

**CONSUMERS' ATTITUDES IN MEDIATING THE INFLUENCE OF
GREEN MARKETING ON THE PURCHASE INTENTION
(A Survey in The Body Shop Lampung)**

(Undergraduate Thesis)

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**FACULTY OF ECONOMICS AND BUSINESS
THE UNIVERSITY OF LAMPUNG
BANDARLAMPUNG
2016**

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Researcher

AYU NADIA BASUMBUL

ABSTRACT

The purpose of this research is to know the responses of the people about green marketing towards purchase intention on The Body Shop products. Sample of 100 respondent were selected by purposive sampling. Analysis used was Sobel Test. The result shows that green marketing positively and significantly affects consumers' attitude toward The Body Shop product with t count $9.810 > t$ table (1.6607). The consumers' attitude positively and significantly affects the purchase intention toward The Body Shop with t count $5.244 > t$ table (1.6607). Customers' attitude is fully mediate the green marketing affects on purchase intention through consumers' attitude toward The Body Shop products.

Keyword: Purchase Intention, Green Marketing, and Customer Attitude.

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Undergraduate Thesis

**As One of Requirements to Achieve
BACHELOR OF ECONOMICS**

In

**Management Department
Faculty of Economics and Business The University of Lampung**



**FACULTY OF ECONOMICS AND BUSINESS
THE UNIVESITY OF LAMPUNG
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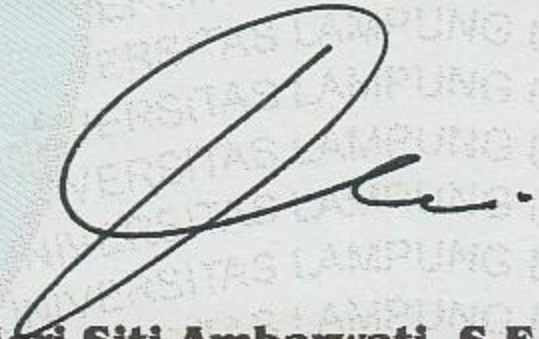
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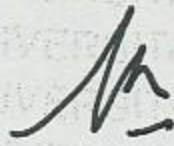


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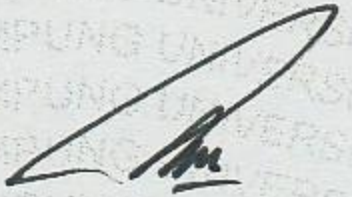
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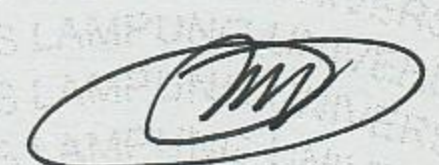
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PERNYATAAN BEBAS PLAGIARISME

“Saya yang bertanda tangan di bawah ini menyatakan bahwa skripsi ini telah ditulis dengan sungguh-sungguh dan tidak merupakan penjiplakan hasil karya orang lain. Apabila dikemudian hari terbukti pernyataan ini tidak benar maka saya sanggup menerima hukuman/sanksi sesuai peraturan yang berlaku.”

Bandar Lampung, Februari 2016

Penulis,




Ayu Nadia Basumbul

BIOGRAPHY

Researcher was born on September 6th, 1995, in Gorontalo, Indonesia. The youngest of four children from partner Ir. H. Jusuf Basumbul, M. M. and Ha.Jurita Kumali. Researcher started formal education at TK Aisyiyah Bustanul athfal 1 Kota Gorontalo, Gorontalo. In 2000, researcher continued study to elementary school at SDN 63 Kota Timur, Kota Gorontalo. In the middle of 2006, researcher continued to junior high school at SMP Negeri 6 Gorontalo. In 2009, researcher accepted at Insan Cendekia Gorontalo Boarding School with fully-funded.

In 2012, researcher accepted in Faculty of Economics and Business, The University of Lampung, majoring in marketing management bilingual class. During her study, researcher is active as member of Pilar Ekonomi and always get scholarship from PPA and Bank Indonesia.

MOTTO

“Indeed, with hardship [will be] ease.”

(Q.S. Ash-Sharh (The Relief):6)

“People will die, but the writing is immortal”

(Ayu Nadia Basumbul)

“Do not give up whatever happens, if we give up then it’s over.”

(Aitthipat Kulapongvanich)

" The pursuit of happiness lies at core of human endeavors"

(Ban Ki-Moon)

DEDICATION

This thesis is dedicated to the most supportive, encouraging, and loving person in my life-my mother and my father, Rita and Jusuf. I wouldn't be I am today without their continuous love and support-in good times and especially during the trying time. I Love you, Mom and Dad.

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Human who is not perfect, maybe it cause this research is still have weekness, then the researcher also human. If there is mistake, trully appologize and kindly accept all of critics and suggestion for this thesis.

Best Regards,

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I. INTRODUCTION

1.1 Background

Industrial development has rapidly increased and has brought social and environmental issues into surface. Human as a subject in the utilization of natural resources has a very important role to form a friendly society toward the environment and are required to have a concern for the conservation effort of nature and to respect the other's existence on this earth. This environmental issue can become a challenge to make their production process environmentally friendly.

Business competition is getting tougher today and requiring every company to always compete in attracting consumers. Entrepreneurs as producers must compete to find the factors that may affect consumer decision in choosing a product and conduct marketing strategy to dominate the existing market.

Purchase intention can be defined as “what consumers think they will buy”. Consumer intentions play an important role in marketing strategies (to implement 4P strategies) because they permit companies to evaluate how many products could be produced according to the demand. To predict the purchase intention, companies can interview consumers about their past behaviors in order to forecast their future behaviors, but the products that people bought in the past can be

different of those they will buy. Thus another method is to ask consumers what they intend to do (Blackwell et al., 2006:409-410, 742)

Attitudes represent what we like and dislike (Blackwell et al 2001: 289); or something favorable or unfavorable for us (Ajzen, 1991:188). Some people intend to consume if they like the product. Attitude also can be defined as a learned tendency to respond to an object in a consistently favorable or unfavorable way. Attitude has several characteristics including it is learned and not instinctive, it is a predisposition towards a particular behavior, implies a relationship between a person and an object, fairly stable, and is not neutral or neutral means not have attitude toward the object (Blythe, 2008 cited in Athanasius et. al., 2015: 199).

There are measurements of attitude composing the Rosenberg Model (includes perceived instrumentality and value importance) and Fishbein Model (including belief of particular characteristics and evaluation of desirable characteristics) (Blythe, 2008 cited in Athanasius et. al., 2015: 199). Favorable attitude is not automatically translated into favorable purchase intentions. Preference represents attitude toward one object in relation to another.

Green marketing has rose attention due to the environmental deterioration and it becomes a global problem (Kumar, 2011 cited in Morel and Kwakye, 2012: 1). Nowadays, the American Marketing Association (AMA) divides the definition of green marketing in three aspects (marketingpower.com): as “the marketing of products that are presumed to be environmentally safe” (retailing definition) as “the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality” (social marketing definition) and finally as “the efforts by organizations to produce, promote,

package, and reclaim products in a manner that is sensitive or responsive to ecological concerns” (environments definition).

In spite of the presence of theories which is helpful in predicting behaviors from an individual’s attitude, when it comes to environmental consumerism, the predictive ability of attitude is still being debated by researchers. There have been a number of attempts to provide a valid explanation to the presence of inconsistencies among behavior and attitudes, effects of external variables and lack of measurement reliability and validity (Mainieri et al., 1997 in cited by Cherian and Jacob, 2012: 119). People were really influenced (in their purchase decision) by the fact that they understand and believe the green claims and the information on green packaging (Morel and Kwakye, 2012: 52)

In the era of increasingly fierce competition, often companies compete to provide products with low price to consumers. The opinion of consumers who have to care for the environment by using environmentally friendly products, but the company also must pay attention to the price, one of which produce or secrete friendly environment products .

The cosmetics industry is an industry with a high level of competition in Indonesia. Euromonitor International Institute for Market Research states that the value of Indonesian cosmetics industry reached more than US \$ 5 billion with an average growth of 12% per year (Octama, 2013). This data is fully supported by the Ministry of Industry Indonesia through Indonesia Finance Today announcing that Indonesian cosmetic industry managed to survive the global economic crisis in 2012 that slow the growth of the national economy by continues to experience solid growth (Ministry of Industry Republic of Indonesia, 2013).

Indonesia with 250 million inhabitants, prove to be a potential land for the cosmetics market. The industry is experiencing growth with the increase in sales in 2012 by 14% to Rp 9.76 trillion from Rp 8.5 trillion. This increase comes from the growth rate of demand, especially from consumer-grade medium. In addition there is also a change in the trend of use of the product cosmetics are increasingly in demand by men. Cosmetic industry is projected to continue to experience growth by the Union Cosmetics Company Indonesia (PERKOSMI) by 15% to Rp11,22 trillion from Rp 9.76 trillion in 2012. Increasing sales and opportunities that occur in the cosmetics industry lead to the increasing competition. To dominate the competition, this time a lot of cosmetic products outstand the use of hazardous chemicals that can harm our health and harming the users of cosmetics. One of the product which does not use hazardous chemicals is The Body Shop.

The Body Shop is somewhat different because it offers products with natural ingredients, environmental friendly, no animal testing, and fair trade. Thus, the profit is not the only source of strategy for the survival of a company. Regardless of people (social aspects) and planet (environmental aspects), a company will never be able to resume its life. This is one of green marketing strategy The Body Shop to create a green products (Octoviani, 2011: 6). According to Sandeep Tiwari (2011, in cited by Suwanta, 2012:38) green product is ecological goals in product planning is to reduce raw materials consumption and pollution to improve conservation of environment. This is suitable with international quality management system ISO:9001 about environmental management.

The Body Shop International plc, or better known as The Body Shop, has about 2,400 stores in 61 countries. The company was founded by Dame Anita Roddick and famous because its products use herbal substances and natural resources ranging from Skin Care, Bath and Body, Make Up, Hair, and Fragrance, which is the evidence of green product strategy from The Body Shop.

In term of packaging, The Body Shop offer return pack for member of The Body Shop such as bottle. Then, the member will get reward to transform it with discount or free The Body Shop product. Furthermore, The Body Shop also use paper bag for consumers no plastic.

According to Kotler and Keller (2009: 63) promotion involves “sales promotion, advertising, sales force, public relations and direct marketing”. There are three types of green advertising:

- a) Campaign which addresses the relationship between the products / services and biophysical environment.
- b) Campaign to promote green lifestyle by highlighting products or services.
- c) Campaign that presents the image of the company responsibility environment.

Those activities and campaigns undertaken by the Body Shop, has put The Body Shop close to the world organizations like Green Peace. Some campaigns ever undertook by the Body Shop are STOP Violence in the Home, Stop Global Warming, they do with paper bag to convey the message of this environment, Against Animal Testing, Support Community Trade, Bring Back Our Bottle, STOP trafficking and HIV AIDS campaign. The Body Shop also mention in their website, that if the consumer cosuming their product, that consumer is become “Beauty with Heart”.

Green marketing in place element appears when “firms decide the most effective outlets through which to sell their products and how best to get them here” (Blackwell et al, 2006: 49). Kotler and Keller define the place as including channels, coverage, assortments, location and inventory (2009: 62). It can also be defined as the process of transporting the product or service to the customer. This involves the availability of the product and transporting them to the selecting wholesalers and retailers (Patrick et al, 2010 cited in Morel and Kwakye, 2012: 11). The Body Shop reduce the carbon footprint, The Body Shop need to track how they get their product from distribution centres to markets and stores. The Body Shop use third party logistics constructors to transport the product around the world. In Value Report 2013, The Body Shop delivery of goods by air peaked in 2012, but in 2015 managed to drop as much as 50% from 2011 to 2015.

Table 1.1 Total Transport of The Body Shop in the World 2011-2015

Transportations	2011	2012	2013	2014F	2015F
Air miles	3524 units	4117 units	2194 units	1948 units	1283 units
Road miles	2347 units	2076 units	2226 units	2095 units	2035 units
Sea Miles	1709 units	1303 units	1333 units	1072 units	884 units

Source: Value Report The Body Shop, 2015

The table 1.1 shows CO2 emissions associated with transporting The Body Shop products from 2011 to 2015. As airplane emissions are a major contributor to greenhouse gases worldwide, so The Body Shop must be to continue reducing their use of this form of transport. Otherwise, The Body Shop also concerning about water which they use, cause water scarcity is a growing problem around the globe and The Body Shop is reducing its own water consumption to address this. Reduction in water consumption of The Body Shop between 2010 and 2015 achieved a 37 percent.

In some situations green marketing, research shows that several factors beyond the product itself that are extrinsic can affect purchase intentions. Two of which the most important is product factor and the price factor, which is often stronger push action the purchase of environmentally friendly products than the consumer concerns own (Arnold, Price, and Zinkhan, 2002: 721 in Jaolis, 2011: 122).

The price of eco-friendly products as more expensive than the conventional ones (Chang, 2011: 20) and others view it not due to the healthy part of the products. The benefits of the products make some of the consumers go extra to pay more for the products. They believe that it will preserve the deterioration of the earth so spending or bearing extra cost is worthy of the cause. The comparison of prices of products of The Body Shop with other products which have already adopted green marketing strategy, there are:

Table 1.2 Price comparison of Moisturizer Cream

Companies	Name of product	Price
The Body Shop	Nutriganics	Rp 269.000
Olay	White radiance	Rp 147.000
Oriflame	Radiance day cream	Rp 249.000
L'oreal	White essence	Rp 208.000
Biokos	Radiant Cream	Rp 158.800

Source: TheBodyShop.com, and Pusatkosmetik.com, 2015

Table 1.2 shows the price of The Body Shop that Rp 269.000 is the highest, compared to other products such as Olay Rp 147.000, Oriflame Rp 249.000, L'oreal Rp 208.000 and Biokos Rp 158.800.

Table 1.3 Price comparison of Eye Cream

Companies	Name of product	Price
The Body Shop	Nutriganic	Rp 299.000
Olay	Regenesist	Rp 198.000
Oriflame	Bio clinic	Rp 269.000
L'oreal	Revitalift	Rp 200.000
Biokos	Organic eye cream	Rp 135.800

Source: TheBodyShop.com, and Pusatkosmetik.com, 2015

Table 1.3 shows the price of The Body Shop that Rp 299.000 is the highest, compared to other products such as Olay Rp 198.000, Oriflame Rp 269.000, L'oreal Rp 200.000 and Biokos Rp 135.800.

Table 1.4 Price comparison of Cleanser

Companies	Name of product	Price
The Body Shop	Nutriganics	Rp 194.650
Olay	Milk cleanser	Rp 102.000
Oriflame	Optimals	Rp 179.000
L'oreal	Revitalift	Rp 119.000
Biokos	Derma bright insentive	Rp 179.000

Source: TheBodyShop.com, and Pusatkosmetik.com, 2015

Table 1.4 show the price of The Body Shop that Rp 194.650 is the highest, compared to other products such as Olay Rp 102.000, Oriflame Rp 179.000, L'oreal Rp 190.000 and Biokos Rp 179.000.

The price comparison of 3 tables can be concluded that The Body Shop has the most expensive products of price compared with other products. Olay, L'oreal and Biokos is the product of Indonesia adopted green marketing it can be proven by their production to produce the products without animal testing, but their products are cheaper compared to the Body Shop. Otherwise, Oriflame also product which is adopted green marketing but sometime oriflame always gives a discount every month to customer. So, respondents felt the price of The Body Shop is still too expensive for a product environmentally friendly.

Based on the results of pre-research was conducted by interviews with 10 respondents who come to the body shop branches Mall Boemi kedaton and Central Plaza that 40% of respondents have expressed concern for the environment, but they are not willing to purchase or pay more for an environment-friendly product, and the remaining 60% of respondents are willing to pay more because of environment-friendly products reviews their concern for the future.

A market survey from one of the leading market survey service providers, Marketsensus claimed that green consumers in developing countries showed the most willingness to support green consumerism compared to other Asia-Pacific countries (Lung, 2010). Consumers from emerging markets in the region were more willing to pay more for green products. Nearly 95% of Thai consumers and over 80% of Malaysian and Korean consumers were willing to pay more; less than 60% of consumers from Hong Kong and Australia showed willingness to pay more (Lung, 2010).

The Body Shop has conducted activities through green marketing strategy. But from the table 1.5 The Body Shop is still less competitive with some of the cosmetic company in Indonesia.

Table 1.5 The Growth of Market Share Cosmetics Company in Indonesia

No	Name of The Product	2011	2012	2013	2014	2015
1	Olay	11.408	11.963	12.518	13.073	13.628
2	L'oreal	4,586	4,767	4,984	5,129	5,310
3	Biokos	2,736	2,769	2,782	2,805	2,828
4	Oriflame	4,612	5,065	5,518	5,971	6,424
5	The Body Shop	1,658	1,762	1,866	1,970	2,074

Source: *Euromonitor International from trade source/national statistic, 2015*

The Body Shop Indonesia ranks 5 with the other company which are also adopted green marketing in Indonesia. Table 1.5 shows that The Body Shop is

still lack market share in Indonesia. It can be happen caused by the green price of The Body Shop is too expensive.

Based on the description, researchers interested in conducting a research with the title **"CONSUMERS' ATTITUDES IN MEDIATING THE INFLUENCE OF GREEN MARKETING TO THE PURCHASE INTENTION (A Survey in The Body Shop Lampung)"**

1.2 Problem Statement

Based on these descriptions that The Body Shop has still less market share than another green cosmetics in Indonesia. It is because the green price of The Body Shop is still too expensive, and the pre-research about less of willingness to purchase environmental products. So the researcher identified the following problems are:

1. Is it the green marketing positively influence attitude toward The Body Shop products?
2. Is it the consumer attitude positively influence the purchase intention toward The Body Shop products?
3. Is it consumers' attitudes in mediating the influence of green marketing on the purchase intention toward The Body Shop products?

1.3 Purpose of Research

The purposes of this research are:

1. To determine is it the green marketing positively influence attitude toward The Body Shop products.
2. To determine is it the consumer attitude positively influence the purchase intention toward The Body Shop products.
3. To determine is it consumers' attitudes in mediating the influence of green marketing on the purchase intention toward The Body Shop products.

1.4 Benefits of Research

There are several benefits which obtained during the writing of this research:

1. For the researcher

The research can be use for the reference of others researcher.

2. For practitioner

To measure the successful of The Body Shop Mall in Mall Boemi Kedaton and Central Plaza strategy in green marketing, so that The Body Shop in Mall Boemi Kedaton and Central Plaza can be make future decision about green marketing strategy.

3. For academics

This research is expected to be useful for the development of science in marketing management, especially the green marketing as well as providing information for the next researcher who took the same topic.

II. LITERATUR REVIEW, FRAMEWORK AND HYPOTHESIS

2.1 Green Marketing

Green marketing term appeared at the end of the 1980's. This concept has been defined by many researchers such as Stanton and Futrell (1987), Mintu and Lozanda (1993) and Polonsky (1994), in a broad sense it is the marketing activities which facilitate exchanges to satisfy consumer needs and wants by minimizing the impact of these activities on the physical environment. The term green marketing can be used in consumer goods, industrial goods and even services (Morel and Kwakye 2012: 7).

According to Chen and Chai (2010: 29) green marketing is defined as the activities taken by firms concerned about environmental problems or green problems, by delivering the environmental sound goods or services to create customer's and society's satisfaction. Welford (2000, cited in Chen and Chai, 2010: 29-30) defined green marketing as "the management process responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way". Green marketing has been developing because even if the human wants are unlimited the natural and artificial resources are limited.

The green marketing issues sometimes is confronted with the green washing and green marketing myopia activities. Consumers should be aware of companies activities on "whitewashing – coordinated attempt to hide unpleasant facts" (Torque Customer Strategy, 2008 cited in Athanasius et al., 2015: 199); and also green marketing myopia – which focus on greenness over the broader expectations of consumers (Ottman et al, 2006 cited in Athanasius et al., 2015: 199). Not only focusing on the product features, functions and efficient production but to meet customer needs, expectation and future desires. There are 3Cs for green marketing encompassing consumer value positioning, calibration of consumer knowledge, and credibility of product claims (Ottman, 2006 cited in Athanasius et al., 2015: 199). Consumer value positioning is the design environmentally product, promote and deliver the consumer-desired value, broaden mainstream appeal by bundling or adding value to the green product. Calibration of consumer knowledge includes educate consumer with environmental marketing messages (e.g. "pesticide free is healthier"), environmental product attributes as better solution (e.g. "rechargeable batteries offer longer performance"), and create engaging and educational internet sites about green products desired value. Credibility of product claims encompasses employ meaningful-specific unpretentious and qualified green product and consumer benefit claims, endorsements or eco certifications, and encourage consumer evangelism through internet with compelling-interesting and entertaining about the product.

Green marketing comprise of green products, green packaging, green prices; green communication and green distribution called as green marketing. (Khan and

Khan, 2012, in cited by Athanasius et. al., 2015: 198). According to Kotler and Keller (2009: 786) integrated marketing can be defined as “mixing and matching marketing activities to maximize their individual and collective efforts. The McCarty classification is the most important basis of marketing (Van Waterschoot and Van den Bulte, 1992: 83). This classification also called marketing is composed of four elements (the 4P): product, price, promotion and place (Kotler and Keller, 2009: 63).

Marketing- modeling permits marketers to understand in which way they have to invest in the 4P, such as “what strategies they have to elaborate?” “How to allocate resources for each factor?” in order to satisfy customers’ expectations (Kotler and Keller, 2009: 146-146). In this research, researcher want to demonstrate that each of these four elements influences consumers to purchase eco-friendly products via development of attitudes towards these products.

Marketing (product, place, price and promotion) has become very vital in the production of eco-friendly products due to the environmental concern of consumers. However, Chitra (2007, cited by Morel and Kwakye 2012: 8) identified “green marketing as product, price, place promotion, process, people and physical distribution”. Chitra (2007 cited by Morel and Kwakye 2012:8) summarized and explained them and the product to produce is to provide healthy consumption, place as the availability of the products and its awareness, price as the value of the product or service produced, the promotion of eco-friendly approach in the utilization resources and awareness of pollution, physical distribution could be involved in the storage and other logistics should temper or harm to the environment Finally, people are the employees and customers should

have ecofriendly or eco mindset in the production and consumption in order to achieve green marketing objectives. They are very important elements of marketing to safeguard or preserve the environment due to the process of the eco-products and final consumption.

2.1.1 Product

The product includes “the total bundle of utilities (or benefits) obtained by consumers in the exchange process” (Blackwell et al., 2006:49). The quality of a product, its package, its functionalities, and its design are one of the most important features in the product (Van Waterschoot & Van den Bulte, 1992:90). In this research, researcher will mainly focus on the product quality and the package of green products.

- **Product quality**

The American Society for Quality Control defines quality as “the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs” (Kotler, 2009:169). Indeed quality permits to satisfy customers’ expectations. According to Ottman (2002 cited in Morel and Kwakye 2012:9) 42% of people think that “green products don’t work as well as conventional ones”

Furthermore, according to a survey made on 238 students 80% of them declare they “will buy eco-friendly products which are lower in quality in comparison to alternative products” and 74% of them declare concerning their consumer intention that they “would like to purchase those products which are

inferior in quality but causing less environmental pollution” however this study showed that consumers are not ready to make a compromise concerning the quality of products that they purchase. Indeed there was a negative relationship with “I never compromise with the environmental value when I go for purchase of domestic products” and the “buying intention of inferiority products” (Purohit, 2011, p.96). However this study was only made on a sample composed of Indian students so it does not represent all the population. Another reason that explains writer chose a various sample in term of status.

Consumers are not willing to buy products with lower quality even if their impact on the environment is high, because argument itself concerning the protection of the environment is not convincing enough to make consumers purchasing low quality green products.

- Packaging

During the consumer decision making the five stages are sometimes not followed (problem recognition, information search, evaluation of alternatives, product choice and outcome) for example when the consumer buys a product on impulse, his decision is focused on “environmental cues” and it is called the “behavioural influence perspective” in this case the information on packaging has an important role to play because it is the first thing that the consumer sees (Solomon et al., 314-317).

Many retailers such as L’Oréal, Procter and Gamble are investing more and more money in the production of eco-friendly products. For example Procter and Gamble reduced the size of its packaging or some detergents are now more concentrated to save money on the packaging or for example instead of selling

toothpaste in a cardboard box marketers sell it just with the tube. (Solomon et al., 2010:211).

Previous studies such as those of Wannimayake and Randiwela (2008:13) showed that product and package have an important impact during the purchase decision of green product from the FMCG sector. However these surveys were made in countries such as Sri Lanka or India so according to cultural differences it can be difficult to generalize.

Ñ Types of eco-friendly products

According to Chatterjee consumers buy eco-friendly products which have a high impact on the environment (2009, cited in Rhabar and Wahid, 2011:75). In a study made on Malaysian consumers in 2010, Rhabar and Wahid demonstrated that these consumers bought more green products such as cleaning products or pesticides they are considered as ecofriendly.

The product performance, quality, image and taste are vital to the green consumer especially detergent eco- friendly products because the greenness alone is not adequate to influence the consumer attitude to make purchases. Highlight the benefits gives value to the products and can determine consumer's choice (Wong et al, 1996 cited in Morel and Kwakye, 2012:10).

2.1.2 Price

According to the AMA, the price is the formal ratio that indicates the quantities of money goods or services needed to acquire a given quantity of goods or services (marketingpower.com). Some of consumers view the price of eco-friendly products as more expensive than the conventional ones (Chang, 2011:20)

and others view it not due to the healthy part of the products. The benefits of the products make some of the consumers go extra to pay more for the products. They believe that it will preserve the deterioration of the earth so spending or bearing extra cost is worthy of the cause.

According to a survey made in the 27 European countries on 27,000 respondents (around 1,000 per country) around 75% of the respondents are ready to pay more for green products and the Swedish have one of the highest percentages: 88,8% (Pirani and Secondi, 2011:69). Moreover, another survey made on 238 students demonstrated that 92% of the respondents were also ready to pay more for eco-friendly products. However according to another survey made on a sample of 808 Belgian consumers (students, academic staff and administrators of Ghent University) only 10% of the sample was willing to pay a 27% price premium (De Pelsmacker et al., 2009 cited in Morel and Kwakye, 2012:10). Even if consumers develop positive attitude toward ethical products, their behavior does not necessarily transform into action i.e. purchase decision. Furthermore Mandese (1991 cited in Morel and Kwakye, 2012:10) showed that emerging green market does not necessarily indicate that consumers would attempt to purchase environmentally friendly products for higher prices. Indeed even green consumers are quite price-sensitive. So there is a willingness to pay more for green products but till a level, in our survey we also mention this willingness to pay more but as our sample is composed of students and other consumers such as employed or unemployed people with different levels of income, our findings could be more generalized to the population. Price is perceived by consumers as a sign of quality (Kotler and Keller, 2009:421). This

belief about the existence of a price-quality relationship is pervasive (Solomon et al., 2010:343) because it is not always true that the more a consumer pays for a product the more it is a good quality product, indeed the price is not the only attribute of a product.

2.1.3 Promotion

According to Kotler and Keller (2009:63) promotion involves “sales promotion, advertising, sales force, public relations and direct marketing”. However in our study we will mainly focus on advertising because our survey deals with attitudes and purchase intentions of green products that consumers can find in a supermarket and we suppose that other elements from promotion such as sales force or public relations have low importance in supermarkets, indeed people do not need much help (sales force) when they shop everyday products.

Advertising is an element from marketing communication and can be defined as “any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor” (Kotler and Keller, 2009:512). It permits dissemination of information to consumers and creates awareness of products. Promotion involves the means of a “company communicates with its target groups and stakeholders to its product or a company as a whole” (Patrick et al. 2010 cited in Morel and Kwakye, 2012:11). Consumers are concerned about the promotion of ecofriendly products when they think that it is the preservation or cause deserving to curb the environmental deterioration (Ann et al. 2012:96). For example according to a survey made on 238 students in India, 96% of them agree with the statement: “I will prefer promotion campaign that protect

environment” (Purohit, 2011:95). “Green advertising is an advertising that claims the advertised products or services are environmental friendly or that their production process conserves resources and energy” (Chang, 2011:23).

Promotion of eco-friendly products contribute to consumers’ awareness of the green alternatives. These elements help the consumers to know where the environmentally products are. Advertising encourages consumers’ purchase decisions because it develops eco-friendly products’ concern and the willingness to buy is important as well as where to buy it.

Green advertising can be varied in addressing issues from the “environmental issues, environmental friendliness of the products, corporate image campaigns and emphasis on the environmental credential of large companies, to public campaigns promoting environmental responsible behaviors” (Hartmann and Apaolaza-Ibanez, 2009:717) advertising plays essential role in the green marketing. Since advertising is a broad topic on its own we would narrow the research on the consumer’s views and roles advertising play to influence consumers to make purchases of eco-friendly products.

Advertising can place a green product on appeal to differentiate a product from the conventional products. The advertising on appeal on the product can be on emotional that would stress on the aspects of the product on the environmental attributes and functions (Schuhwerk and Lefkoff-Hagius, 1995:46). The advertising on the appeal is vital because it would draw the attention on the target consumers to the eco-friendly products. It has the potential to influence the consumers due to the emotional appearance which can result to action. It can lead to enhance the consumer recognition and recall for identification of the products

in the store due to the attention-getting feature of the appeal. Furthermore according to a European report made by the Gallup organization, 30% of the European think that the best way for retailers to promote green products is to give them more information about these products (Flash Eurobarometer, 2009:6). There is also an argument that consumers, who are highly involved in the green marketing, are less affected by the advertising appeal which has not effect on their purchasing intention since they have been much more grabbed to the products. However, the green appeal is significantly persuasive on those who are less involved in the environment (Chitra, 2007 cited in Morel and Kwakye, 2012:).

This is the review that the environmental concern consumers do buy the eco-friendly products for the purpose of the environment which are not influenced by the advertising appeal rather the non-green or environment concern needs heavily advertising in order to change their attitude towards them positively.

Advertising of the green products as safe for the environment influences the consumer's attitude to purchase the products, for instance, "more than half of the Americans say that they have purchased a product because the advertising or label indicated that it was environmental safe or biodegradable (Ginsberg and Bloom, 2004:84). Advertising cannot influence the consumer's attitude without highlighting the attribute of the green product. According to other studies, consumers are skeptic concerning Green advertising indeed they generally do not trust the eco-friendly claim, they think that it can be exaggerated. (Chang, 2011:21; Rahbar and Wahid, 2011:76). However findings are sometimes contradictory according to Wanninayake and Randiwela (2008:14), in their study more than the half of respondents declared that promotion influences them in their

purchase decision of green products. Furthermore Chase and Smith (1992) found that 70% of consumers can “sometimes” be influenced by green claim to purchase eco-friendly products but half of consumers do not pay so much attention to “messages due to excess usage” (cited in Rahbar and Wahid, 2011:76). Another survey made on Malaysian consumers demonstrated that there is no relationship between environmental advertisements and purchase intention of green products (Rahbar and Wahid, 2011:80). Indeed consumers pay attention to green advertisement and that permit them to obtain more information about eco-friendly products but it does not lead to purchase behavior. However this survey only considered 250 Penang’s consumers (Malaysia) so findings are not really generalized to consumers from industrialized countries.

2.1.4 Place

This marketing element appears when “firms decide the most effective outlets through which to sell their products and how best to get them here” (Blackwell et al, 2006:49). Kotler and Keller define the place as including channels, coverage, assortments, location and inventory (2009:62). It can also be defined as the process of transporting the product or service to the customer. This involves the availability of the product and transporting them to the selecting wholesalers and retailers (Patrick et al, 2010 cited in Morel and Kwakye, 2012:10). Furthermore a point of purchase is “the location where the purchase is made” (Kotler and Keller, 2009:788) but there are two levels of point of purchase (POP): macro level include the mall, the city, the market and the micro level

include the interior of the store where the display is also called point of sale (POS) (e.com). However in this study assortment and coverage in term of accessibility, availability of green products will only be considered, due to fact that we are interested about FMCG products that consumers can find in supermarkets. Store display plays significance role in the purchasing behavior of the consumers for recognition of the products through displays of the items in the store. It is the source of the information for the consumers to make a decision to purchase products. As advertising, place can lead to unplanned buying; for example, “a Danish survey indicated that that nine out of ten customers did not plan purchase of at least one-third of the goods they acquired” (Solomon et al, 2010:83). Consumers find products in the store display, leading them to make purchases which were not in the shopping list. This explains also the significance importance of place on recall and recognition in identifying a product in the store. Indeed a display can remind to the consumer a need, a purchase that he/she has to do or just remind something that he/she saw on television (Blackwell et al, 2006:151).

Previous studies mainly focused on eco-friendly places such that most of consumers prefer to make their purchases in non-polluting places (Wanninayake and Randiwela, 2008 and Purohit 2011). Here we will consider the assortment inside the supermarket we do not focus on ecofriendly distribution channels. Our main objective is to show if consumers find easily green products in their supermarket and if they are available. The consumers attitude on the point of purchase and store display are important when consumers are examining the purchasing of the grocery brands, they add extra information to the consumers

when processing and ready to make purchases in the store (Anselmsson and Johansson, 2007:850). They focused on the Sweden retail market evaluating on the consumer environmentally concern on the grocery brand and others on the corporate social responsibility of retails market how the green consumers evaluate product information and responsibility on the point of purchase to influence consumers attitude before make purchases in the store. This shows the influence of place in the marketing elements on consumer attitude on the purchases of the environmentally products.

Placement of the green products in the store can create awareness for green conscious consumers' to have better options for them to purchase the products. The "awareness and willingness of consumers to purchase the green products in the store differ from one country to another, for instance, Denmark, Sweden and Germany have developed and have matured markets for organic or green food compare with Spain and Portugal" (eurocommerce.com).

2.2 Attitudes

In a consumer behavior approach, Solomon et al. (2010:643) defined the attitude as "a lasting, general evaluation of people (including oneself) objects or issues." The AMA defines it also as "a cognitive process involving positive or negative valences, feelings, or emotions" (marketngpower.com). The attitude is an important part in the study of consumer behavior Indeed it represents one entire chapter in the Consumer Behaviour: A European perspective book (Solomon et al., 2010:274-307). Many theories have been constructed on the attitudes. As the

consumption of green product is a current and relevant subject, many studies have been done about the attitudes towards green products.

2.2.1 The Functional theory

In this research study writer will also use some elements of the functional theory of attitudes which was firstly developed by Katz. This theory outlines that attitudes “serve a function for the person” and they are “determined by person’s motives” (Solomon et al., 2010:275). Four functions can be identified:

- *The utilitarian function:* This is “related to the basic principles of reward and punishment. People develop positive or negative attitudes towards products or services when they bring them satisfaction or pain (Solomon et al., 2010:276).
- *The value-expressive function:* At the opposite of the utilitarian one, this function is related to what the product or service that consumers use “say about them”. Indeed this function is linked with the self-concept of consumer and implies that consumers do not use products for their own benefits but for what they embody. As Solomon and al. say it is linked with the consumer lifestyle (2010:276). For example a teenager will buy a sport brand shirt not because he likes the quality of the product, the features, and the comfort that provide him but just because this product shows that he is trendy.
- *The ego-defensive function:* These attitudes that consumers develop serve to protect them, for example, holding to attitudes that protect your self-image. Some consumers have attitude towards eco-friendly products in order to protect from global warming and be healthy (Solomon et al, 2010:208).

- *The knowledge function*: These attitudes that consumers develop serve their need of a world which is formed of order and stability. This allows the individual to have a sense of control and helps to organize and structure our experience.

According to Solomon and al. (2010:276), “an attitude can serve more than one function, but in many cases a particular one will be dominant”. The attitude could function in many purposes, for instance, the LOHAS has the motive of using the eco-friendly products benefits on the health which is the utilitarian function and also concern of the preservation of the environment which is linked to the value-expressive. It is the aim of preserving the degradation of the environments leading to the formation of the LOHAS and provide their opinion to the public about the negative consequences of the environmental degradation and wanted the conventional products to be produce in the sustainable way (Solomon et al, 2010:208-209).

2.3 Green Purchase Intention

Purchase intention can be defined as “what consumers think they will buy”. Consumer intentions play an important role in marketing strategies (to implement four P strategies) because they permit companies to evaluate how many products could be produced according to the demand. To predict the purchase intention, companies can interview consumers about their past behaviors in order to forecast their future behaviors but the products that people bought in the past can be different of those they will buy. Thus another method is to ask consumers what they intend to do (Blackwell et al., 2006:409-410, 742).

However, “measuring what people intend to do may sometimes be less predictive of their future behavior than measuring what they expect to do”. So companies can also use behavioral expectations which represent “the likelihood of performing a behavior”; thus to forecast relevant purchase intentions a time indication can be included the more the time distance is the more purchase behavior can change. Indeed it is easiest for a consumer to predict his/her purchase intention of a product tomorrow or in one month than in five years because behaviors change with time (Blackwell et al., 2006:414-415).

2.3.1 Green Consumer

The effective and efficient use of the natural resources and preservation of it has led to consumers’ segments to form green consumerism (Solomon, 2010:401). Vernekar and Wadhwa (2011:65) define the green consumer as a person “who adopts environmentally-friendly behaviors and/or who purchases green products over the standard alternatives”.

Consumer behavior trends toward eco-friendly attitudes have been increasing. According to a survey made by the Co-operative Bank in the UK, in 1999, 17% of respondents “felt guilty about unethical purchase” and in 2005 there were 44% (Grant, 2007 cited in Morel and Kwakye, 2012:18). Consumers who have positive attitude towards the environment are more willing to purchase green products (Balderjahn, 1988, in Morel and Kwakye, 2012:18). As previously said, however it is also true that even if consumers are concerned about environmental issues; they will not necessarily purchase green products (Mc Eachern and

Carrigan, 2010, cited in Solomon et al., 2010:229) as the following studies show it.

Furthermore in their article entitled “Do consumers care about ethics? Willingness to pay for fair-trade coffee” De Pelsmacker et al. (2005:380) showed that 11% of their sample (808 Belgian consumers) could be identified as “Fair-trade lovers” , and 40% as “fair-trade likers” the rest of the sample were composed of “flavor and brand lovers”. Thus the fair trade likers and “aspirants” to purchase green products are a potential market which is sizeable and where green products’ companies should focus on.

The neoclassical view implies that people buy green products only for selfish reasons such as the taste, the superior quality or the fact that green products are healthier than conventional ones. But other studies show that there are selfish and unselfish reasons in green shopping (Thøgersen, 2011:1053). Indeed according to a survey made on 4,000 European inhabitants in four countries (Denmark, Germany, the UK and Italy) more and more consumers purchase green products because that generates benefits for the society and the environment. They “buy these products primarily because they were persuaded by their documented benefits for the environment (unselfish reasons)” (Thøgersen, 2011:1070).

2.4 Previous Research

Table 2.1 Previous Research

No	Research Title	Researcher	Research Method	Conclusion
1.	Influence of Green Marketing toward Purchase Intention of Green Products through Attitude: Survey on Indonesian and Taiwanese Students.	Athanasius et. al. (2015)	Sample from each university was 90 students by convenience sampling. To measure Influence of Green Marketing toward Purchase Intention through Attitude. The data gathered were analyzed using Path Analysis.	Green Marketing variable positively and significantly influence Attitude toward respondent's perception on Green Products. The consumer Attitude positively and significantly influences the Purchase Intention toward green products. The Green Marketing significantly influence Purchase Intention through Attitude toward green products.
2.	Attitude towards the Environment and Green Products: Consumers' Perspective.	Chen and Chai (2010)	The questionnaires for this study were administered to 200 undergraduate students from a major private university in Malaysia. A total of 184 completed the questionnaires (yielding a response rate of 92%) were obtained and deemed sufficiently complete to be useable. The majority of the respondents were female (67.4%) and of Chinese ethnicity (59.2%). The data analyzing use multiple linier regression.	The result indicated that there is no difference between gender in their environmental attitudes and their attitudes on green products. The result indicated no significant relationship between consumers' attitude on the environmental protection and their attitude on green products. The result shows that there is a significant relationship between consumers' attitude on government's role and their attitude on green products.

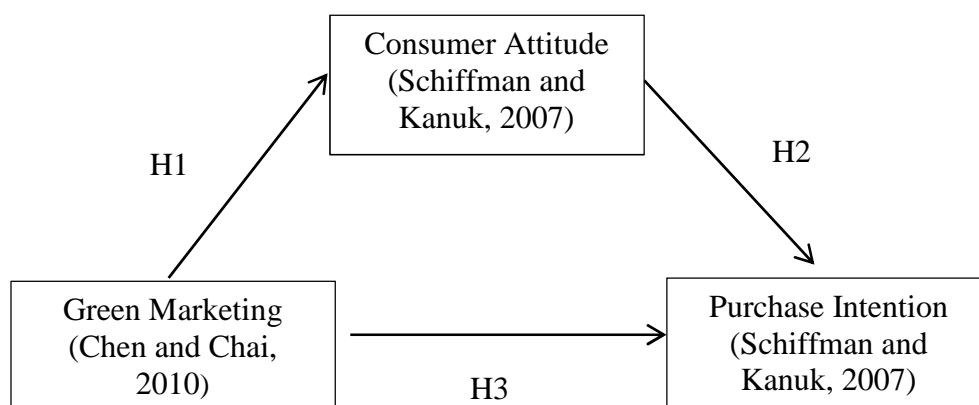
3.	Green marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector. (Umeå School of Business, Master thesis)	Morel and Kwakye (2012).	The selection of students and staff of the university is a great opportunity that we cannot miss due to the availability of potential respondents. Furthermore, Umeå University is internationally oriented with make comparison with Swedish respondents and respondents from other nationalities.	The positive attitudes towards green products can lead to purchase intention but it is not always true, the research saw with the two marketing elements product quality (even only consider the product quality to define the product element) and the place.
4.	Eco-Friendly Attitudes: What European Citizens Say and What They Do	Pirani and Secondi (2011).	Based on recent Eurobarometer (EB) data (survey 68.2-2008) providing information for the 27 European Union (EU) member countries, has a three-fold aim.	Young people (15-24 years old) are less likely to perform eco-friendly actions with the lowest risk for the purchase of environmental friendly products (OR equal to 0.70), compared to people aged 25-34. To "totally agree" to spend a little more for ecofriendly products, with respect to just "agree", Generally increases the risk of performing ecologically, even in a differentiated way.

Source: EmeraldInsight.com and e-reseources.pnri.go.id, 2015

2.5 Framework

Each company has a set of favorite marketing use 4's P. However, challenge for marketers 4's P is to use these innovative if they want to adopt green marketing policies. (Tiwari, 2011 in cited by Suwanta, 2012:38).

According to Chang, consumers can have ambivalent attitudes towards eco-friendly products because they make positive and negative evaluations of products. For example consumers like buying green products because they preserve their environment but in the same time that does not mean they are ready to make a compromise on quality and reasonable prices (2011:19). Furthermore according to Schlegelmilch and Diamantopoulos (1996) developing “ecofriendly attitudes represent the most consistent predictor of pro-environmental purchasing behavior” (cited in Pirani and Secondi, 2011:68). Ajzen & Fishbein (1991) in their research there is influence of Green Marketing toward Purchase Intention through Attitude.



Graph 1.1 Framework of Research

2.6 Hypothesis

The hypothesis is a temporary answer to the formulation of the problem that remains to be verifiable through research (Sugiyono 2010). The hypothesis in this research are:

H1- The green marketing positively influence attitude toward The Body Shop products.

H2. The consumer attitude positively influence the purchase intention toward The Body Shop products.

H3 The consumer attitude in mediating the green marketing positively influence purchase intention toward The Body Shop products.

III. RESEARCH METHODS

3.1 Research Design

The study design is a study design that is used as a guideline in conducting the research process. The study design will be useful for all parties involved in the research process as a step in conducting research refers to research designs that have been made.

This research is use causal research that is understanding a phenomenon in terms of conditional statements of the form "If x, then y." These "if-then" statements become our way of manipulating variables of interest. Indeed in research will collect data on each of the green marketing in order to examine which ones affect attitudes as mediator and purchase intention of green products, and to what extent.

3.2 Definition and Operational Variables

Operations in this research was variables independent and dependent variables. Explanation of the variables according to Sugiyono (2009: 38): "The research variable is an attribute or trait or value of people, objects or activities that have a particular variation defined by researchers to be studied and drawn conclusions." Operationalization of variables needed to determine the type,

indicators, and the scale of variables -variable involved in this research. The variables involved in this research are:

1. The independent variable

The independent variable are variables that affect to other variables and variables which is causing change of the variable become dependent variable. The independent variable (variable X) in this study is Green marketing.

Green Marketing is the consistency of all activities who design services and facilities to the satisfaction, activities and wishes man with no impact on the natural environment. Green marketing consisting 4P that is green product, green price, green promotion and green place.

2. The dependent variable

The dependent variable is the variable that is affected or that become due, because of the independent variables. And the dependent variable (Y) in this study is purchase intention.

3. The mediating variable

The mediator function of a third variable, which represents the generative mechanism through which the focal independent variable is able to influence the dependent variable of interest (Baron and Kenny, 1986). The mediating variable in this reasearch is attitude. According to Allport in Suryani (2008:161) says that attitude is a learned predisposition to respond to an object in a form of like or dislike.

Operationalization of variables based on characteristics that may be in observation of what is being defined or otherwise alter concept with words that describe the behavior or symptoms that may be observable and verifiable by

others. Variables must be defined operationally to be more easily searchable relationship between one variable with other variables and measurement. Without perationalization of variables, researchers will have difficulty in determining the measurement of the relationship between variables that are still conceptual.

From the description above, it can be concluded that the operationalization variables that can be taken from the title that has been set is:

Table 3.1 Operational Variables

Variables	Variable Concepts	Indicators	Scale
Green Marketing (X1)	Chen and Chai (2010: 29) green marketing is defined as the activities taken by firms concerned about environmental problems or green problems, by delivering the environmental sound goods or services to create customer's and society's satisfaction.	<ul style="list-style-type: none"> •Green Product is less harmful. •Choose the usage of product rather than its not polluted. •Choose the green product packaging which is can be recycled. •Choose product which the firm or industry will not cause the global warming rather than other same products. •The campaign give information about the green product. •Impressed by the words in green product campaign. •The promotion of green products drive to buy green products. •Can easily find to find the shop •Many distributor which easily to find the green product •Choose to buy green product at special green product store or seller. •The price of green product impulse to buy. •The price of green products are affordable to buy. 	Likert
	Attitude is the expression of a feeling that comes from within the individual that reflect whether a person is happy or not happy, likes or dislikes, and agree or disagree on an object (Schiffman and Kanuk, 2007)	<ul style="list-style-type: none"> •Like products which preserve the environment. •Happy to get products which make healthier. •Happy to use products which will not cause pollution •Like products which can be recycled. •Happy to buy product which consumes less energy •Good to use products which do not harm the environment. 	Likert

Attitudes (X2)		<ul style="list-style-type: none"> • Follow intention to get green products which make healthy. • Using non polluted products is a better idea for consumption. • Not choice to use recycled products. • Not good to use less energy • Afraid if many people will not support for using green product. 	
Purchase Intention (Y)	The purchase is a decision someone where he chose one of several alternative options. (Schiffman and Kanuk (2000: 437)	<ul style="list-style-type: none"> • Intend to purchase product which is less harmful to the environment. • Will purchase product which is less polluting. • Going to purchase product with less energy consumption. • Choose to buy product which can be recycled. • Choose to buy reused product. • Will purchase The Body Shop which is healthy product, not only because of low price product. 	Likert

Source: Athanasius et. al, 2015

- *Self-completion questionnaire*

A questionnaire is a preformulated written set of questions to which respondents record their answer, usually within rather closely defined alternatives. Questionnaires are an efficient data collection mechanism when the researcher knows exactly what is required and how to measure the variables of interest (Sekaran and Bougie, 2010:197). Thus the respondents cannot be influenced by the interviewer; their answers should be more objective.

- *Questionnaire Design*

As said previously a selfcompletion questionnaire seems to be the best approach for the quantitative method. This questionnaire is based on items of some researches on consumer attitudes (Athanasius et al., 2015). There are 35 questions separated in 4 sections.

The first section uses a single item scale (using a Likert scale, from 1=the less purchased to 5= the most purchased) to determine which kind of eco-friendly

products the respondent purchases and which of these products are the less and the most purchased. As said in the literature review products with high impact on the environment are the most eco-friendly products purchased, so writer based answers on the products from The Body Shop.

The second sections permit authors to obtain more specific data about factors and attitudes which influence consumers to buy green products. Thus the section 3 is composed of perception measures by using multiple item scales with Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree'), there is one question with eight statements which are linked to the green marketing. Perception measures are general statements used to determine how the factors from the 4P are important and to what extent they are important in the eyes of respondents.

The next third sections measures by using multiple item scales with Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree'), to measure the purchase intention of The Body Shop Mall Boemi Kedaton and Central Plaza. Finally the last section deals with "identification information requirements" (Shiu et al., 2009:337) and is composed of questions about the gender, the age, the nationality (the comparison will only be made with two terms Swedish and Other nationality), the status, and the income and its level as green product are often more expensive than conventional ones in order to make comparisons according to these factors.

- *Types of questions*

As Brace (Research Director at TNS UK) said “A poorly written questionnaire will not provide the data that are required or, worse, will provide data that are incorrect” (Shiu et al.,p. 2009:327). For this reason we spent much time on the elaboration of the questionnaire and moreover concerning the design of questions. Indeed a clear and relevant questionnaire permits to obtain more relevant data.

All the questions used are closed; indeed asks the respondents to make choices among a set of alternatives given by the researcher. Close questions help the respondents to make quick decisions to choose among the several alternatives before them. They also help the researcher to code the information easily for subsequent analysis (Sekaran and Bougie, 2010:200).

3.3 Measurement variable

The Likert scales is designed to examine how strongly subjects agree or disagree with statements on a five-point scale with the following anchors. The responses over a number of items tapping a particular concept or variable can be analyzed item by item, but it is also possible to calculate a total or summated score for each the Likert scale is also referred to as a summated scale (Sekaran and Bougie, 2010: 152) e.g: price, quality, promotion of green products etc.

3.4 Population and Sampling Research

3.4.1 Population

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for which the researcher wants to make inferences (based on sample statistics) (Sekaran and Roger, 2010: 262). Population in this research is people who come to The Body Shop store.

3.4.2 Sampling

In nonprobability sampling designs, the elements in the population do not have any probabilities attached to their being chosen as sample subjects. This means that the findings earlier, however, researcher may, at times, be less concerned about generalizability than obtaining some preliminary information in a quick and inexpensive way (Sekaran and Bougie, 2010:276).

Some of the nonprobability sampling plans more dependable than others and could offer some important leads to potentially useful information with regard to the population. Nonprobability sampling designs, which fit into the broad categories of convenience sampling, purposive sampling, segment sampling, and quota sampling (Sekaran and Roger, 2010: 276).

This research uses purposive sampling, according to Sekaran and Roger (2010:276) defined the purposive sampling refers to obtaining information from those who are most readily or conveniently available, it might sometimes become necessary to obtain information from specific target groups. Sampling of this research is people who have intention to purchase The Body Shop products.

- *Sample Size and Composition of Sample*

According Supranto (2001: 115), if the population size is unknown it is necessary estimated proportion of the sample can be calculated by the following formula,

$$n = \frac{1}{4} \left(\frac{z \cdot \sqrt{p \cdot q}}{E} \right)^2$$

Where,

n = number of samples of the population to be obtained

z = number that indicates the deviation from the mean variance values

E = maximum error that may be experienced

= the error rate of data that can be tolerated by researchers

When the 95% confidence level, meaning that researchers believe without mistakes suspect samples of 5% ($\alpha = 5\%$), as well as the limits of error of 10%, which means that researchers without tolerate errors respondents in the process of collecting data must not exceed 10% of the total respondents, the minimum sample size is

$$n = \frac{1}{4} \left(\frac{z_{0,05/2}}{0,1} \right)^2$$

$$n = \frac{1}{4} \left(\frac{1,96}{0,1} \right)^2$$

$$n = 1/4 (384,16) = 96,04 = 96 \text{ respondents}$$

Then the sample size in this study found as many as 96 samples rounded to 100 respondents, which is considered sufficient to represent the population.

3.5 Data collection

The method used in this research is done by field research. The field research was conducted aiming to obtaining primary data. The collection of such data is directly involved organization or institution which we will examine. This field research done by observation, interviews, questionnaires, dissemination questionnaires, and documentation.

1. The Research Literature

This research is intended to obtain foundations to support the theory of primary data obtained during research or data obtained from the Internet as well as other references such literature is presented and recommended, materials obtained during the course plus other ingredients dealing with the problems examined.

2. Field Research

Namely research data directly on the object of research for obtain primary data by:

- a) Interview. namely questions verbally (asked direct responsibility) to those required by the problem in the proposed study.
- b) Observation, namely the collection of data by way of observation directly to the company.

3.6 Analyzing Data Method

3.6.1 Analyzing Data Tools

1. Qualitative Analysis

Qualitative data is data research that is not a number, which nature can not be calculated in the form of information or explanation based on theoretical approaches and logical assessment. Qualitative analysis is used to provide a descriptive overview of the responses given on the questionnaire or the respondents were given a list of questions and associated with marketing theories or approaches relating to green marketing, consumer behavior and purchase intention.

2. Quantitative Analysis

Analysis quantitative research is a way of processing the data is calculated using the systematic analysis. This study used a descriptive statistical analysis was used to analyze statistical data in ways that describe or depict the data that has been collected as and using multiple linear regression. Multiple linear regression test used to check the strength of the relationship between the independent variable and the dependent variable. Multiple linear regression can be seen in the following equation:

$$X_2 = a + bX_1$$

$$y = a + bX_2$$

$$y = a + bX_1$$

Descriptions:

y = Purchase Intention

a = Constants

- X_1 = Green Marketing
- X_2 = Consumer Attitude
- b = Regression Coefficients

3.6.2 Validity Test

Testing the validity of this research carried out by the factor analysis done because the factor analysis is appropriate procedures in reducing and summarizing data correlated (Hair et al, 2006). Size will show the extent to which the validity of the measurement instrument able to measure what you want to measure. Stages look at the size of the test the validity using the following criteria:

- a) *KMO value*, size KMO sampling adequacy is use index to test the suitability of factor analysis. KMO value between 0.5 to 1 identifies, that factor is adequate.
- b) *Index Measure Of Sampling Adequacy (MSA)*, used to see intercorrelations between variables of factor analysis. MSA index between 0 and 1, the value of MSA approaching a perfect means predictable variables without error (Hair, 2006)
- c) *Communalities value*, is the estimate of the share or common variance between the variables. Index communalities more than equal to 0.5 (0,5), then the variable can still be predicted and analyzed further.
- d) *Factor loading*, is an indicator of the magnitude of the correlation factor is formed (Malhotra, 2007). Criteria for the validity of an otherwise valid indicator forming a factor if greater factor loading equal to 0.5 (0,5) or it would be better if a greater factor loading equal to 0.7 (0,7).

3.6.3 Reliability Test

Reliability testing according Arikunto (2006: 145) is intended to determine the consistency of measuring instruments in use, or in other words the instruments have consistent results when used repeatedly at different times for reliability test used technique Cronbach Alpha, where a instrument can be said to be reliable (reliable) if you have or alpha reliability coefficient of 0.6 or more.

In this study, the reliability calculation using the formula alpha (Arikunto, 2006: 138) as follows:

$$r_{11} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum b^2}{N} \right)$$

Where:

$$\dagger = \frac{\sum x^2 - \frac{(\sum x)^2}{N}}{N}$$

r_{11} = reliability of the instrument

k = the number of the questions

$\dagger b^2$ = Number of variants grains

$\dagger t^2$ = Total number of variants

3.6.4 Hypothesis Testing

Hypothesis testing is a method of decision-making that is based on the analysis of the data, either from controlled trials, as well as from observations (uncontrolled). In statistics a result can be said to be statistically significant if the

incident is almost impossible due to accidental factors, in accordance with the limits of probability is predetermined.

1. Hypothesis Testing in Overall (F-Test)

This test is used to determine whether the independent variables are at the 95% confidence level or $\alpha = 5\%$. F test test results can be found in the table Annova (analysis of variance) of output SPSS 21.0. To answer the statistical hypothesis, namely:

Ho = variable X no positive and significant influence to variable Y.

Ha = variable X positive and significant influence to variable Y.

Criteria:

- a. Ho is not support and Ha is support, if the value of a significant (P Value) >0.05 .
- b. Ho is support and Ha is not support, if the value is significant (P Value) <0.05 .

2. Hypothesis Testing In Partial (t-test)

This test is used to determine whether the independent variables in the regression model partially significant effect on the dependent variable (Y) at a rate of 95% or $\alpha = 5\%$.

With the hypothesis:

- a. If the value of a significant (P Value) <0.05 , (Ho) not support and support alternative (Ha) which means there is influence between independent variables and the dependent variable.

- b. When significant value (P value) > 0.05 then (Ho) support and not support alternative (Ha) which means there is no influence between independent variables and the dependent variable

3. Sobel Test

According to Hair et. al. (2010) mediation requires significant correlations among all three constructs. Theoretically, a mediating construct facilitates the relationship between the other two constructs involved. If the mediating construct completely explains the relationship between the two original constructs, then the term this complete mediation. But if we find that there is still some of relationship between independent variable and dependent variable that is not explained away by the mediator, then denote this as partial mediation. The step mediation are

1. Establish that the necessary are individual relationship have statistically significant relationships:

a. Independent variable is related to dependent variable: this establish that the direct relationship does exist

b. Independent variable is related to mediation variable: this establish that the mediator is related to the “input” construct.

c. Mediation variable is related to dependent variable: this establish that the mediator does have a relationship with the outcome

2. Estimate an intial model with only the direct effect between independent variable and dependent variable. Then estimate a second model adding in the mediating variable and the two additional path estimate (a and b).

Then assess the extent of mediation as follows:

a. If the relationship between independent variable and dependent variable remains (C) significant and unchanged once mediation variable is included in the model as an additional predictor (independent variable and mediation variable now predict dependent variable), then mediation is not supported.

b. If C is reduced but remains significant when mediator is included as an additional predictor, then partial mediation is supported.

c. If C is reduced to a point where it is not statistically significantly after mediator is included as a mediating construct, then full mediation is supported.

V. CONCLUSION, SUGGESTION, AND LIMITATION OF RESEARCH

5.1 Conclusion

Based on the analysis and discussion that has been done with the author in the previous chapter, the authors take some conclusions as follows:

1. Testing whether there is influence of green marketing on the consumer attitudes produced the regression coefficient was 0.667, t count to 9.810, and a significance value of 0.000 therefore t count $9.810 > t$ table (1.6607) and the value of significance (0.000) < 0.05 it can be concluded that the green marketing proved a positively and significantly affects on consumer attitudes.

2. Testing whether there is influence of consumer attitudes on the purchase intention produced the regression coefficient was 0.688, t count to 9.382, and a significance value of 0.000 therefore t count $9.382 > t$ table (1.6607) and the value of significance (0.000) < 0.05 it can be concluded that the consumer attitudes proved positively and significantly affects on purchase intention.

3. From the test results of green marketing influence on purchase intention mediated by consumer attitudes produce t count equal to 4.6287. Therefore t count 4.6287 is greater than t table with a significance level of 0.05 is equal to 1,6607, it can be concluded that consumer attitudes are statistically shown to fully mediate the influence of green marketing on purchase intention.

5.2 Suggestion

Based on the research and the conclusions above, the writer tries to give suggestions for The Body Shop branches Boemi Kedaton Mall and Central Plaza as consideration for corporate or other parties regarding the implementation of the concept of green marketing, consumer attitudes and purchasing decisions, as follows:

1. In the application of the concept of green marketing, the company will have some obstacles, therefore the company should be able to anticipate a number of ways such as holding down the price so that consumers are more interested and loyal to The Body Shop, cause 46% people do not impulsed to buy the price of The Body Shop. Premium prices make consumers reconsider before buying. In addition, the company should have a turn of new innovation in the future with lower cost operational to produce the products such as making a product line in the perfume with smaller size, because most customer in The Body Shop is female between the aged of 18-24 years which is still student and still looking for job, then The Body Shop price must be lower.

2. The Body Shop Consumer attitude in general is positive, cause based on the third statement 71% consumer attitude have idea to use non polluted products. But The Body Shop should be more active in campaigning fifth grades in Lampung in a way of making the promotional program exclusively, by raising awareness of consumers or society as a social regularly events involving the public or consumer groups such as cooperating with green peace and celebrities are much favored by consumers cause 50% of consumers still hesitate toward the green product campaign.

3. Intention to buy The Body Shop is generally positive cause based on the first statement 81% people intend to purchase product which is less harmful to the environment. But the company should be reintroduced to the consumer or the public that The Body Shop is a product that takes environmental and social into account. Because there are still many consumers or people who do not know or are not even aware that The Body Shop is a product that carries the green marketing program proven that 47% still hesitate if the promotion of The Body Shop drive to buy The Body Shop product. Most consumers will decide to buy environmentally friendly products because they are concerned about global warming which is getting worse, unfortunately The Body Shop has no advertisement in TV.

4. Researcher recommend The Body Shop Mall Boemi Kedaton and Central Plaza to be proactive in campaigns and social activities through the medium of television, so that people know more about the campaign or environmentally friendly programs and social activities organized by The Body Shop.

5.3 Limitation of Research

Concerning research data collection and analysis, there faced to some difficulties because researcher realized that the sample was likely too small (100 respondents) to obtain more relevant data that generated a lack of reliability. So this research cannot be so generalizing to a large population. Furthermore this sample was mainly composed of young people between 18-24 years so this findings are valuable for this age group but not for people who are more than 34 years, because most of the adult people are refuse to be interviewed. However it

should have been interesting to have more unemployed and retired people to observe if there are differences with employed people for example. This research respondents many students and employed people so as for the age group this findings are more generalized for these two statuses. Furthermore, Lampung residents were the limitations of the reasearch, so this findings and outcomes from data could be different if the reseach was made in another city or country due to the cultural influence towards eco-friendly attitude and purchase intention. Otherwise, the best research about green marketing is experimental rather than survey. For future research it should be researched for other products not only cosmetics, but foods or Fast Moving Consumer Goods (FMCG) sector.

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