

Integration Consumer Response during Covid-19 Pandemic on Advertising: Perception Study on Eco-Labeling and Eco-Brand Products Eco-Care

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Abstract

Environmentally friendly assurance, or commonly known as eco-label, indicates that the product is guaranteed quality. Currently, the Indonesian government supports green marketing actions carried out by companies. One of the supports provided by the government is the provision of eco-labels for green products. To analyze an advertisement through the concept of green marketing, one of the supporting elements of communication in promotion is an eco brand and eco-label. This research is a descriptive analysis using quantitative methods involving 100 respondents determined by the Bernoulli formula. Respondents are consumers who used eco-care products during the covid-19 pandemic. The measurement scale used in this study is the ordinal scale and the Likert scale. This research used multiple linear regression analysis. The results of hypothesis testing demonstrate a significant difference in customer buying behavior between eco-label, eco brand, and environmental advertisement. The partial hypothesis test (t-test) revealed that the factors (e.g. eco-label, eco brand, and environmental advertisement) had a substantial impact on customer buying behavior. The coefficient of determination describes the relationship between these variables. Time affects most consumer buying behavior, and the rest is influenced by external factors. This study focuses the determining the effect of using environmentally friendly products on consumers to buy as measured through eco brands, environmental advertisements, and eco-labels in Bandung-Indonesia either directly or indirectly. Furthermore, analysis is deemed necessary to expand the sample size and investigate a broader cluster of samples to boost the understanding of consumer purchase behavior. This study provides input on relevant theories on the theory of reasoned action, especially on the sub-variables regarding the eco-label, eco brand, environmental advertisement, and consumer purchase behavior, and supports increased use and consumer behavior.

Keywords: *Eco-Label, Eco Brand, Environmental Advertisement, Consumer Purchase Behavior.*



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INTRODUCTION

Rapid economic growth has increased consumption worldwide, which exacerbates environmental damage (Seo & Scammon, 2017). Currently, economic activity has an impact on energy resources progressively, where economic growth and consumption of excess goods or services continues so that the decline and environmental conditions lead to an increase in global warming (e.g. Choshaly and Tih, 2015; Cummins et al., 2014; Delafrooz et al., 2014). To reduce the more sustainable impact on global warming, several industries have taken steps to reduce the impact generated either from company operations or products and services produced by utilizing the green concept, especially during the current covid-19 pandemic. In addition, there are several strategies and performances produced to protect and care for the environment (Delafrooz et al., 2014). As a result, there is an increase in the creation of green concepts. The green concept can be seen as a strategic initiative for the company and identified as an influential communication tool for green marketing (Choshaly and Tih, 2015; Testa et al., 2015). Furthermore, Research in social psychology shows that a person's behavioral intention towards a particular behavior is a determining factor in whether an individual engages in that behavior (Ajzen and Fishbein, 1975). The theory of reasoned action (TRA) explains that beliefs can affect attitudes and social norms, which will change the shape of the desire to behave either guided or just happen in an individual's behavior. This theory emphasizes the role of a person's "intentions" in determining whether a behavior will occur.

Ecolabel is a market-based instrument that carries information about the perceived environmental friendliness of a product, enabling the consumer to make the right choice and practical at the point of sale.

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Labels, when appropriately applied, can be an effective communication strategy, and when added to green claims, they can demonstrate the product's eco-friendly credentials to consumers (Khan, 2016).

Furthermore, green marketing is a tool in targeting a product by targeting packaging and labeling. Currently, firms implemented a strategic approach to the elements and entrepreneurial business environment to create opportunities to modify the buyer's satisfaction through new products and inexperienced. This can reduce competitive pressure and provide a competitive advantage. Gaining behavior usually consists of 5 parts: discovery of the need to find a solution, measuring the solution, call to purchase, and post-purchase behavior. Other factors that influence consumer buying behavior are socio-cultural, individual-psychological, sales, and various situations (Seo & Scammon, 2017).

This is a new challenge for a businessman to carry out environmental responsibility. In Indonesia, the phenomenon of ecological concern has increased. This is shown by a survey from Nielsen (2015), which shows that consumers are willing to pay more for the services and products of the company are committed to providing a positive impact on society and the environment in Indonesia in 2015 by 78%, this figure rose by 14% from 2014. Changes are also shown in the pattern of business approaches that lead to business activities based on environmental sustainability. Marketing-based "environmental marketing" is a new development that has the potential and strategic opportunities that have a multiplier effect, both businesses and society as a user. Furthermore, several companies currently have integrated strategies designed to improve performance in the environment, with target consumers who value commitment to environmental attributes (Davari & Strutton, 2014; Smith & Brower, 2012).

Several studies have been conducted to examine the effect of green marketing tools such as eco brands, eco-labeling, and environmental advertising on consumer buying behavior. Eco-friendly marketing tools such as eco-friendly labels, eco-friendly brands, and advertising environment will facilitate the perception, consciousness attributes, and characteristics of environmentally friendly products, thus directing them to buy environmental-friendly products (Rahbar & Wahid, 2011). Furthermore, eco brands have a significant and positive influence on consumer buying behavior (Delafrooz et al., 2014). In addition, there are several studies that also prove that eco-labeling positive and significant impact on consumer purchasing behavior (Liu et al., 2017). The advertising environment is another dimension of a green marketing tool that positively impacts consumer buying behavior (Delafrooz et al., 2014; Sabir et al., 2014).

According to Chin et al. (2018), green marketing aims to eliminate waste, reinvent product concepts, also environmental profitability for companies. Green marketing is an organizational effort in designing, pricing, promoting, and distributing products that comply with environmentally friendly practices (Chin et al., 2018). One of the Indonesian companies that use the concept of green product innovation with the eco Care brand is PT. Indore Pacific. Eco Care is the first cleaning system company in Indonesia to use innovative eco-friendly products. Eco Care is here not only for business but also to educate people on using clean and healthy toilets. Eco Care products are involved in hygiene system services in Indonesia by developing the concept of a green lifestyle (SWA magazine, 2017). The concept of a green lifestyle is a lifestyle that always includes, pays attention to, and cares about environmental sustainability. Eco Care has a green marketing concept, featuring innovative eco Care products that limit the use of chemicals and replace them with natural ingredients.

Eco-labeling is a tool to differentiate between non-green and green products. Companies are effectively using the environmentally friendly label in marketing their products, while consumers can use labels as a guide to purchasing environmentally friendly goods and services that are environmentally friendly (Dvorakova et al., 2014). Eco Care products are labeled with information that their products are made from natural and environmentally friendly products. Environmentally friendly assurance, or commonly known as eco-label, indicates that the product is guaranteed quality.

Eco brand is a tool to differentiate non-green and green products. A company should be able to establish a brand for all aspects therein can communicate the same thing by the purpose of the brand. Eco brand is a name, symbol, or product design that is not harmful to the environment (Delafrooz et al., 2014). Eco Care brand logo in green and blue, there is also a leaf on the brand. Fresh green leaves symbolize the vitality of human life. The use of green color refers to a new environment, while the blue color represents the nature of the sanitary product that maintains the environment.

Environmental advertisement aims to influence consumer buying behavior by encouraging consumers to buy environmentally friendly products. An advertising environment is an advertisement that discusses the relationship between a product or service with the biophysical environment that promotes a green lifestyle with or without the addition of products or services are explicitly or implicitly, or that expresses the image of an environmentally responsible company (Chin et al., 2018). Green advertisements provide details on the environmental impact of their products and business practices, mostly related to the raw material process, production and logistics, and usage activities (Kumar, 2017). Environmental Eco Care advertisement carried on advertising displays green leaves this shows that advertising provides information Eco Care environmentally friendly products.

LITERATURE REVIEW

Green Marketing

Green marketing terms are applicable in the study of managerial oriented because of its unique promise to benefit the commercial sector and the environment (Seo & Scammon, 2017). By its nature, green marketing seeks to address the lack of compatibility between the current marketing practices and the social and ecological realities of a broader marketing environment (Wei et al., 2017). Based on these studies, this study used a green marketing term that is widely accepted. Although many definitions of green/environmental marketing exist, most suggest that the needs of companies, consumers, and society are met in a way that is profitable and sustainable, and compatible with the natural environment and ecosystem. According to Chin et al. (2018), green marketing aims to eliminate waste, recovery of product concepts, and environmentalism the profitability of the company. Chin et al. (2018) also define green marketing as the organization's efforts in designing, promoting, setting prices, and distributes products by environmentally friendly practices. Green marketing is a business strategy for protecting the environment. The quality of a product is verified by certified environmentally friendly. The certification shows the industry's growth so that all products (goods and services) must be of high quality. In general, green marketing involves all business activity: production, distribution, marketing activities. Companies that do green marketing is also gaining a competitive edge. This is indicated by the company's participation in protecting the environment while meeting the needs of its consumers. To be sure, the company also benefited from its business activities.

Consumer Behavior

Comprehending now is of high significance, that customers will affect the atmosphere because the environment itself can affect consumers. Thence, changes in price pattern/model or consumers' saving can affect the economy (Moon, 2006). Obtain consumer behavior is described as the ultimate consumer behavior during the purchase. There are four forms of buying behavior: a complicated purchasing behavior, purchasing behavior gain variation, purchasing behavior which seeks to reduce tension when buying and traditional buying behavior (Kotler & Armstrong, 2010). Kotler and Armstrong in Priansa (2017) studied the consumer behavior aims to use and understand the various aspects of your consumers, which will be used in formulating a marketing strategy to be more successful. Many estimates suggest that buyers take the environment seriously. However, usually nothing is obvious or defined in their actions, such as buying eco-friendly products (Karim, 2008). It is not easy to know customers and the perception of consumer behavior. Customers usually specify their wishes, in some cases they are not aware of their inner motivation of the reaction to the factors that move and change their opinion. However, members of

the promotion must survey their customers' needs, the subjective reception, shopping and purchasing behavior (Kotler, 2000).

Consumer Purchase Behavior

Consumer buying behavior is a series of physical and mental actions experienced by consumers when buying certain products (Kotler and Armstrong, 2014). Consumers are aware of the enormous environmental impact of their purchases. The number of environmental problems that occur makes consumers try to help solve these problems with individual behavior. According to Rahbar and Wahid (2011), green buying behavior is a consumer's awareness of the great influence their buying behavior has on the environment.

Green Marketing Tools

Green marketing tools facilitate the perception and raise awareness about the attributes and characteristics of green products. This has the consequence of guiding consumers to buy environmentally friendly products. Application of Green Marketing Tools was instrumental in changing the buying behavior of consumers in the purchase of environmentally friendly products, thereby reducing the negative impact of synthetic environmental products. Green Marketing Tools consist of eco-label, eco brand and environmental advertisement (Rahbar and Wahid, 2011; Delafrooz et al., 2014). Ginsberg and Bloom in Pakravan et al. (2015) claim that no single marketing tool will be appropriate for all companies. The strategy should be differentiated based on market and consumer concerns for the environment. The determinants of consumer green buying behavior will be useful to study for green marketers, although the focus is on the effect of green marketing tools on purchasing behavior.

Ecolabel

Labels are not only a means of conveying information but also function as advertising and branding of a product. Label function is to identify the product or brand, determining the product class, illustrates several things about the product (who made it, where it is made, when completed, what was in it, how to use it, and how to use it safely), and promote products through a variety of interesting images (Kotler, 2016). Ecolabel helps consumers choose environmentally friendly products and serve as tool for manufacturers to inform consumers that the product they produce is environmentally friendly. Ecolabel is one significant green marketing tool used for environmentally friendly products. Marketers use environmental labels to promote green product identification. They are labelling consists of a small amount of paper, up to very complicated diagrams that are included as part of the packaging of goods. The label must contain only branded products or product information. On some occasions, the seller wants to use a simple label, but the law requires them to provide additional information (Delafrooz et al., 2014).

Eco brand

Brands by Trademark Law in Indonesia (chapter 15 of 2001) a mark is a sign in the form of an image, word, letter, name, color arrangement, or a combination of these elements, which has a distinction and is used in the trade of goods or services. This definition is generalized for environmentally friendly brands. Eco brand is a name, symbol, or design product that is not harmful to the environment. Utilizing eco-friendly brand features can help consumers distinguish from non-green products (Rahbar and Wahid in Delafrooz et al., 2014).

Environmental Advertisement

Environmental advertisement is defined as a special kind of communication designed to promote the benefits of social, economic, and environmental of the product to form the values and consumer behavior that is responsible (Chekima, 2016). According to Kumar (2017), green advertising varies from communicating about the environment to sharp and general information about products involving consumers with the company and product representatives. Kumar (2017) describes green advertising provides details on the environmental impact of products and business practices which are mostly related to raw material processes, production, logistics, and usage activities.

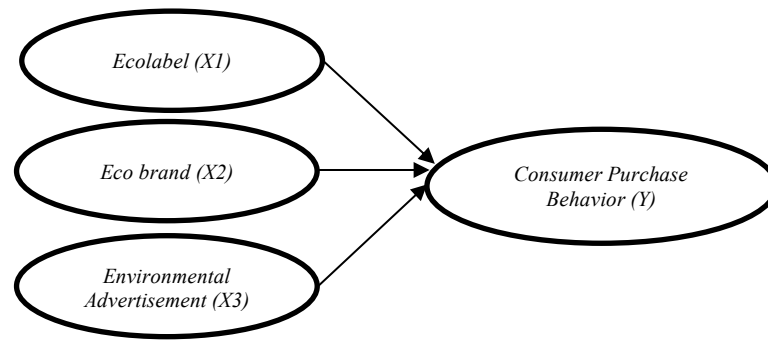


Figure 1 Framework

Figure 1 shows that:

H1: There is the influence of eco-labels on consumer purchase behavior.

H2: There is an eco brand influence on consumer purchase behavior.

H3: There is an environmental influence of advertisement on consumer purchase behavior.

H4: There is an eco brand, eco-label, the environmental advertisement on consumer purchase behavior.

RESEARCH METHODOLOGY

Primary data were collected through self-administered questionnaires, designed in structured questions, and distributed using the convenience sampling method to respondents or targets. The objects used in this research are individual customers who have experience buying green products in the last year at eco care in Bandung-Indonesia, with a voluntary involvement model. Data collection was conducted in a period of one month (from 1 February 2021 to 31 February 2021) ended with 100 responses that can be deployed and used in the analysis, complete with a valid response rate above 80%. The number of consumers is unknown, so the number of samples is determined using the Bernoulli formula.

The questionnaire consists of three parts. The first part (Part A) questionnaire is to identify the demographic profile of the respondents. The second part (Part B) focuses on the personal experiences of respondents on environmentally friendly products, i.e., how often they buy environmentally friendly products / sustainable and how they learn about the environment / eco-friendly products. The last part (Part C) measured in the advertising environment, the perception of the eco-label, eco brand, and buying behavior based on a 5-point Likert scale with a scale ranging from (1) strongly disagree to (5) strongly agree.

Based on the variables studied, the purpose of the research is descriptive. The measurement scale used in this study is the ordinal scale and the Likert scale. The variables to be measured are translated into variable indicators with a Likert scale.

Table 1.
Operational Variables

| Variable | Sub variable | Indicators Measurement Statement |
|----------------|---------------------------------------|--|
| Eco-Label (X1) | Ecolabel awareness | 1. Ecolabel located on Eco Care, an environmentally friendly product |
| | | 2. Aware of the eco-label on the product Eco Care |
| | Attitude toward the environmental | 3. Buy products Eco Care as a concern for environmental impact |
| | | 4. Purchase products with consideration for environmental conservation Eco Care |
| | Belief in environment-friendly buying | 5. Buying eco care products that have an eco-label is an effort to protect the environment. |
| | | 6. Believe that eco care products have eco-labels that are safe for the environment |
| | Ecolabel knowledge | 7. Knowing Eco Care products meeting the rules relating to eco-labeling Indonesia |
| | | 8. Know the eco-labels on eco care products are labels that identify environmental preferences |

| Variable | Sub variable | | Indicators Measurement Statement | |
|----------------------------------|---|--|--|---|
| Eco Brand (X2) | Ecolabel availability | 9. | Can find products Eco Care place to shop for eco-friendly products | |
| | | 10. | Can find products Eco Care place to shop because the product has an eco-label | |
| | Attention toward the eco-label | 11. | Eco-labels on eco care products attract attention. | |
| | | 12. | Eco-labels on products Eco Care provide information that is easily understood. | |
| | Purchase intention | 13. | Eco-labels on products Eco Care can convince me to buy environmentally friendly products. | |
| | | 14. | Keep buying eco care products because they have an eco-label even though they are expensive. | |
| | Brand as a product | 15. | Eco Care brand is known as air freshener products and environmentally friendly toilet | |
| | | 16. | Brand Eco Care has the release of a low chemical liquid to maintain the ecosystem permanently awake and minimize pollution of soil and air. | |
| | | 17. | Eco care intensively conducts IP go green program. | |
| | | Brand as an organization | 18. | The IP go green eco care program educates and adapts the community to use environmentally friendly air freshener and toilet products. |
| | | | 19. | Eco Care product is known as a brand of air freshener and toilet with a low release of chemical liquids |
| | | Brand as a functional benefit | 20. | Knowing Eco Care is a brand of air freshener that quality has been proven environmentally friendly. |
| | 21. | | Eco care is a symbol of environmentally friendly air fresheners and toilets. | |
| | Brand as a symbol | 22. | Eco Care symbol synonymous with air freshener products and environmentally friendly toilet | |
| 23. | | Eco Care television ad shows the company's concern about the importance of preserving the environment. | | |
| Environmental Advertisement (X3) | Attitude toward television advertising | 24. | Eco Care on television advertising made aware of the importance of air freshener products and environmentally friendly toilet to preserve the ecosystem. | |
| | | 25. | Knowing that Eco Care is an environmentally friendly product Eco Care Through advertising in print media | |
| | Attitude toward print advertising | 26. | Aware of the use of air freshener products and environmentally friendly toilets to preserve ecosystems Eco Care Through advertising in print media | |
| | | 27. | Satisfied consumer experiences with eco care are often featured in eco care advertisements. | |
| | Relevance of environmental advertisement with respondent daily life | 28. | Advertising Eco Care include immediate recognition of consumers as a form of proof of customer satisfaction with the use Eco Care | |
| | | 29. | Satisfied using the product Eco Care as air fresheners and toilet because the chemicals released lower | |
| | The credibility of claim in advertising | 30. | Feel more comfortable using eco care compared to other air freshener and toilet products | |
| | | 31. | Feel proud when using eco care because it contributes to reducing soil and air pollution | |
| | Perceived effectiveness of environmental behavior | 32. | Choose to use Eco Care as air fresheners and toilet due to participate in implementing social responsibility by not damaging the environment through the consumption of the product. | |

| Variable | Sub variable | | Indicators Measurement Statement |
|--------------------------------|--|-----|---|
| Consumer Purchase Behavior (Y) | Information in environmental advertising | 33. | Knowing Eco Care has a low release of chemical liquids and is environmentally friendly |
| | | 34. | Knowing the release of chemicals released Eco Care lower product and the smell was not overpowering. |
| | The stability of a product | 35. | Eco Care is a product with excellent material for use as an environmentally friendly |
| | | 36. | Eco Care gives many benefits to users. |
| | The habit of buying the products | 37. | Always use eco care as a toilet and room freshener to help reduce soil and air pollution. |
| | | 38. | Using Eco Care because proven quality Although more expensive |
| | Provide recommendations to others | 39. | Satisfied using Eco Care and recommend it to my relatives |
| | | 40. | Invite relatives to use eco care because of personal experience that is always satisfied when using eco care as a toilet and room freshener |
| | Repurchase | 41. | Feel satisfied and want to repurchase eco care products |
| | | 42. | Buy eco care products consistently. |

Sources: Author, 2021

RESULT AND DISCUSSION

A normality test is performed to determine whether the data taken from the population is normally distributed. A good regression model is a standard or nearly normal distribution. If the data does not follow a typical distribution pattern of distribution, it will be obtained estimation bias. Analysis of normality by Kolmogorov-Smirnov method requires the standard curve when Asymp. Sig. Values are above the maximum limit of error, which is 0:05. As for the regression analysis, the normality tested is the residual or random stochastic disturbance variable; from the normality test table above, it can be seen that the sig value is 0.090. Because the value of Sig (0.090) > 0.05, the data above can be used because the residual variable is normally distributed.

Table 2.
Normality Test
One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|--------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters, b | Mean | .0259769 |
| | Std. Deviation | .30460942 |
| Most Extreme Differences | Absolute | .083 |
| | Positive | .083 |
| | Negative | -.073 |
| Test Statistic | | .083 |
| Asymp. Sig. (2-tailed) | | .090c |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Data Processing

Multicollinearity is the presence of some or all the uncorrelated variables. The presence or absence of multicollinearity was detected by using Variance Inflation Factors (VIF). From the output below, it can be seen that the tolerance value is above 0.1 and the VIF value is less than 10, so it can be concluded that there is no multicollinearity in the data.

Table 3.
Multicollinearity Test

Coefficients

| Model | | Collinearity Statistics | |
|-------|----------------------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | Ecolabel (X1) | .639 | 1.566 |
| | Eco brand (X2) | .550 | 1.819 |
| | Environmental Advertisement (X3) | .600 | 1.668 |

a. Dependent Variable: Consumer Purchase Behavior (Y)
Source: Data Processing

Heteroscedasticity was tested by any independent variable correlated with the absolute value of residuals using Spearman Rank correlation. From the output below, it can be seen that there is an insignificant correlation. This can be seen from the p-value (Sig), which is greater than 0.05, so it can be concluded that there is no heteroscedasticity in the regression model.

Table 4
Heteroscedasticity Test

Correlations

| | | Unstandardized Residual |
|----------------------------------|---------------------------------------|-------------------------|
| Spearman's rho | Ecolabel (X1) Correlation Coefficient | -.100 |
| | Sig. (2-tailed) | .324 |
| | N | 100 |
| Eco brand (X2) | Correlation Coefficient | -.106 |
| | Sig. (2-tailed) | .295 |
| | N | 100 |
| Environmental Advertisement (X3) | Correlation Coefficient | -.115 |
| | Sig. (2-tailed) | .254 |
| | N | 100 |

Source: Data Processing

Table 5
Multiple Linear Analysis

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations |
|----------------------------------|-----------------------------|------------|---------------------------|-------|------|--------------|
| | B | Std. Error | Beta | | | Zero-order |
| 1 (Constant) | -.201 | .318 | | -.631 | .530 | |
| Eco label (X1) | .411 | .151 | .244 | 2.720 | .008 | .557 |
| Eco brand (X2) | .206 | .101 | .199 | 2.052 | .043 | .575 |
| Environmental Advertisement (X3) | .493 | .115 | .398 | 4.293 | .000 | .641 |

a. Dependent Variable: Consumer Purchase Behavior (Y)
Source: Data Processing

Based on the results of the calculations in the table above, the form of the multiple linear regression equation is as follows:

$$Y = -0.201 + 0.411 X1 + 0.206 X2 + 0.493 X3$$

The regression coefficient on the independent variables showed independent variables are expected to rise one unit and the estimated value of other independent variables constant or equal to zero, then the estimated value of the dependent variable up or down according to the independent variable regression coefficients.

- a. Multiple linear regression equation obtained above the constant value of -0.201. That is, if the variable Consumer Purchase Behavior (Y) is not influenced by the three independent variables, namely Eco label (X1), Eco brand (X2), and Environmental Advertisement (X3), is zero, then the average value of Consumer Purchase Behavior will be -0.201.
- b. The sign of the regression coefficient of the independent variable shows the direction of the relationship of the variable concerned with Consumer Purchase Behavior. The regression coefficient for the independent variable (X1) is positive, indicating a direct relationship between Eco label (X1) and the Consumer Purchase Behavior (Y). The regression coefficient Eco label (X1) of 0.411, meaning that every increase of Eco label (X1) of the unit will lead to increased Consumer Buying Behavior (Y) by 0.411.
- c. The regression coefficient for the Eco brand (X2) is positive, indicating a direct relationship between the Eco brand (X2) with Consumer Purchase Behavior (Y). Eco brand regression coefficient (X2) for 0.206 implies for each increment, Eco brand (X2) of the unit will lead to increased Consumer Purchase Behavior (Y) by 0.206.
- d. The regression coefficient for the Environmental Advertisement (X3) is positive, indicating a direct relationship between the Environmental Advertisement (X3) with Consumer Purchase Behavior (Y). The regression coefficient for the X3 variable is 0.493, which means that each increase in Environmental Advertisement (X3) by one unit will cause an increase in Consumer Purchase Behavior (Y) of 0.493.

Table 6
Partial Testing (T-Test)

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations |
|----------------------------------|-----------------------------|------------|---------------------------|-------|------|--------------|
| | B | Std. Error | Beta | | | Zero-order |
| 1 (Constant) | -.201 | .318 | | -.631 | .530 | |
| Eco label (X1) | .411 | .151 | .244 | 2.720 | .008 | .557 |
| Eco brand (X2) | .206 | .101 | .199 | 2.052 | .043 | .575 |
| Environmental Advertisement (X3) | .493 | .115 | .398 | 4.293 | .000 | .641 |

a. Dependent Variable: Consumer Purchase Behavior (Y)

Source: Data Processing

The t-test was used to determine whether the influence of the independent variables partially on an independent variable was significant. Based on table 4.8 above can be seen the following results:

- 1) The t value is 2.720, and the significance value is 0.008. t value (2.720) > t table (1.985), then H0 is rejected. It can be concluded that significant partial effect on the Ecolabel (X1) to the Consumer Purchase Behavior (Y).
- 2) t value is 2.052, and the significance value is 0.043. t value (2052) > t table (1.985) and the significance value less than 0.05, then H0 is rejected. It can be concluded that a significant partial effect on the Eco brand (X2) on Consumer Purchase Behavior (Y).
- 3) t value is 4.293, and the significance value is 0.000. t value (4293) > t table (1.985) and the significance value less than 0.05, then H0 is rejected. It can be concluded that the significant partial effect of Environmental Advertisement (X3) on Consumer Purchase Behavior (Y).

The F test is used to determine whether the influence of the independent variables is significant on a dependent variable. In table 7, the calculated F value is 32,687, and the significance value is 0.000. The calculated F value (32.687) > F table (2.699), then H0, is rejected. It can be concluded that there is

simultaneously a significant influence on the Ecolabel (X1), Eco brand (X2), and the Environmental Advertisement (X3) on Consumer Purchase Behavior (Y).

Table 7
Simultaneous Hypothesis Testing (F Test)

| ANOVA | | | | | | |
|-------|------------|----------------|----|-------------|--------|-------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 6.612 | 3 | 2.204 | 32.687 | .000b |
| | Residual | 6.473 | 96 | .067 | | |
| | Total | 13.085 | 99 | | | |

a. Dependent Variable: Consumer Purchase Behavior (Y)

b. Predictors: (Constant), Environmental Advertisement (X3), Eco label (X1), Eco brand (X2)

Source: Data Processing

The magnitude of the effect of the Ecolabel (X1), Eco brand (X2), and the Environmental Advertisement (X3) on Consumer Purchase Behavior (Y) can be shown by the coefficient of determination in table 8. Variables Eco label (X1), Eco brand (X2), and Environmental Advertisement (X3) have an effect of 0.505 or 50.5% on Consumer Purchase Behavior (Y). At the same time, the remaining 49.5% is the contribution of other variables in addition to Eco label (X1), Eco brand (X2), and the Environmental Advertisement (X3).

Table 8
Coefficient of Determination

Model Summary

| Model | R | R Square | Adjusted R Square | Std. The error of the Estimate |
|-------|-------|----------|-------------------|--------------------------------|
| 1 | .711a | .505 | .490 | .25967 |

a. Predictors: (Constant), Environmental Advertisement (X3), Eco label (X1), Eco brand (X2)

b. Dependent Variable: Consumer Purchase Behavior (Y)

Source: Data Processing

CONCLUSION

Ecolabel (X1) is in a good category. Environmentally friendly guarantee, or known as eco-label, shows that the product is guaranteed quality (Muslim, 2014). With an eco-label, consumers will easily understand that a product is environmentally friendly. Eco-labels can increase consumer awareness of environmental issues.

Eco brand (X2) is in a good category. Chatterjee (2009) found that green consumers are more willing to buy eco-brand products that produce a large environmental impact than conventional products with a small environmental impact. A good eco brand can attract consumers to make the decision to buy green products. The existence of a green product purchase decision in accordance with expectations will create consumer satisfaction.

Environmental Advertisement (X3) is in a suitable category. Sugiarta (2017) states that ecological advertising has an essential role in influencing consumer buying behavior to buy environmentally friendly products to reduce the negative impact of synthetic products that are harmful to the environment. The achievement of marketing objectives through fulfilling consumer needs and desires for environmentally friendly products must be supported by understanding consumer behavior in the target market itself towards the green marketing tools used. But admittedly, this approach still has a long way to become the ethics of doing business in each company.

Consumer Purchase Behavior (Y) is in the very good category. Consumer buying behavior refers to the behavior of individuals and households who buy goods and services for personal consumption. These final consumers combine to form the consumer market (Kotler and Armstrong: 2013). Consumers make many purchasing decisions every day, consumer behavior in the buying decision process (Khoirinnisa, 2016).

Recommendations & Limitations

This study provides a variety of sensible implications for marketers in boosting consumers' actual purchase behavior of an inexperienced product. Marketers who sell environmentally friendly products should prioritize eco-label, ecologically friendly product brands must have sufficient product data that is easy to use and available on green product labels to increase consumers' actual buying behavior of green products. The eco-label should be conspicuous to require a hold of consumers' attention. Inexperienced products should be marketed to the consumers during a method that they are very useful and relevant to their lifestyle.

Moreover, marketers ought to engender consumers' actual purchase behavior of inexperienced product victimization a good eco brand name on the green product whereby consumers should feel good regarding shopping for brands that are less damaging to the atmosphere and trust well-known green branded products. Indeed, marketers should conjointly manufacture the merchandise advertisements which will evoke consumers' feelings in ingraining the message contents of the environmental concerns. These enhancements directly increase consumers' actual purchase behavior of the green product. After that, it develops consumers' exposure to environmentally friendly products.

From the government, they must strengthen the implementation of inexperienced policies made public in bike with the organization, e.g., Technology Policy reminiscent of reduction and promotional incentives to those green merchandise makers who practice green considerations in their producing processes produces a product with eco-label and eco brand and promotes product messages content by mistreatment environmental advertisements. The government should conjointly pump up the importance of environmentally friendly values among consumers' by formulating and promulgating instructional and easy ways towards enhancing green product market property and acceptance. This might expand public environmental consciousness values.

This study had some potential limitations that give space for investigation for future studies. The sample is biased towards the individual client who had expertise in getting the inexperienced merchandise for the past year within Bandung, Indonesia. This has limited the generalization of the findings from this study to represent the entire population in Bandung, Indonesia. Hence, additional analysis is deemed necessary to expand the sample size and investigate a broader cluster of samples to boost the understanding of green promoting behavior. Next, it is extremely counseled for a future scientist to conduct a longitudinal study on this topic. Future studies may specialize in a comparative analysis of the inexperienced promoting awareness impacting on client actual purchase behavior of green product by adding the anodyne effects of education, income, and comparing eco brand and non-eco brand product.

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