THE EFFECT OF GREENWASHING ON BRAND EQUITY AND GREEN PURCHASE INTENTION AT GARNIER IN JAKARTA

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ABSTRACT
Climate change and global warming are causing various natural disasters. One of the causes is packaging waste from consumer-packaged goods products (in the form of food, drinks, and dairy products such as soap, cosmetics, etc.) which are difficult to decompose. Public awareness is needed to preserve the environment, one of which is by using environmentally friendly products such as Garnier through the "green beauty" movement. The purpose of this research is to examine how greenwashing affects brand equity, including brand trust and brand association with Garnier products, and to examine the effect of brand equity on green purchase intention. The quantitative and descriptive method was used by distributing questionnaires via Google form to 128 respondents in Jakarta using the Structural Equation Model (SEM) analysis tool to test the hypothesis. The results showed that the five hypotheses proved significant and acceptable, namely, green brand equity has a positive effect on green purchase intention, brand credibility, and brand associations are also proven to have a positive effect on green brand equity, while greenwashing has a negative effect on brand credibility and brand associations, especially in consumer-packaged goods. Thus, Garnier is expected not to do greenwashing so that it can maintain consumer trust in Garnier products and continue to improve campaign programs that invite people to care about the environment, one of which is by buying environmentally friendly packaging products such as Garnier.

Keywords: Greenwashing, Green Brand Equity, Green Purchase Intention, Consumer-Packaged Goods

1. INTRODUCTION

Climate change and an increase in the average temperature of the atmosphere due to large amounts of product packaging waste are causing various natural disasters, such as forest fires, landslides, and floods. These are some of the effects of global warming. The effects of global warming are not felt immediately, but the negative effects of global warming gradually appear over time (Merdeka, 2022). This will certainly be very dangerous for humans around the world and also for future generations. As stated above, packaging waste that is not managed properly will become a problem for society because it is known as one of the causes of global warming. To reduce the impact of global warming, several things can be done such as planting trees, preserving forests, and saving fuel, one of which can be done is to use environmentally friendly products and reduce, reuse, and recycle (Merdeka, 2022).

However, this is then utilized by some irresponsible companies to make false claims of being environmentally friendly, known as greenwashing. Greenwashing activities certainly hamper efforts to protect the environment. When people or consumers believe that they are using environmentally friendly products, it is the opposite. Previous research has looked at greenwashing, brand loyalty, brand equity, and purchase intention with high and low product involvement. High product involvement is refrigerants and low product involvement is wiped that have been implemented in Turkey (Akturan Ulun, 2018).

One company that has started participating in the government's program to preserve the environment is Garnier. Garnier started a "movement" that invites people to go Greenbeauty

by recycling packaging waste in recycling applications. By collaborating with waste banks and business partners (Hero Group, etc), Garnier is committed to holding online and offline recycling programs as a concrete step in reducing plastic waste with a target of 100 tons of plastic per year. Garnier has saved up to 32 tons of virgin plastic in 2019 and in 2021 Garnier launched a degradable tissue mask product using the composting method. So that Garnier consumers can take care of themselves while protecting the environment by using products from Garnier. (Garnier.co.id, 2022).

This study will examine how greenwashing affects brand credibility and brand association on Garnier products and will examine the effect of brand credibility and brand association on brand equity, and finally will also examine the effect of brand equity on people's purchase intention on products sold by Garnier. So this proposal was formed, with the hope that it can become learning and knowledge for research on the effect of greenwashing on green brand equity and green purchase intention on consumers of packaged products in Jakarta and its surroundings. Thus it can increase public awareness to buy environmentally friendly products and recognize brands that use environmentally friendly packaging and materials, not just manipulation on behalf of "green" products, and become a lesson and warning for companies not to do greenwashing which will have a negative impact on brand credibility and company brand association.

2. THEORETICAL BACKGROUND

Overview of the Theory

Based on international studies, it shows that consumers' concern for the environment makes them make conditional changes to their buying patterns and rethink about making purchases again (Papadopoulos et al., 2010). According to Kirman and Khan (2016), green products are products that affect the environment, meaning that these products can be utilized by the environment. Of course, this product is expected not to interfere with survival on earth, because it needs to be designed not to use a lot of natural resources so that the earth remains green and friendly to nature, can be reused (Khan & Kirmani, 2015). In other words, green products refer to products that contain recycling strategies with recycled content, reduced packaging, or the use of fewer materials to reduce the impact on the natural environment (Chen & Chai, 2010).

According to Wahab (2018), Greenwashing refers to presenting goods or services as green when they are not. It also applies to all sectors that perform simple green activities with the ultimate goal of increasing their profits. The main purpose of greenwashing is to make users feel that the organization has taken the necessary steps to meet its environmental responsibilities. The public is generally skeptical of green claims, and if green claims are proven, organizations can suffer reputational and revenue damage (Wahab, 2018). Based on the theories that have been carried out in previous studies. So, the theoretical model that can be used in this study is the theory of rational action. This research covers people's attitudes towards using environmentally friendly products, including Garnier, in terms of their opinions on the negative perceptions generated by green cleaning.

Conceptual Definition of Variables

Greenwashing

According to Cherry and Sneirson (2012), Greenwashing is used to refer to "environmental claims that are dishonest, dubious, exaggerated, or misleading. Greenwashing is carried out by the media, primarily through advertising. Chen and Chang (2013), also said doubts about the credibility of environmental claims increase consumer confusion and perceived risk. It is undeniable that the growth of greenwashing in recent years has made consumers increasingly suspicious and increased their doubts (Johnstone and Tan, 2015; Self et al., 2010). As a result, consumers who are skeptical and apathetic towards the environment do not show a positive attitude towards green brands (Albayrak et al., 2013). Perceived environmental fraud and skepticism negatively impact consumer behavior and organizational reputation and perceptions of company performance (Nyilasy et al., 2014).

Brand Credibility

Brand credibility is "the assumption created by consumers that a product has the capability and can be trusted more than other products in accordance with what the producer conveys (Erdem et al., 2006). From this definition, brand reputation has two sub-dimensions, namely experience, and trust. Reliability is the company's willingness to fulfill what is promised (Baek et al., 2010). Singh and Sirdeshmukh (2000), argue that increased misinformation will increase consumer confusion and undermine consumer trust. Brand investment represents a company's spending on brands. This of course will provide a good and long-term relationship, and ensure that the brand promise is fulfilled. There is no ambiguity. Also, brand reputation can benefit customers through quality assurance and benefit businesses through better message acceptance and customer loyalty (Baek et al., 2010).

Green Brand Association

Brand association is a collection of assets and liabilities, then both of them are related to the brand which can later increase or decrease the value of the brand (Durianto, et.al., 2001). According to Keller (1993), brand associations can relate to products or non-products (e.g. price, use, user image). Marketers use associations to create positive brand attitudes and provide positive signals in purchasing decisions, while consumers use them to categorize and retrieve information. (Low & Lamb, 2000).

Green Brand Equity

According to Aaker (1991), brand equity is the sum of brand assets and liabilities used by companies in order to increase and also reduce a product or service value associated with a brand. The conceptualization of the brand literature describes brand equity as a multidimensional concept consisting of brand awareness, brand loyalty, perceived quality, brand associations, and other property values (Aaker, 1991). A sustainable competitive advantage is created from the brand value generated from a product. Chen (2010) defines green brand equity as "a set of brand assets and liabilities related to green commitments and environmental issues related to the brand, brand name, and symbol". Chen (2010) also found that green brand image, green trust, and green satisfaction have a positive effect on the creation and maintenance of green brand equity.

Green Purchasing Intentions

According to Kirmani and Khan (2016), defining an environmentally friendly product is a product that is useful for the environment and does not damage the environment. Then Khan & Kirmani (2015) added that this product is designed not to damage the earth, the natural resources used are not too much and the product can be recycled after use. Meanwhile, according to Chen and Chai (2010), environmentally friendly products refer to products that contain recycling strategies with recycled content, reduced packaging, or the use of fewer materials to reduce the impact on the natural environment. International data shows that consumers' awareness of the environment causes them to gradually change their purchasing habits and reconsider the products they will buy (Papadopoulos et al., 2010). Higher prices will be paid by consumers on condition that they make products that are environmentally friendly. Therefore, the decision-making process must be carried out properly so that environmental and social issues that affect the decision can be suppressed or reduced. Ali and Ahmad (2012) also added that the decision-making intention must continue to reduce and suppress existing issues, which say that consumers prefer products that are environmentally friendly compared to product production processes that ignore the surrounding environment.

Relationship between Variables

The Link Between Green Brand Equity and Green Purchase Intention

In previous studies, brand equity was found to have a significant influence on customer purchase intention (Perera et al., 2019; Dissabandara, 2020). In the literature on green brands, there is also evidence that green brand value dynamics can positively influence consumers' purchase intention toward green brands (Chen & Chang, 2012). Ulun Akturan's research (2018) also shows that green brand equity has a positive impact on green purchase intention. With the increasing public concern for the environment and the existence of international and government policies related to the environment, green brand equity is an important factor for an organization (Chang & Chen, 2014). Based on this, the hypothesis is:
H_1: there is a positive influence of green brand equity on green purchase intention.

The Link Between Brand Credibility and Green Brand Equity

Erdem and Swait (1998) state that creating and building a green image is highly dependent on building brand credibility. To reduce risk and reduce costs, it is necessary to build good credibility. In addition, brand credibility has a positive effect on perceived "green" value and brand image (Ng et al., 2014). This is reinforced by the statement which states that brand equity will be higher if it is supported by a brand that has high credibility as well (Papasolomou & Vrontis, 2006). Therefore, the hypothesis is as follows:
H_2: there is a positive influence of brand credibility on green brand equity.

The Link Between Greenwashing and Brand Credibility

What can be done to build green credibility is to collaborate with groups or institutions related to the environment. Then it can also be done by showing that the brand can be trusted which is environmentally friendly to consumers (Ng et al., 2014). What is beyond logic is that there are mistakes that can destroy credibility related to the loss of consumer confidence in green business so that it has a negative impact on the credibility of a brand (Chen & Chang, 2013).

Therefore, it is hypothesized as follows:
H₃: there is a negative influence of greenwashing on brand credibility.

The Link Between Brand Associations and Green Brand Equity

Brand associations include functional and emotional formed from the right positioning strategy, namely the green positioning strategy (Hartmann et al., 2005). Brand equity and green equity can be increased by using environmental associations to form subjective brand images by consumers (Bekk et al., 2016). The key to understanding brand equity by consumers is brand association (Till et al., 2011). Increasing brand equity and strengthening the brand can be done by having strong, positive and attractive associations and having something unique (Keller, 2001). The thing that can be done is by promoting brand associations, it will create high brand equity (Keller, 2003). Therefore, it is hypothesized that:
H₄: there is a positive influence of brand associations on green brand equity.

The Link Between Greenwashing and Brand Associations

According to Broniarczyk and Alba (1994), and Keller (2003) stated that associations related to brands include several things, namely the benefits and uses that are felt, the experience of using the brand, feelings after using the brand, and attitudes towards the brand which are then stored in memory. which of course is expressed as knowledge of the brand. In contrast to Keller (2001), the existing brand associations are not always good, or often called positive but there are also negative ones too. The resulting information can become an experience, both positive and negative information will be stored in memory and will be associated with the brand. The result is that consumers become confused because of Greenwashing and brand knowledge will also be negative. Therefore, the hypothesis is:
H₅: there is a negative influence of greenwashing on brand associations.
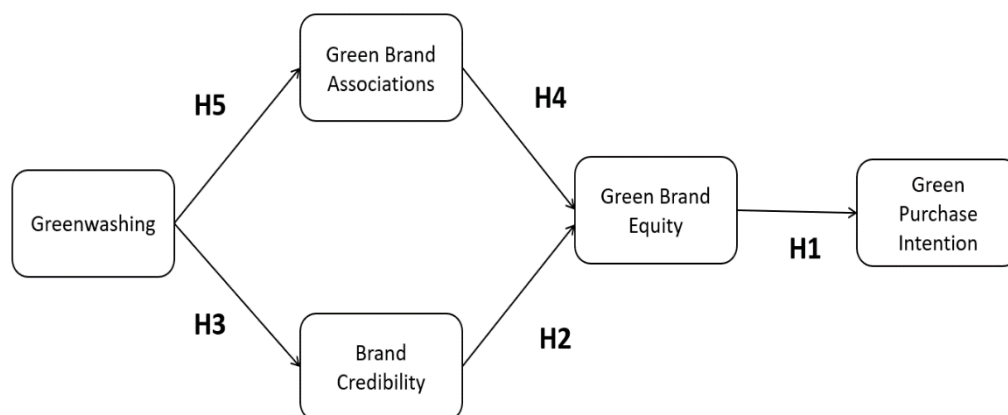
Research Framework

Figure 1 Research Framework

3. RESEARCH METHOD

Research method for this study is quantitative research and is descriptive in nature to examine the effect of the independent variable on the dependent. The data collection method used in

this study was a survey method which was carried out by distributing questionnaires through Google Forms. The scale used is a five-point Likert scale ranging from strongly disagree to strongly agree with numbers 1 to 5. The Greenwashing variable is adopted from Chen and Chang (2013), Then the green brand equity variable is adopted from Chen and Chang (2012), Brand variable credibility was adopted from Erdem and Swait (2004), brand associations variable was adopted from Chang and Chen (2014), and Purchase intention variable was adopted by Dodds et al. (1991).

The sample used in this study is people who are familiar with and use environmentally friendly packaging products, especially the Garnier brand, using a purposive sampling technique, because there are certain criteria that are required, namely having used products from Garnier. Tests performed include validity and reliability tests. The analysis tool used is the Structural Equation Model (SEM). According to Hair et al. (2014), guidelines for sample size depending on the number of indicators are the minimum sample size multiplied by 5 the number of indicators, and the maximum is the number of indicators multiplied by 10. Sample size for this research used 128 respondents, as the number of samples that met the guidelines for using the SEM analysis tool.

4. RESULTS AND DISCUSSIONS

Data Analysis Results

Validity and Reliability Test Results

In this study, measuring validity with convergent validity states that the number on each item in a group of domains tested is declared to meet the validity requirements if the value is $\geq 0,5$ or meets the criteria if the "Loading Factor" or "Standardized Loading Estimate" $\geq 0,5$. So Table 1 shows the value of each item in a group with a value above 0,5 which means valid.

Table 1 Validity Test with Convergent Validity

Rotated Component Matrix					
	Component				
	1	2	3	4	5
GW1	0.802				
GW2	0.792				
GW3	0.855				
GW4	0.855				
GW5	0.88				
BC1		0.561			
BC2		0.665			
BC3		0.789			
BC4		0.768			
BC5		0.542			
BC6		0.804			
BC7		0.604			
BA1			0.811		
BA2			0.792		
BA3			0.842		
BA4			0.82		

BA5			0.833	
GBE1				0.784
GBE2				0.727
GBE3				0.748
GBE4				0.799
PI1				0.746
PI2				0.792
PI3				0.786
PI4				0.776

Source: Amos SEM Analysis Data (2022)

The next validity test uses the AVE value whose value is listed in Table 2, while the AVE value for each variable is more than 0.5. this means it is valid.

Table 2 AVE Calculation Results

Variable	AVE	Description
Greenwashing	0.6662	valid
Brand Credibility	0.5112	valid
Brand Associations	0.5586	valid
Green Brand Equity	0.6079	valid
Purchase Intention	0.6247	valid

Source: Analysis and Calculation Result (2022)

The reliability test in the study was carried out by calculating the Cronbach's Alpha of each item on a variable. The results of the reliability test can be seen in the table below.

Table 3 Reliability Test Results

Variable	CR	Cronbach's Alpha	Description
Greenwashing	0.9214	0.922	Reliable
Brand Credibility	0.8574	0.853	Reliable
Brand Associations	0.9110	0.910	Reliable
Green Brand Equity	0.8493	0.885	Reliable
Purchase Intention	0.8576	0.882	Reliable

Source: Primary Data, 2022

Structural Model Test Results

Table 4 The Goodness of Fit - Full Model

The Goodness of Fit Index	Cut of Value	Model Results	Description
Chi-Square	Expectedly Small	645.116	Good
CMIN/DF	≤ 3.00	2.389	Good
Probability (P)	≥ 0.05	0.000	Good
GFI	≥ 0.90	0.703	Moderate

AGFI	≥ 0.90	0.643	Moderate
TLI	≥ 0.95	0.829	Moderate
CFI	≥ 0.95	0.846	Moderate
RMSEA	≤ 0.08	0.105	Good

Source: AMOS SEM Analysis Results (2022)

Table 4 and Figure 2 show the structural model of the proposed theoretical framework. This model is by the predetermined criteria, namely the p-value of 0,000, the CMIN / DF value of 2,389, and the RMSEA value of 0,105, all in good criteria. While the CFI value of 0,846, GFI value of 0,703, AGFI value of 0,643, TLI value of 0,829, and CFI value of 0,846, have values that are close to good or moderate.
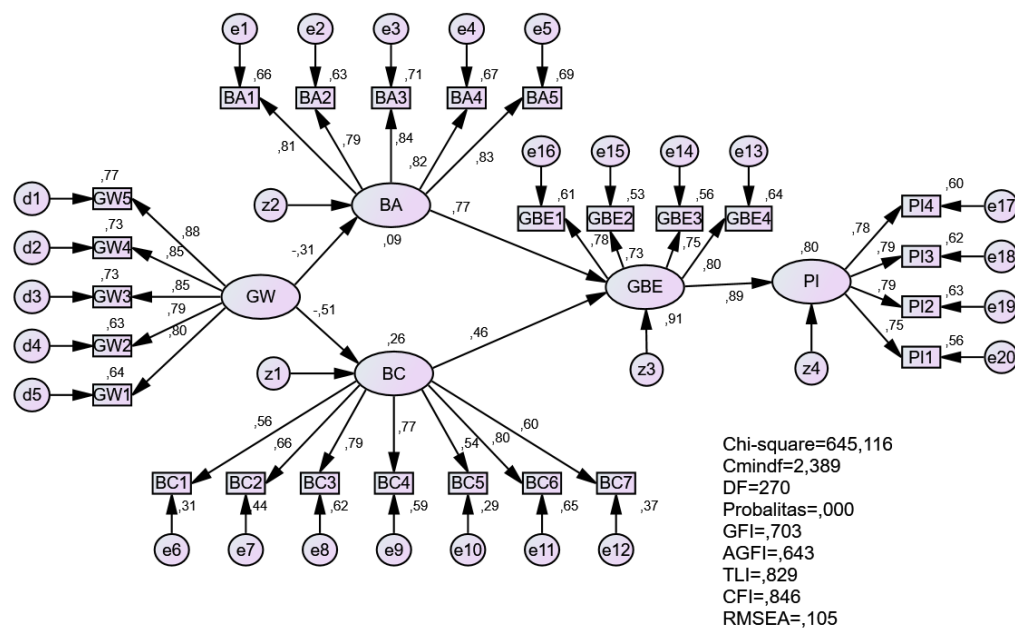

Figure 2 Structural Model of the Theoretical Framework Test

Based on Table 5 shows the results of hypothesis testing which states that of the five hypotheses tested, all five are acceptable.

Table 5 Hypothesis Test Results

Hypothesis			C.R.	P	Results
H₁ Green Brand Equity	--->	Purchase Intention	9.285	***	Accepted
H₂ Brand Credibility	--->	Green Brand Equity	4.707	***	Accepted
H₃ Greenwashing	--->	Brand Credibility	-4.660	***	Accepted
H₄ Brand Associations	--->	Green Brand Equity	7.952	***	Accepted
H₅ Greenwashing	--->	Brand Associations	-3.224	0.001	Accepted

Source: Amos Data Analysis Results (2022)

Discussion of Research Results

The Effect of Green Brand Equity on Purchase Intention

The first hypothesis in this study, which states that there is a positive influence between green brand equity on purchase intention is accepted, with a C.R. value. of 9.285 and significant. This result is in line with the results of previous research conducted by Akkturan (2018) and Chen and Chang (2012) which stated that Green Brand Equity has a positive influence on purchase intention.

The Effect of Brand Credibility on Green Brand Equity

The second hypothesis in this study, which states that there is a positive influence between brand credibility on green brand equity is accepted, with the value of C.R. of 4.707 and significant. Brand trust in a product will increase the brand equity. So in this study it can be concluded that Garnier brand trust also increases Garnier brand equity. This result is the same as that of Papasolomou and Vrontis (2006), which stated that brand equity can be stronger if it has high trust and credibility.

The Effect of Greenwashing on Brand Credibility

The third hypothesis in this study which states that there is a negative influence between Greenwashing on brand credibility is accepted, with the value of C.R. of -4.660 and significant. With increasing greenwashing actions, brand trust in a product will decrease. This is in line with what was conveyed by Chen and Chang (2013), consumer confusion can occur because of greenwashing, so the perception of risk becomes high, and then has a bad effect on brand trust so they don't want to use the product anymore. In research conducted on the Garnier brand, according to respondents the Garnier brand did not carry out greenwashing actions, which were determined to have a direct impact on Garnier brand trust.

The Effect of Brand Associations on Green Brand Equity

The fourth hypothesis in this study which states that there is a positive influence between brand associations on green brand equity is accepted, with the value of C.R. of 7.952. This result is the same as that carried out by Keller (2001 & 2003), which states that the strength of this brand equity brand can increase with the existence of strong and high associations and is different from the others, has uniqueness. Brand associations should be a driver of brand strategy because they are a source of brand equity. So this is in line with this research where according to respondents the Garnier brand association increases Garnier brand equity.

The Effect of Greenwashing on Brand Association

The fifth hypothesis in this study which states that the negative effect of Greenwashing on brand associations is accepted, with a C.R. the resulting value is -3.224. The results of this study are the same as those carried out by Keller (2001) which states that brand associations can be negative, the mind will store the experiences gained, both pleasant and sad experiences, then they will be associated with the brand. As a result, it will create confusion for consumers because of greenwashing, so that information about brands will also be negative (Akturan, 2018). In this study, according to respondents, the Garnier brand does not carry out Greenwashing which will have an impact on brand associations.

5. CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the analysis and discussion carried out in the previous chapter of this study. The purpose of this study is to prove the relationship between greenwashing variables, brand credibility, brand, brand equity, and purchase intention. The results of the analysis using the SEM AMOS application show that all five hypotheses are proven significant and acceptable. Thus, it can be concluded that:
1. Green brand equity has a positive effect on green purchase intention in this study.
2. Brand credibility has a positive effect on green brand equity in this study.
3. Greenwashing has a negative effect on brand credibility in this study.
4. Brand associations have a positive effect on green brand equity in this study.
5. Greenwashing has a negative effect on brand associations in this study.

Suggestions

The suggestion that can be given to Garnier is that it is expected not to do greenwashing to be able to maintain consumer confidence in Garnier products. In addition, to maintain and improve programs by conducting campaigns and green marketing on social media platforms such as Tiktok, Instagram, and YouTube. so that it can attract and invite people to care about the environment by buying environmentally friendly products.

For further research, it is hoped that it can be done by adding other variables such as brand image, brand awareness, green perceived value, and others. and also research can be carried out on products in the market that are currently circulating with different objects and subjects.

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