

Green Customer Behaviour: Impact of Green Brand Awareness to Green Trust

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Abstract. Today concern for the environment has become a very important topic, either for consumers, marketers or companies. The issue has an impact on consumer consumption patterns that lead to environmentally friendly products. Organic vegetables are environmentally friendly products that are needed by consumers, but it is still low in sales. Examining the phenomenon of the problem, this study aims to analyze the impact of green brand awareness on organic vegetables, on the retail consumer's green trust in the city of Bandung. The study was conducted through a survey of 100 consumers who had experience of organic vegetable products in the Bandung City Self-Service Retail. The results show that Green Brand Awareness affects Green Consumer Trust. Green Brand Awareness has a direct impact on increasing consumers' Green Trust on purchasing products. This shows that when green brand awareness is created properly, it will be able to increase the value of organic products. This research is useful for self-service retailers in considering consumer behavior in organic products from the brand side. As well as being an input for the government in dealing with the issue of environmental damage caused by non-organic materials

1. Introduction

In this time, caring for the environment has been the most important topic, either for consumers, marketers or companies [1]. The environmental issue, like the degradation of natural resources, the loss of several biological species and the serious threats of global warming become attention to many producers today [2]. Considering the impact of the environment is very dangerous; that issue's impact on the consumption pattern of the consumer which leads to environmentally friendly products (green product) [3]. It becomes attractive to be studied, especially in developing countries like Indonesia, where environmentally friendly products are still at an introduction level [4]. Green Product is not a harmful product for human and their environment, it does not also produce garbage which damages to the environment [5]. One of the green products known in Indonesia and is often found in organic vegetables, in which it is dominated to be sold in supermarkets. Remember that the competition with conventional vegetable products, so organic vegetable products are given the image better through labels, packaging, and flyer [6]. The main objective of advertisements on organic vegetable products is creating a green brand image on the product [7]. By having increasingly tight competition, it makes the producer of organic vegetables increase more its product quality in the order it can be accepted by the consumer. Remember, it has been known generally that there is a correlation between green brand awareness of products with consumer trust [8]. The brand must be attractive look in the market so it can make the consumer interested to buy. To look attractive, the brand must have customer value which is over to other brands, it has known with brand awareness [9]. Consumer's ability to get know



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or remember a product brand offered [10]. The awareness of the green brand is very influenced by the trust of a brand, it also influences consumer behavior [11]. Therefore, increasing the awareness of the green brand is the company's priority to build customer trust. The knowledge of organic vegetables in society is still very low today, and only a specific community is aware of healthy and environmental sustainability that consumes organic vegetables [4]. It seems from some supermarkets in Bandung City which states that selling conventional products is more dominant from organic products [12]. It states indirectly that low consumer trust in environmentally friendly products. Based on the phenomenon of green brand image and consumer trust, so the study aims to review the correlation of green brand awareness and green trust.

2. Literature Review

2.1. Green Brand Awareness

A product created by the producer has absolutely a brand, with the goal to target marketer can recognize products created by those producers [13]. The brand that has characteristic and it is easy to be remembered by the consumer, is brand which succeeds to enter in consumer's mind [14]. In other words, a brand that succeeds to show its existence as a product known by the consumer. The green brand is a set of attributes and advantages from the brand connected to the reduction of the brand's influence on an environment that is perceived to be environmental friendly [15]. In other words, a green brand can be concluded as a green brand that gets a perception in the consumer's mind about product or service relates to the consumer.

The relation to environmentally friendly products, green brand awareness can be defined as the consumer's ability to know and remember that brand shows environmental friendly products [16]. In principle, green brand awareness explains consumer's ability to recognize and consider that those brands have characteristics is the impact of environmental friendly [11]. Green brand awareness is based on a possibility to identify and remember a brand feature of brands that commit to environmental preservation [17]. The common measurement is conducted in identifying green brand awareness includes the aware brands of environmentally friendly products, identifying the brand of environmentally friendly products, fast remember to brand of environmentally friendly products, fast to know the brand of an environmentally friendly product and easy to search the brand of environmentally friendly products [16].

2.2. Green Trust

Trust is a commitment of certain parties to others in conducting a transaction relationship, in which it is based on a belief that a person he trusted will fulfill all his obligations properly, as he faces [18]. Consumer trust is a base of consumer's consideration and expectation with self-confidence level in the expectation to others who leads to consumer behavior in a long period; trust marks that consumer has a belief to a product so he is ready to accept risk in the product with its expectations [19]. Trust as all of the knowledge owned by the consumer, and all of the conclusions made by a consumer about objects, attributes, and the advantages [20]. Consumer trust top green product will press them to buy products which will not damage the environment and its safe contents; trust is the willingness or compliance to rely on colleagues who have seen in the believed exchange [21].

Green trust is a will to depend on a product, service or brand for a basic belief or expectation produced from credibility, goodwill, skills in environmental performance [22]. In reviewing trust to environmentally friendly products, it can be studied through environmental reputation on this product and it is generally trusted, environmental performance is generally reliable, environmental claims can be trusted, environmental awareness of this product fulfills to expectation, and product promises and committed to protecting the environment [22].

3. Methods

Data analysis used in this study was quantitative analysis through a survey to Supermarket's consumer who had experienced to environmentally friendly products. This experimental study was conducted to 100 consumers in Bandung City who came to the Supermarket. Data processing from the questionnaire was conducted by analysis tools of SPSS to assess the coefficient result of correlation among variables. Where in green brand awareness was studied by five indicators and green trust was studied by five indicators too. The aim of this study was captured in Figure 1, with the research hypothesis that there was a strong correlation between green brand awareness in improving customer green trust.



Figure 1. Research model

4. Results and discussion

4.1. The characteristic of respondents and research results

Respondent in this study is the Supermarket's consumer which is about 100 respondents. It is known that most respondents are 60% of women, have been worked about 77%. It is seen from the income, the average of respondents' income is above five million, it explains the high purchasing power for environmentally friendly products, remember green products like organic vegetables are more expensive compared to conventional products. The next stage is stated research results, first it is conducted validity and reliability test of research instrument; second, it is conducted hypothesis test through regression analysis. The result of validity and reliability tests are valid and reliable for all of them, it considers the value of Pearson Correlations is above 0.5 and the value of Cronbach's Alpha is above 0.7.

The next research result is the regression test result which seems in Table 1 and Table 2. In table 1 is known that the value of R (correlation) is 0.576. This result explains the strong correlation of green brand awareness with customer green trust. It is emphasized by the hypothesis test result in Table 2, where the value of the t-statistic is 6.982 or hypothesis test result is significant.

Table 1. Determination Test (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,576 ^a	,332	,325	2,027

Predictors: (Constant), Green Brand Awareness

Table 2. Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,033	1,615		5,593	,000
Green Brand Awareness	,566	,081	,576	6,982	,000

a. Dependent Variable: Green Trust

4.2. *The impact of green brand awareness to green trust*

Based on this study, green brand awareness impacts to the green trust of consumer that can be seen from the result of significant influence and positive correlation to green trust; with this result can be concluded that green brand awareness on organic vegetables can improve consumer behavior relate to green trust. The amount of variable correlation shows that green brand awareness of organic vegetables has the highest value in consumers, so it can influence consumer trust in organic vegetables. Green brand awareness is one of means in building brand recognition by consumer and it impacts consumer trust which is strong about environmental aspects, which aspects relate to product, components or its packaging. In general, the main priority builds consumer trust in the environmentally friendly product that starts from green brand awareness, however, it can be emphasized today that it can be improved through green brand awareness. This research result is strengthened by the theory said that "willingness to depend on a product, service or brand for basic belief or expectation produced from credibility, goodwill, skills to environmental performances" [22]. It explains that green brand awareness still becomes the main factor for the consumer to be more aware of green products that commit to environmental preservation. So the recommendation for the marketer to be more focus on the green marketing strategy that relates to green customer behavior which is awareness, recognition, responsibility, knowledge, and easiness in searching environmental friendly products.

These research findings are in line with the previous study explains that consumer trust for environmentally friendly products can be influenced by green brand awareness of consumer [11]. Furthermore, this study is useful for the marketer in determining marketing strategy based on the environment. In which the importance of green brand awareness in controlling consumer behavior to environmentally friendly products.

5. **Concussion**

Based on the research result, green brand awareness has a strong correlation with the improvement of consumer green trust. So it is found a simple model about the impact of green brand awareness on consumer trust behavior. Some characteristics that need to be noticed relates to green brand awareness are consciousness, introduction, respond knowledge and easiness in searching the environmentally friendly products. This study has obvious limitations, both from respondents' number and other research variables. So it is recommended to next research that it can improve respondents' numbers with the range of outside of Bandung City and it reviews other impacts from green brand awareness which is in consumer behavior relates to culture. Remember that every country has a different culture, included cultural in consuming foods.

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