

# The influence of green marketing campaigns and brand ambassadors on the body shop's product purchase decisions

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Article Info	ABSTRACT
<b>Keywords:</b> brand ambassador, brand image, green marketing campaign, purchasing decisions	The aim of this research is to determine the influence of green marketing campaigns and brand ambassadors on product purchasing decisions for The Body Shop users. This type of research is quantitative and carried out using a survey method. Data was obtained by distributing questionnaires to 100 respondents. The respondents in this research were students in the Jabodetabek area. This research uses multiple linear regression analysis methods using SPSS version 23. The research results show that the Green Marketing Campaign has a positive and significant influence on consumer purchasing decisions. Meanwhile, the use of Brand Ambassadors does not have a significant influence and is not the main factor in influencing purchasing decisions made by consumers
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## INTRODUCTION

Public awareness of the issue of environmental damage is increasing, even has become a major concern for the entire community (wardhana et al, 2015). One of the factors that cause environmental damage is global warming which not only has an impact on health, but also has begun to threaten the sustainability of living things. Scientists and some environmentalists have shown clear evidence of environmental damage, such as the depletion of the ozone layer which has the potential to trigger world climate chaos, acid rain, the greenhouse effect, air and water pollution that is already very dangerous, increasing global warming to the accumulation of waste that is very difficult to recycle.

As a response to marketers' concern for the issue of environmental damage, the term green marketing emerged. Green Marketing is a new strategy that uses environmentally friendly concepts and is an alternative strategy that can be used to improve the company's image and value. The American Marketing Association (AMA) explains three definitions of green marketing, namely: First, retailing definition: The marketing of products that are presumed to be environmentally safe. Second, social marketing definition: The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality. Third, environments definition: The efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns. Thus, it can be concluded that green marketing is a marketing strategy that emphasizes environmental sustainability by modifying products, changing

production processes, using packaging to promotional media carried out.

One company that has implemented the concept of green marketing is The Body Shop. The Body Shop is a company that produces brands that already have many positive records in supporting the creation of environmental sustainability. One form of green marketing carried out by The Body Shop is to conduct green advertisement and "Beauty With Heart" campaigns. Various campaigns that have been carried out by The Body Shop include Stop Violence, Stop Trafficking of Children & Young People, Dream Big and so on. One of the main campaigns carried out by The Body Shop is Forever Against Animal Testing which is a form of collaboration program with Cruelty Free International, an organization engaged in animal protection, especially against forms of cosmetic testing on animals (Shop, 2020). Not only it, The Body Shop also replaces raw materials for product packaging that are easily recycled as an effort to reduce plastic waste and support environmental sustainability.

The Body Shop is one of the companies that already has very good strength in implementing the concept of green marketing. However, the concept did not provide more benefits to the company in terms of product sales in Indonesia due to low consumer concern for environmental sustainability. Indonesian marketers and producers are still afraid to jump into the world of green marketing because their target market does not yet have an orientation towards environmental sustainability. This is one of the factors why environmentally friendly products seem to experience slow growth in Indonesia (Mazwahid, 2011).

The Body Shop is a world company that has been very famous in launching environmentally friendly products. The positioning of environmentally friendly products is enough to give strength to the company because it has succeeded in increasing consumer appeal in America and other developed countries. Consumers are even willing to pay higher prices to buy The Body Shop products. However, this condition is very different from what happens in Indonesia, where consumers buy The Body Shop products not because they are driven by environmental concern factors but because the raw materials of products are made from natural ingredients so that they are safer to use. This factor is certainly a challenge for The Body Shop company to develop the concept of green marketing in order to increase Indonesian consumers' awareness of environmental sustainability. The green marketing concept applied by The Body Shop company is expected to have a positive impact on the creation of a strong corporate brand image in the market. Brand image itself is a perception that endures, is formed through experience, and is relatively consistent (Schiffan and Kanuk, 2014). The Body Shop is one of the cosmetic companies that has implemented the concept of green marketing in almost all of its business processes, ranging from the products produced, how to promote, place design, and various forms of campaign activities with the theme of environmental care. This certainly provides a different point of view from consumers related to The Body Shop company. Nevertheless, it turns out that The Body Shop company has not been able to attract attention and create stable conditions on the image of consumers. This condition is reflected in changes in brand value ratings from year to year.

**Tabel 1.** Top Brand Survey 2022 dan 2023

No	Perusahaan	Brand Image					
		2022		2023			
		Body Mist	Hand Body	Body Butter	Body Mist	Hand Body	Body Butter
1	Citra	-	29,60%	-	-	29,70%	
2	Vaseline	-	16,50%	-	-	17,10%	
3	Marina	-	13,60%	-	-	15,90%	
4	Nivea	-	8,90%	-	-	7,20%	
5	The Body Shop	44,90%	3,70%	41,50%	44,30%	3,20	39,50%
6	Natural Beauty	11,30%	-	-	11,80%	-	-
7	Elvia	8,40%	-	-	5,40%	-	-

sumber : (<http://topbrand-award.com/> , 04-10-2023)

From Table 1.1. Above can be seen the large percentage of brands in the body care category. This number shows the level of brand image strength possessed by each company from a consumer point of view. The higher the percentage of numbers owned, the better the brand image a company has in the market. The data above was obtained from the results of a survey conducted by an Indonesian survey agency, namely Top Brand. The survey was conducted in 15 major cities in Indonesia, namely Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Malang, Medan, Palembang, Pekanbaru, Samarinda, Balikpapan, Banjarmasin, Makassar, Manado and Denpasar involving 8,500 respondents with details of 6,000 random samples, 1,700 booster samples and 800 B2B booster samples. The criteria used for the survey were men and women aged 15-65 years, with a target of SES D to SES A.

From the survey results described above, it can be seen that The Body Shop is still unable to compete with other cosmetic brands. In addition, The Body Shop still shows a decline in the level of brand image that occurs from 2022 to 2023. For this reason, it is necessary to increase creativity and innovation from The Body Shop company to correct shortcomings and maintain the advantages of the products launched. One of the focuses developed by The Body Shop is to pay attention to the marketing strategies they apply, especially in terms of green marketing strategies. Green Marketing is enough to play a positive role in increasing product brand image among consumers.

In addition to using green marketing strategies, The Body Shop also uses brand ambassadors to influence consumer purchasing decisions and create a good brand image among consumers. Brand ambassadors have an important role to attract the attention of potential customers to the brand they represent so that they can increase brand awareness of the brand. The product advertising message that the brand ambassador wants to convey

will be easier to attract the attention of potential customers displayed through various communication media channels and social media. The Body Shop made Cinta Laura Kiehl as a brand ambassador for the products they launched. Cinta Laura is a millennial figure who is not only famous for her beauty, but also a smart, accomplished and very inspiring figure. Not only that, Cinta Laura Kiehl is a figure who also has the same interest and vision as The Body Shop company, which is related to interest and concern for various kinds of social and environmental issues. The creation of a strong Brand Image among consumers can certainly encourage purchase decisions made by potential customers and cause satisfaction for consumers who use The Body Shop products.

From the observations that have been made, it is known that there is a gap between the implementation of green marketing strategies and brand ambassadors for the creation of brand image and purchase decisions made by potential customers of The Body Shop. This problem is the basis for researchers to conduct research entitled "The Influence of Green Marketing Campaigns and Brand Ambassadors on the creation of Brand Image that has an impact on The Body Shop Product Purchase Decisions".

## METHODS

This research method uses Associative which aims to determine the relationship between variables and is causal between independent variables (independent) and dependent variables (dependent). The data needed in this study are qualitative and quantitative data in the form of the number of sales of The Body Shop products and tabulation of research data (Questionnaire). This study uses primary and secondary data with the aim of strengthening research with accurate data.

### Data Sources

Primary data is data taken directly at the object of research using questionnaires. While secondary data is used to find out the picture of The Body Shop company and sales data and brand image owned by the company.

### Place and Time of Research

This research was carried out by researchers in the Jabodetabek area from September-October 2023. This research is carried out in accordance with literature study, problem identification, problem formulation, research objectives and benefits.

### Population and Sample

The population in this study is consumers who are or have purchased The Body Shop products. The sample used in this study amounted to 86 respondents but only 68 respondents were analyzed due to non-conformity of criteria when filling out questionnaires.

### Data Collection Methods

Data collection is carried out directly in the field by:

1. Interview, conducted by giving questions directly to customers of The Body Shop who are at the research location, then equipped with quotations of The Body Shop company data.
2. Questioner (list of questions), done by submitting a list of questions through google form to be answered by consumers of The Body Shop in the Jabodetabek area.

### **Test Validity and Reliability of Instruments Validity Test**

Validity Test is a measurement instrument used to obtain valid data. The validity test is used to measure the validity or absence of a questionnaire that can reveal something to be measured. Reliability is a questionnaire measurement tool that is an indicator of variables. If the results of the calculations carried out show a number of  $> 0.6$ , it can be stated that the instrument is reliable. The reliability test was assisted using the IBM SPSS (Statistical Product and Service Solutions) program.

### **Classical Assumption Test**

Classical assumption tests are used to obtain good linear regression results that contain no bias. Classical assumption tests used include multicollinearity tests, normality tests, heteroscedasticity tests and autocorrelations.

### **Multicollinearity Test**

Multicollinearity test is a model used to test regression models to find correlations between independent variables. The test method used is usually by looking at the value of inflation factor (VIF) and tolerance in the regression model. If the VIF value is less than 10 and the tolerant value is more than 0.1 then it is a regression model free of multicollinearity. (Priyatno, 2011: 288)

### **Normality Test**

The normality test aims to test whether residuals are normally distributed or not. In this case, normality testing is not performed on each of the independent and dependent variables, but on residual values resulting from the regression model. A good regression model will have residual values that are normally distributed (Priyatno, 2011: 277)

### **Heteroscedasticity Test**

The heteroscedasticity test is used to test whether in regression there is an inequality of variance from residual from one observation to another. A good regression model will have normally distributed residual values.

### **Double Linear Regression Analysis**

Multiple linear analysis is one of the appropriate methods used when a study has one dependent variable that is estimated to be associated with one or more independent variables. The purpose of using this research method is to estimates the occurrence of changes in response that occur between variables bound to independent variables (Hair et al, 1995, in Yamin and Kurniawan, 2009). The multiple linear regression analysis model used to test the hypothesis is as follows:

$$Y = b_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

$b_0$  = Constant

$\beta_1$  = Regression coefficient for  $x_1$   $\beta_2$  = Regression coefficient for  $x_2$   $\varepsilon$  = Standard error

Y = Keputusan Pembelian  $X_1$  = Green Marketing  $X_2$  = Brand Ambassador

### **Testing with Test t (partial test)**

The t test is used to determine the effect of the independent variable partially on the dependent variable. Testing using the t test was performed by comparing the calculated t value with the Table t at a significant degree of 95% ( $\alpha = 0.05$ ).

1. Formulate the hypothesis  $H_1 : b_1 : b_n \neq 0$ , meaning that there is a significant influence of the independent variable on the dependent variable partially.
2. Determining research hypothesis testing criteria Hypothesis accepted if  $t$  is significant  $< 0.005$  Hypothesis rejected if  $t$  is significant  $> 0.005$

#### Uji Statistik F (Uji simultan)

The F test is used to determine the effect of independent variables together on the dependent variable. Testing through the F test or its variation is testing by comparing F count with F table at a significant degree of 95% ( $\alpha = 0.05$ ).

1. Formulate the hypothesis  $H_1 : b_1 : b_n \neq 0$ , meaning that there is a significant influence of the independent variable on the dependent variable simultaneously.
2. Determining research hypothesis testing criteria Hypothesis accepted if F is significant  $< 0.005$  Hypothesis rejected if F is significant  $> 0.005$

## RESULTS AND DISCUSSION

### Test F

The results of regression analysis were carried out using SPSS 23, obtained values  $F_{\text{calculate}} = 20.939 > F_{\text{table}} 2.37$  with a significant level of  $p\text{-value} = 0.000 < 0.05$ , so it can be concluded that  $H_0$  is rejected or  $H_a$  is accepted, which means that Green Marketing Campaign (X1) and Brand Ambassador (X2) together have a significant influence on Consumer Purchase Decisions (Y1). Thus, the Green Marketing Campaign and the use of Brand Ambassadors have a significant influence on the purchase decisions made by consumers on The Body Shop products.

### T Test

Based on the results of the regression calculations performed, the results of the Green t test were obtained Marketing Campaign (X1)  $t_{\text{calculate}} = 5.619 > 1.998$  and significance level  $p\text{-value} = 0.000 < 0.05$ , it can be concluded that  $H_a$  is accepted and  $H_0$  is rejected, which means that the Green Marketing Campaign has a significant effect on the Purchase Decision made by consumers (Y). The results of the t test were obtained that the Brand Ambassador (X2)  $t_{\text{calculate}} = 0.262 < 1.998$  and the significance level of  $p\text{-value} = 0.794 > 0.05$ , so it can be concluded that  $H_a$  was rejected and accepted  $H_0$  or Brand Ambassador (X2) did not significantly affect the Purchase Decision (Y). Based on the test results conducted, it shows that the Green Marketing Campaign has a positive and significant effect on consumer purchasing decisions on The Body Shop products, while Brand Ambassadors (X2) do not have a significant effect on purchasing decisions made by consumers on The Body Shop products.

**Table 2** Multiple Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.392	2.356		2.289	.025		
	GM	.643	.114	.612	5.619	.000	.788	1.269
	BA	.028	.106	.029	.262	.794	.788	1.269

a. Dependent Variable: KP

Source : SPSS Data Processing 23, 2023

Based on Table 4 we get the multiple linear regression equation as follows:  $Y = 5.392 + 0.643X_1 + 0.28 X_2$  Regression model  $Y = 5.392 + 0.643X_1 + 0.28 X_2 + e$  illustrates that the independent variables, Green Marketing Campaign ( $X_1$ ) and Brand Ambassador ( $X_2$ ) in the regression model can be stated that if one independent variable changes by 1 (one) unit and another is constant, then the change in the dependent variable to the Purchase Decision ( $Y$ ) is equal to the value of the coefficient ( $b$ ) of the value of the independent variable.

These results mean that:

1. The constant value ( $a$ ) has a positive value of 5.392. A positive sign means that there is a unidirectional influence between the independent variable and the dependent variable. This shows that if all independent variables including Green Marketing Campaign ( $X_1$ ) and Brand Ambassador ( $X_2$ ) are 0 percent or unchanged, then the magnitude of purchase decision ( $Y$ ) is 5,392.
2. The regression coefficient value for the Green Marketing Campaign ( $X_1$ ) variable has a positive value of 0.643. This shows that if the Green Marketing Campaign ( $X_1$ ) increases by 1 (one) unit, it will increase the amount of purchase decisions by 0.643. A positive sign means that it indicates a unidirectional influence between the independent variable and the dependent variable.
3. The regression coefficient value for the Brand Ambassador variable ( $X_2$ ) has a positive value of 0.28. This shows that if the Brand Ambassador ( $X_2$ ) increases by 1 (one) unit, it will increase the amount of purchase decisions by 0.28. A positive sign means that it indicates a unidirectional influence between the independent variable and the dependent variable.

## Discussion

### The Influence of Green Marketing Campaign on Purchase Decisions

The results of this study show that Green Marketing Campaign ( $X_1$ ) has a positive and significant effect on purchasing decisions ( $Y$ ) made by The Body Shop consumers. Consumer purchasing decision is one of the concepts of consumer behavior used to decide the next action in utilizing or using products or services from a company. Green Marketing Campaign influences purchasing decisions made by consumers. This is because consumers feel interested in the marketing strategies used and their impact on survival in the future. In addition, the marketing concept with Green Marketing Campaign will increase the Brand Image of the product in the eyes of consumers and increase the value of the product that the product is safe to use both for its users and for the surrounding environment.

### The Influence of Brand Ambassadors on Purchasing Decisions

The results of this study show that Brand Ambassador ( $X_2$ ) has a unidirectional influence but does not significantly affect the purchase decisions made by consumers ( $Y$ ). The results showed that Brand Ambassadors do not directly influence in determining consumer purchasing decisions on The Body Shop products. Marketing strategies using Brand Ambassadors do not have a direct influence on purchasing decisions made by consumers even though the use of Brand Ambassadors is one of the things that is quite important, but consumers will be more interested in marketing strategies that increase

consumer value and knowledge of the products offered. This is because, in purchasing products, consumers are more interested in the benefits and safety of the products offered than seeing who the Brand Ambassador of the product is.

## CONCLUSION

The conclusions of this study are: Green Marketing Campaign and Brand Ambassador simultaneously have a significant influence on the purchase decisions made by consumers on The Body Shop products. This means that these two variables positively affect consumer purchasing decisions. Green Marketing Campaign partially has a significant effect on the Purchase Decision of The Body Shop products made by consumers. This means that Green Marketing Campaign has a direct and significant positive effect on purchasing decisions made by consumers. Brand Ambassadors do not partially have a significant influence on consumer purchasing decisions on The Body Shop products. This means that Brand Ambassadors do not have a significant influence on consumer perception (not the main factor in the study).

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