50 respondents. Sample criteria are:

1. Students at the Faculty of Economics and Business Unsrat Manado.
2. Knowing about the product Sari Ayu Martha Tilaar
3. Have been using the product Sari Ayu Martha Tilaar at least once.

Data Collection Method Primary Data and Secondary Data

**Operational Definition and Measurement of Research Variables**

This research consist of 2 independents variables and 1 dependent variables, the explanation of operational definition of research variables which are Consumer attitude, Brand equity, Green purchase intention

**Table 1. Operational Definitions**

VARIABLES	DEFINTION	INDICATORS
Consumer Attitudes	consistent favorable or unfavorable feeling that a consumer or a prospect forms as a result of an evaluation about an object; the object being, a product/service offering, brand, price, store and dealer, salesperson, advertisement, promotion etc	<ol style="list-style-type: none"> <li>1. Consumer feelings and beliefs</li> <li>2. Consumer possess feelings of like and favorableness</li> <li>3. Consumer cognition</li> <li>4. Consumer learned predisposition</li> <li>5. Consumer Affective</li> </ol>
Brand Equity	a value that consumers associate with a brand	<ol style="list-style-type: none"> <li>1. Brand awareness</li> <li>2. Brand associations</li> <li>3. Perceived quality</li> <li>4. Brand loyalty</li> <li>5. Perceived brand personality</li> </ol>
Green Purchase Intention	the probability and willingness of an individual to give preference to green product over conventional products in their purchase considerations	<ol style="list-style-type: none"> <li>1. Problem recognition</li> <li>2. Information search</li> <li>3. Alternative evaluation</li> <li>4. Purchase decision</li> <li>5. Post-purchase behavior</li> </ol>

*Source: Data processed, 2015*

**Data Analysis Method**

**Validity and reliability test**

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire.

Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension. The reliability of a measure is established by testing for both consistency and stability (Sekaran, 2009).

**Classical Assumption Test**

Classical assumption is comprised of normality test, autocorrelation test, multicollinearity test, and heteroscedasticity test.

**Multicollinearity Test**

Multicollinearity test is required to determine the correlation between independent variables in a regression model.

**Heteroscedasticity Test**

Consequently the existence of heteroscedasticity in the regression model is obtained estimator is not efficient, both in small and large samples.

**Normality Test**

Normality test aims to test whether in a linear regression model the dependent variable and independent variables both have a normal distribution or not (Ghozali, 2005: 111).

**Regression Analysis Model**

Hypothetical testing model with multiple regression analysis which are:

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$

Explanations: Y : The predicted score on the dependent variable

X<sub>1</sub> : The score on independent variable X<sub>1</sub>

X<sub>2</sub> : The score on independent variable X<sub>2</sub>

a : The Y-intercept, or the value of Y when both X<sub>1</sub> and X<sub>2</sub> are equal to zero

b<sub>1</sub> : The change in Y with a unit change in X<sub>1</sub>, when the other independent variable X<sub>2</sub> is controlled

b<sub>2</sub> : The change in Y with a unit change in X<sub>2</sub>, when the other independent variable X<sub>1</sub> is controlled

e : Error

**4. RESULT AND DISCUSSION**

**Validity of the Research**

**Table 2. Validity Test Results**

Variables	Indicators	Correlation (r)		
		R	Sig	Explanation
Consumer Attitude (X <sub>1</sub> )	X1.1	0,859	0.000	Valid
	X1.2	0,974	0.000	Valid
	X1.3	0,970	0.000	Valid
	X1.4	0,939	0.000	Valid
	X1.5	0,950	0.000	Valid
Brand Equity (X <sub>2</sub> )	X2.1	0,716	0.000	Valid
	X2.2	0,914	0.000	Valid
	X2.3	0,872	0.000	Valid
	X2.4	0,721	0.000	Valid
	X2.5	0,698	0.000	Valid
Green Purchase Intention (Y)	Y1.1	0,960	0.000	Valid
	Y1.2	0,974	0.000	Valid
	Y1.3	0,981	0.000	Valid
	Y1.4	0,945	0.000	Valid
	Y1.5	0,963	0.000	Valid

(Source: Data Processed, 2015)

**Reliability of the Research**

**Table 3. Reliability Test Results**

Variables	Indicators	Coefficients	
		Alpha Cornbach	Explanation
Consumer Attitude (X <sub>1</sub> )	X1.1	0.966	Reliable
	X1.2		
	X1.3		
	X1.4		
	X1.5		
Brand Equity (X <sub>2</sub> )	X2.1	0.839	Reliable
	X2.2		
	X2.3		
	X2.4		
	X2.5		
Green Purchase Intention (Y)	Y1.1	0.981	Reliable
	Y1.2		
	Y1.3		
	Y1.4		
	Y1.5		

*Source: Data Processed, 2015*

**Result of Multiple Linear Regression Analysis**

Multiple Linear Regression model is used to determine the influence of several independent variables on a dependent variable.

**Classic Assumption of Regression Analysis**

Linear regression model can be said as a good model if it meets the classical classical assumptions.

**Multicollinearity Test**

Multicollinearity test aims to test whether the regression model found a correlation between the independent variables, where a good regression model should not happen correlation between the independent variables (Ghozali , 2007).

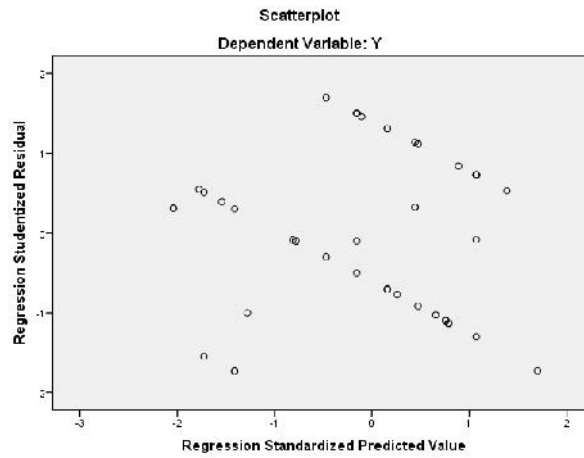
**Table 4. Multicollinearity Test**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Consumer Attitude	.939	1.065
	Brand Equity	.939	1.065

*(Source: Data Processed, 2015)*

### Heteroscedasticity Test

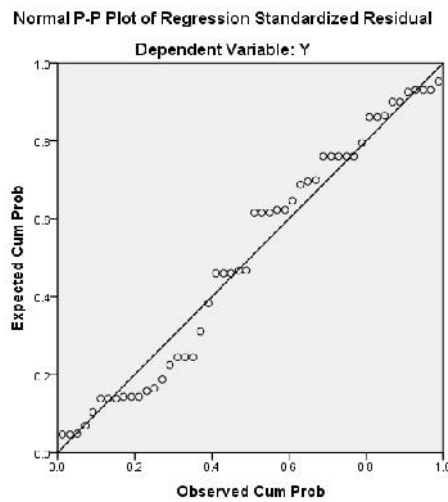
Heteroscedasticity test aims to test whether the regression model occurred inequality residual variance from one observation to another observation (Ghozali, 2007).



**Graph 1. Heteroscedasticity Test**  
 Source: Data Processed, 2015

### Linearity Test

Linearity test aims to determine whether or not a normal distribution of data (Sarjono and Julianita, 2011), it is associated with the t test and F test that assumes that the residual value of the linear or normal distribution.



**Graph 2. Linearity Test**  
 Source: Data Processed, 2015



**Multiple Regression Analysis**

The following table is a summary of the summary table models, coefficients, and ANOVA.

**Table 5. Multiple Regression Test**

	<b>Regression Coefficient (b)</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t<sub>count</sub></b>	<b>Sig.</b>	<b>Description</b>
Constanta	4.967	3.955		2.256	0.005	
X <sub>1</sub>	0.290	0.155	0.237	2.867	0.008	Significant
X <sub>2</sub>	0.499	0.148	0.429	3.381	0.001	Significant
R (Multiple R)	=		0.539			
R Square	=		0.290			
Adjusted R Square	=		0.260			
F <sub>count</sub>	=		9.611			
t <sub>table</sub>	=		1.679			
Sig. F	=		0.000			
α	=		0.05 (5%)			

Source: Data Processed, 2015

Coefficients Standardized forms obtained by the following equation:

$$Y = 4.967 + 0.290X_1 + 0.499X_2$$

Explanations:

- X1 = Consumer Attitude
- X2 = Brand Equity
- Y = Green purchase intention

**Correlation Coefficient and Determination Coefficient Test Results**

The influence of consumer attitude, and brand equity can be seen via the correlation coefficient is mainly used to purchase intention to consumers in Sari Ayu Martha Tilaar. The correlation coefficient R is 0.539 or this suggests that the influence of consumer attitude, and brand equity to the green purchase intention of Sari Ayu Martha Tilaar products, have a positive effect for 0.539 , or 53.9 % .

**Hypothesis Testing**

**Hypothesis Testing Simultaneously (F Test)**

Hypothesis testing jointly carried out by using F Test. F Test performed to test the significance of the relationship between independent variables and the dependent variable overall. The test results obtained as follows:

**Table 6. Hypothesis Testing Simultaneously (F Test)**

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.795	2	61.897	9.611	.000 <sup>b</sup>
	Residual	302.705	47	6.441		
	Total	426.500	49			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Processed, 2015

## Discussion

### Impact of Consumer Attitude and Brand Equity to Green Purchase Intention

Based on the results of statistical tests found that simultaneously consumer attitude, and brand equity influence on green purchase intention in Sari Ayu Martha Tilaar on consumers in Manado.

### Impact of Consumer Attitude to Green Purchase Intention

Based on the test that the t test statistics can be explained that the effect on consumer attitude of Sari Ayu Martha Tilaar in Manado with a significant coefficient.

## 5. CONCLUSION AND RECOMMENDATION

### Conclusion

Conclusion of this research:

1. Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of: consumer attitude, and brand equity has a positive and significant influence on green purchase intention. This model applies to Sari Ayu Martha Tilaar consumers in Manado.
2. Based on the results of hypothesis testing found that consumer attitude has significant and positive impact on green purchase intention on Sari Ayu Martha Tilaar consumer in Manado. Consumer attitude has the lowest impact to green purchase intention compare other variable.
3. Based on the results of hypothesis testing found that brand equity has significant and positive impact on green purchase intention on Sari Ayu Martha Tilaar consumer in Manado. Brand equity has the highest impact on green purchase intention compare other variable.

### Recomendation

Recommendations of this research are:

1. Sariayu Martha Tilaar in order to improve the intention to buy green products the company should focus first of all on the brand equity that the company should be able to make consumers can associate with the company's brand of green products that are environmentally friendly, organic, healthy, and sustainable.
2. Beauty care companies such as Sari Ayu Martha Tilaar must focus the company's marketing strategy effectively and efficiently.

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