ABSTRACT

Nowadays, people are starting to pay attention and increase their awareness of environmental issues and climate change. The increasing awareness and concern have changed customer and business behaviour, where customers are starting to do more green consumption, and businesses have changed their business activities towards a green and sustainable one. Since business activities have also changed, one of the ways to do business activities that are not harming the environment is by doing green marketing. One company that is paying attention to its business activities and doing a lot of environmental activities is Unilever Indonesia. This study aims to analyse the effect of Green Marketing on Customer purchase intention by using two intervening variables, which are Green Brand Knowledge and Customer concern and beliefs, especially on Unilever customers in Indonesia.

In order to analyse the relationship between Green Marketing, customer concern and beliefs, green brand knowledge, and customer purchase intention, a research framework was developed using the Theory of Planned Behaviour. The number of samples used in this study was 192 respondents representing Indonesia. Those respondents came the age of over 17 years old and over, were also aware of Unilever as a green brand. The Analysis Moment of Structural (AMOS) program was used as a tool for the quantitative and structural analysis of the data utilising the Structural Equation Modelling (SEM) method.

The results indicate that Green Marketing positively and significantly affects Green Brand Knowledge and Customer Concern and Beliefs. Also, Green Brand Knowledge and Customer Concern and Beliefs positively and significantly affect Customer Purchase Intention. Moreover, Green Brand Knowledge and Customer Concern and Beliefs have proven to mediate Green Marketing and Customer Purchase Intention. Accordingly, all of the hypotheses in this were accepted.

Keywords: Green Marketing, Green Brand Knowledge, Customer Concern and Beliefs, Customer Purchase Intention