

The Impact Of Garnier Green Product, Green Promotion, And Green Perceived Value On Millennial Purchasing Intention In Medan

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ABSTRACT

Company officials realize that sustainability issues will be very beneficial in facing today's business competition. Garnier is one of the top three brands chosen by Indonesian consumers, which implements sustainability through the Garnier Green Beauty program. This research aims to analyze how Garnier green products, green promotion, and green perceived value partially and simultaneously affect millennial purchasing intentions in Medan by using a quantitative form with an associative approach. The samples were taken with a purposive sampling technique and used 100 respondents. The data were obtained by primary data and secondary data. The methods of data analysis that were used are validity tests, reliability tests, classic assumptions tests, multiple linear regression analysis, and hypothesis tests. The results showed that Garnier green product, green promotion, and green perceived value partially and simultaneously influence millennial purchasing intention of products in Medan. The coefficient test of determination with an R-value is 0.809. The Adjusted R Square value showed that the green product, green promotion, and green perceived value can explain the purchase intention by 64.3%, while the remaining 35.7% is influenced by other variables not discussed in this research.

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I. Introduction

The cosmetic industry is an industry that has experienced very rapid development in recent years. People are increasingly concerned about their appearance so that self-care is their lifestyle. In 2021, there will be an increase in growth in the cosmetic industry, especially interest in skincare products during the first quarter of 2021. The cosmetics market in Indonesia is one of the leaders with expectations of growth of 7% until 2021 (cekindo.com).

Company officials realize that sustainability issues will be very beneficial in facing today's business competition. More and more consumers are starting to adopt an eco-friendly lifestyle and prefer brands that have social awareness. The results of research conducted by Kantar show that the number of consumers who care more about green products in Indonesia has increased by 112% from 2019 to 2020. Indonesian consumers are also increasingly aware of the importance of a more environmentally friendly lifestyle, with 86% starting to adopt environmentally friendly habits in their daily lives. day and 74% choose brands that have a social conscience. Based on a survey conducted by zero waste

Indonesia, 50% of the millennial generation feel they have a responsibility for the surrounding environment. Millennials are considered to be more sensitive to issues of environmental damage, A study by Distillery and Millie on the importance of a brand's social mission to consumer buying behavior in Southeast Asia, stated that Garnier is one of the top three brands of choice for Indonesian consumers, where the social mission carried out by Garnier has succeeded in influencing consumer buying behavior. Garnier is committed to being a cosmetic brand that cares about sustainability through Garnier Green Beauty. Garnier devises a strategy to achieve environmentally friendly packaging by using recycled materials, redesigning and continuously innovating its products. Through the innovations that have been made, Garnier has contributed to saving more than 592 tons of virgin plastic in 2019 and achieving savings of 858 tons of virgin plastic in 2020. All Garnier products have also received the "Cruelty Free" label so consumers don't have to worry about buying them because Garnier products are confirmed to have met the standards and strict investigations of Leaping Bunny. One of Garnier's steps in introducing Garnier Green Beauty to society is by using public figures as its brand ambassadors. Garnier also enables its consumers to contribute positively towards a greener earth by collaborating with the eRecycle application. This application is still limited to the DKI Jakarta, Depok, Tangerang and Bekasi areas. As for the achievements of the Garnier Green Beauty campaign which was carried out with the support of the Ministry of Environment and Forestry, and in collaboration with eRecycle, managed to collect 5, This study aims to see how the influence of Green Product, Green Promotion, and Green Perceived Value of Garnier Products has on Millennial Purchase Interest in Medan City.

II. method

Green Marketing

Green marketing is a marketing strategy based on preserving and protecting nature as well as all forms of life and human integrity by utilizing natural resources efficiently without creating new areas of consumption. Green marketing looks for alternatives in dealing with environmental pollution caused by industry, promotes the use of environmentally friendly products, minimizes the packaging process and encourages awareness of recycling in society (Kirgiz, 2016:2,3). The main goal of green marketing is not only to make a profit, but also to create corporate social responsibility. Silvia (2014: 188) concludes that well-developed green marketing will be an effective marketing method in building a good corporate image.

Green Products

Green products are environmentally friendly products that are harmless to humans and the environment and the production process does not use resources excessively, does not produce excessive waste and minimizes negative impacts on nature (Latifah, 2018: 16). The green product indicators according to Rath (2013), namely product perception, product packaging, materials and eco-labels.

Green Promotion

Green promotion is a process of introducing an environmentally friendly product to the public by carrying out various environmentally friendly actions or actions. Companies that implement green promotion will create ongoing communication intensively in increasing public knowledge of environmentally friendly products sold by these companies (Sri R., Fauzi DH, & Yulianto, 2015). John Rossiter and Larry Percy (Kotler et al., 2016: 565) argue that effective promotion can achieve the possible goals of building demand for a product, building brand awareness, building brand attitude, and influencing purchase intentions. Based on this opinion, the indicators used in measuring green promotion in this study, namely building green product needs,

Green Perceived Value

Green perceived value is an assessment given by consumers regarding the overall benefits obtained from using a product or service between what is received and what is given by consumers to the environment, sustainable expectations and environmentally friendly-based needs (Chen & Chang, 2012). As for indicators of green perceived value according to Chen & Chang (2012), namely green

products provide good value to consumers, green product performance is in line with consumer expectations, consumers buy green products because they care more about the environment than other products, consumers buy green products because of their function environmentally friendly, consumers buy green products because they have more benefits to the environment than other products.

Consumer behavior

Consumer behavior can be defined from two different perspectives, namely referring to human thinking and fields of study. Consumer behavior which refers to human thoughts and actions is defined as a series of activities in search of a value where consumers realize that something is needed so they look for various ways to fulfill these needs. Meanwhile, consumer behavior as a field of study is a science that studies how consumers seek value in an effort to fulfill real needs (Babin et al., 2017: 3-5).

Purchase Interest

Purchase intention is the focus of a person's attention on a product accompanied by feelings of pleasure towards the product, then the individual's interest creates a desire and creates a convincing feeling that the product has benefits so that the individual wants to buy the product (Priansa, 2017: 164). The indicators of buying interest according to Ferdinand (2014), namely transactional interest, referential interest, preferential interest, and explorative interest.

The form of research used in this research is quantitative research with an associative approach, which is asking the relationship between two or more variables. Quantitative research is generally used to examine representative populations or certain samples, collect data using research instruments, statistical data analysis, with the aim of testing established hypotheses (Sugiyono, 2013: 8). This research was conducted by distributing questionnaires in the form of a Google form through social media and other media that can reach the millennial generation who have an interest in Garnier products in Medan City. This research was conducted from May to July 2022.

The population in this study is the millennial generation who have an interest in buying Garnier products in Medan City. The sampling technique used in this study, namely nonprobability sampling using purposive sampling technique. The researcher decided to use the formula proposed by Rao Purba in determining the number of samples in this study because there had never been a calculation of how many millennials in Medan City had purchased Garnier products and were aware of the Garnier Green Beauty program. the statement is declared valid. The reliability test results for the green product, green promotion, green perceived value and purchase intention variables in this study have an alpha value > 0.60, so the instrument in this study is said to be reliable.

Table 1. Kolmogorov-Smirnov Normality Test Results

$$n = \frac{Z^2}{2} \quad 4(\text{moe})$$

$$n = \frac{1.96^2}{2} \quad 4(0,1)$$

$$n = 96.04$$

Researcher decide to round 96.04 to 100 respondents to make it easier to calculate. The primary data source in this study was obtained through a questionnaire in the form of a Google form which

was distributed via social media to those who met the respondent criteria determined by the researcher. Secondary data sources in this study were obtained through library research, previous research, and other data obtained via the internet. The data analysis method used consists of instrument tests which include validity and reliability tests, classic assumption tests which include normality tests, multicollinearity tests, and heteroscedasticity tests, multiple linear regression analysis tests, and hypothesis testing.

III. Results And Discussion

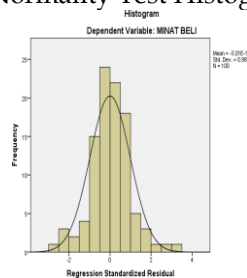
All statements of green product, green promotion, and green perceived value in this study have rcount values greater than rtable. Value rtable, $\alpha = 0.05$ with degrees of freedom $df = n - 2 = 98$ in the two-way test is 0.1966 (obtained from rtable). If the value of $r_{count} > r_{table}$, then

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.80798069
Most Extreme Differences	Absolute	.086
	Positive	.085
	Negative	-.086
Kolmogorov-Smirnov Z		.086
Asymp. Sig. (2-tailed)		.066 ^c
Test distribution is Normal.		
Calculated from data		
Lilliefors Significance Correction		

Source: Results of Primary Data Processing (2022)

Table 1 shows the Asymp values. Sig. in the Kolmogorov-Smirnov test of 0.066 which means greater than 0.05 so it can be concluded that the data used in this study were normally distributed.

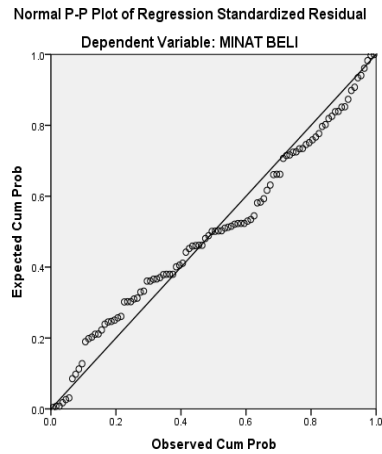
Figure 1. Normality Test Histogram Graph



Source: Results of Primary Data Processing (2022)

Figure 1 shows the shape of the pattern like a bell and not too skewed to the right or left, so it can be concluded that the data is normally distributed.

Figure 2. PP Plot Graph



Source: Results of Primary Data Processing (2022)

Figure 2 shows the spread of the dots around the diagonal line and following the direction of the diagonal line, not deviating far to the right or left. So, it can be concluded that the graph shows a normal distribution pattern.

Table 2. Multicollinearity Test Results

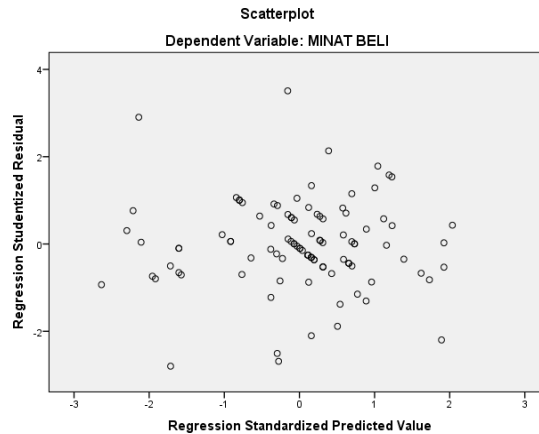
Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.854	2.015		.424	.673		
<i>Green product</i>	.194	.064	.238	3.024	.003	.583	1.715
<i>Green promotion</i>	.287	.098	.220	2.936	.004	.644	1.553
<i>Green perceived Value</i>	.474	.084	.482	5.622	.000	.490	2.039

a. Dependent Variable: Minat Beli

Source: Results of Primary Data Processing (2022)

Table 2 shows the tolerance value for the green product variable of 0.583, the green promotion variable of 0.644 and the green perceived value variable of 0.490, which means these values are greater than 0.10. The VIF value is 1.715 for the green product variable, 1.553 for the green promotion variable and 2.039 for the green perceived value variable. The VIF value of each of these variables is smaller than 10. Based on these data, it can be concluded that there are no symptoms of multicollinearity and the regression model is said to be feasible and can be used for the regression equation.

Figure 3. Heteroscedasticity Test



Source: Results of Primary Data Processing (2022)

Figure 3 shows that the dots are spread throughout and do not form a particular pattern. The data points are also spread around zero so that it can be seen that the data is randomly distributed. This shows that there are no symptoms of heteroscedasticity in the regression model in this study.

Table 3. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	.854		
	<i>Green product</i>	.194	.064	.238	3.024	.003
	<i>Green promotion</i>	.287	.098	.220	2.936	.004
	<i>Green perceived value</i>	.474	.084	.482	5.622	.000

a. Dependent Variable: Minat Beli

Source: Results of Primary Data Processing (2022)

Table 3 shows a positive constant coefficient value of 0.854 which indicates a constant level where if the green product, green promotion, and green perceived value variables are zero, then the value of the variable interest in buying will remain at 0.854. The green product regression coefficient is 0.194, which means that for every increase in the green product variable by one unit, the value of buying interest will increase by 0.194. The regression coefficient of the green promotion variable is 0.287, which means that for every increase in the green promotion variable for one unit, the purchase intention variable will increase by 0.287. The regression coefficient for the green perceived value variable is 0.474, which means that for every increase in the green perceived value variable for one unit, the purchase intention variable will increase by 0.474.

In the calculation of the T-Test for the green product variable, the tcount value is greater than the ttable value (3.024 > 1.984) with a significance value of less than 0.05 (0.003 < 0.05). This shows that Garnier's green product has a partial effect and significant to millennial buying interest in Medan City, so Ha1 is accepted. This is supported by research results from Kantar which show that the number of consumers who care more about green products in Indonesia increased by 112% from 2019 to 2020. Indonesian consumers are also increasingly aware of the importance of a more environmentally friendly lifestyle, with 86% starting to adopt environmentally friendly habits. in everyday life and 74% choose brands that have a social concern. Thus, it can be concluded that Garnier products that care about and prioritize sustainability influence consumer buying interest in their products. The results of this study support previous research conducted by Risa Septiani (2019) with the title "The Effect of Green Marketing on Consumer

Purchase Decisions at The Body Shop Margo City". The results obtained from this study indicate that green products have a partial effect on purchasing decisions. In addition, this research is also in accordance with research conducted by Fellycia Chandra and Hetty Karunia Tunjungsari (2019) with the title "The Effect of Green Marketing Mix on Consumer Purchase Interest in The Body Shop Products in West Jakarta". The results of testing the hypothesis of this study indicate that green products have an effect on buying interest in The Body Shop products in West Jakarta. This research is also in accordance with research conducted by Fellycia Chandra and Hetty Karunia Tunjungsari (2019) with the title "The Effect of Green Marketing Mix on Consumer Purchase Interest in The Body Shop Products in West Jakarta". The results of testing the hypothesis of this study indicate that green products have an effect on buying interest in The Body Shop products in West Jakarta. This research is also in accordance with research conducted by Fellycia Chandra and Hetty Karunia Tunjungsari (2019) with the title "The Effect of Green Marketing Mix on Consumer Purchase Interest in The Body Shop Products in West Jakarta". The results of testing the hypothesis of this study indicate that green products have an effect on buying interest in The Body Shop products in West Jakarta.

In the calculation of the T-Test for the green promotion variable, the tcount value is greater than the ttable value ($2.936 > 1.984$) with a significance value of less than 0.05 ($0.004 < 0.05$). This shows that the green promotion of Garnier products has a partial and significant effect on millennial buying interest in the city

Medan, so that Ha2 is accepted. These results are in accordance with the theory explained by Rahbar and Wahid (2011), that green promotion aims to influence consumer buying behavior in buying products that do not damage the environment and direct their attention to positive things from buying behavior for themselves and also the environment. The results of this study support previous research conducted by Luh Made Pradnyani Rahayu, Yusri Abdillah, and M. Kholid Mawardi (2017) with the title "The Influence of Green Marketing on Consumer Purchase Decisions (Survey of The Body Shop Consumers in Indonesia and Malaysia)". The results obtained from this study indicate that there is a significant influence between green product promotion variables on purchasing decisions.

In the calculation of the T-Test for the green perceived value variable, the tcount value is greater than the ttable value ($5.622 > 1.984$) with a significance value of less than 0.05 ($0.000 < 0.05$). This shows that the green perceived value of Garnier products has a partial and significant effect

towards millennial buying interest in Medan City, so that Ha3 is accepted. Consumer interest in environmentally friendly products is quite large. Every consumer will choose a product that according to him will provide more benefits for him, where environmentally friendly products will be safer to use because they are made from natural ingredients and do not use harmful materials for both the body and the environment. In addition, consumers who consume green products have also contributed to protecting the environment. The results of this study are not in line with previous research conducted by Muhammad Zulfiqar Mahmud (2020) with the title "The Effect of Green Perceived Value on Purchase Intentions with Product Image and Company Reputation as a Mediator".

Table 4. Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	612.499	3	204.166	60.567	.000 ^b
	Residual	323.611	96	3.371		
	Total	936.110	99			
a. Dependent Variable: Minat Beli						
b. Predictors: (Constant), green perceived value, green promotion, green product						

Source: Results of Primary Data Processing (2022)

promotion, and green perceived value to purchase intention is quite close because if the R value is closer to one, the better the model is used. The Adjusted R Square value indicates that the green product, green promotion, and green perceived value variables contribute 64.3% in influencing the variable of purchase intention while the remaining 35.7% is influenced by other variables not discussed in this study.

Compute the Management: Research Guidelines for Thesis, Theses and Accompanied Knowledge obtained is greater than the value of F_{table} ($60.567 > 2.699$) with a significance value less than 0.05 ($0.000 < 0.05$). From these data it can be concluded that green product, green promotion, and green perceived value have a simultaneous and significant effect on purchase intention, so that H_{a4} is accepted.

Table 5 shows the R value of 0.809, where the value of this coefficient shows the relationship between green products, greenManagement 5th Edition.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.654	.643	1.836
a. Predictors: (Constant), green perceived value, green promotion, green product				
b. Dependent Variable: Minat Beli				

IV. Conclusion

The results of the research and discussion show that green product, green promotion, and green perceived value of Garnier products have a partial and simultaneous influence on millennial buying interest in Medan City. Where, green product, green promotion, and green perceived value can explain buying interest of 64.3%, while the remaining 35.7% is influenced by other variables not discussed in this study.

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