Is Green Brand Knowledge Affected Green Purchase Intention on Instant Noodle Product in Bandung, Indonesia?

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Abstract. Everyone wants to be healthy, but they are sometimes tempted to eat junk food or instant food. It can be dangerous for their health if consumed for a long time. One of the most temptation's food is instant noodles. This study aims to determine the effect of Green Brand Knowledge on Green Purchase Intention (Study on Lemonilo Organic Instant Noodle Consumers at Organic Store Bandung). This research is descriptive and verification research methods. The population in this study is conducted to 90 samples using the Slovin formula. The analytical method used in this research is the multiple linear regression analysis method. The results show that the Green Brand Knowledge significantly influence on Green Purchase Intention.

1. Introduction

Food is one of the important things that must be consumed by people for life. But not all kind of foods is good for people's health, such as instant food or junk food. One of the instant food that most people consume in the world is instant noodles. As reported by World Instant Noodles Association (WINA), the history of instant noodles has existed since World War II ended. To be precise, instant noodles first existed in Japan in 1958 [1] Indonesia occupies the second position as the country with the most instant noodle eaters in the world throughout 2021. Throughout 2021, Indonesia has consumed 13.270 million servings of instant noodles. This number has increased from 2020, namely 12.640 million portions. While China and Hongkong in first place and Vietnam is in third place as the countries with the most instant noodle eaters in the world [1]. However, Covid-19 Pandemic which happened in early 2020 already made some people realize the importance of health for their bodies, which made them tend to eat healthy foods than instant foods. As reported by Herbalife nutrition 75% of people tend to consume healthy food during the pandemic [2].

Nowadays, consumers are starting to choose environmentally friendly product and prioritize health for the body. This makes the consumer aware of the importance of healthy food and the problems that impact the environment because of it. At this time consumers choose a product expecting to receive maximum and reliable information to increase their knowledge about green products and to support their intention to buy green products or it is called Green Brand Knowledge (GBK). [3].

Gurau dan Ranchhod (2005) stated that a Green product is defined as a product that is produced using non-toxic materials and environmentally friendly procedures which are certified by a recognized organization [4]

The purchase intention is considered a pra-expression of a potential purchase. Straughan and Roberts (1999) stated that psychological customer orientation can be used to understand the consumer's behavior that is related to the environment [5]. In general Hartmann & Apaolaza-Ibanez (2012) argue that attitudes towards green products contribute to the purchase of green products. [6]

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Bandung Organic store is one of the stores in Bandung West Java Indonesia that provides a variety of organic-based basic necessities, such as Lemonilo; an organic instant noodle product, which claims to be healthy noodles without preservatives and Monosodium Glutamate (MSG). This study aims to determine the effect of Green Brand Knowledge on Green Purchase Intention (Study on Lemonilo Organic Instant Noodle Consumers at Organic Store Bandung).

2. Method

The research method is arranged based on the steps through the research starting with the operationalization of variables, determining the types and sources of data, data collection methods, and ending with designing data analysis and testing hypotheses.The primary data in this study were obtained from distributing questionnaires to consumers who had the intention to buy/have bought Lemonilo at the Bandung Organic Store. The population in this study is conducted to 90 samples using the Slovin formula. Secondary data in this study were obtained from literature studies and internet browsing by reading, studying, and understanding.The data collection technique is field research, carried out by conducting direct observations on the object to be studied to obtain primary data and secondary data by distributing questionnaires and reading from literature studies and internet browsing.The data analysis method in this study uses descriptive and verification analysis. Descriptive analysis aims to analyse which describes how the influence of X on Y. While for verification analysis using IBM SPSS v25 software.

3. Results and Discussion

In this globalization era, the development of technologies is increasingly made everything go easy and fast to get, which also it has both side effects positive and negative. It can make various conveniences that can be enjoyed by people and on the other side many instant things related to dangerous chemicals circulating in the market that are consumed by people because it fast and easy to get. Nowadays, some products in the market offer green campaigns in order to persuade people to love their environment and especially their health.

3.1 Green Brand

An environmentally friendly brand (Green Brand) is a brand that has an environmentally friendly impact on competitors which can influence the buying interest of consumers who have an orientation towards environmentally friendly products (Grant, 2007) [7]. Green Brand is divided into identifiers and differentiators as follows:

1. Green brand is an identifier, or an identity built by a company in the form of symbols, names, logos, characters and others that can describe its commitment to natural sustainability (Hartman, 2005: 10) in (Almaulidita, Suharyono, Yulianto, 2015) [6]

2. Green brand is a differentiator or a brand that has homogeneous product and service differentiation for differences in commitment to environmental preservation (Hartman, 2005: 10) in (Almaulidita, Suharyono, Yulianto. 2015) [6]

3.2. Green Brand Knowledge (GBK)

According to (Keller, 1993) in (Huang, Yang & Wang, 2014) Green brand knowledge is a green brand bond found in consumer memory in relation to various environmental commitments and environmental issues [8]. According to (Keller, 1993) in (Huang, Yang & Wang, 2014) shows that Green Brand Knowledge (GBK) is divided into two indicators as follows [8]
1. Green Brand Awareness
2. Green Brand Image
3.3. Green Purchase Intention (GPI)

According to green (Y.Chen & Chang, 2012) Green Purchase Intention is consumer buying interest in a product that has characteristics in green products and is a brand [9]. According to (Y.Chen & Chang, 2012) there are three indicators of green purchase intention, as follows [9].

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1. Tend to purchase because of its green product
2. Intent to purchase because of its environmental concern
3. Glad to purchase because of its environmentally friendly
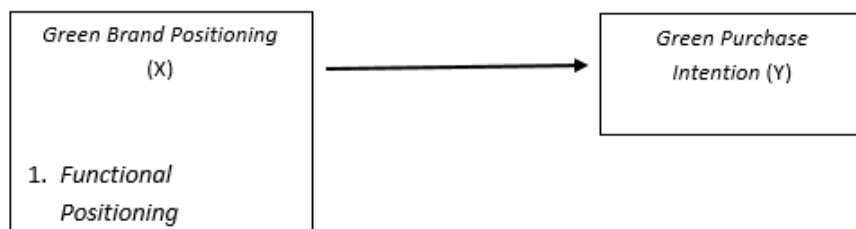
Figure 1 Research Framework

Based on the research framework on figure 1 above can be drawn the main hypothesis that green Brand knowledge has positive and significant influence towards Green Purchase Intention of Organic Instant Noodle "Lemonilo"

Table 1. Coefficient correlations
Green Brand Knowledge towardsGreen Purchase Intention

Correlations		Green Brand Knowledge	Green Purchase Intention
Green Brand Knowledge	Pearson Correlation	1	.516**
	Sig. (2-tailed)		.000
	N	90	90
Green Purchase Intention	Pearson Correlation	.516**	1
	Sig. (2-tailed)	.000	
	N	90	90

Source: The data is processed by author (2023)

Source: Table 1 above is the results of the analysis of the data processed using SPSS v25 that show a correlation result of 0.516 was obtained based on the mix (0.40 - 0.599), the correlation between Green Brand Knowledge (GBK) and Green Purchase Intention (GPI) has a moderate level of correlation. This means that the more the application of Green Brand Knowledge (GBK) can be determined by Lemonilo at the Organic Store, the more it has a moderate relationship to the Green Purchase Intention (GPI) on Lemonilo's organic instant noodles at the Bandung Organic Store [10].

Here is the result of Hypotheses test that can be seen on table 2 below.

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Table 2. Hypotheses test result

Partial	T-Count	T-table	Hypothesis	Information	KD
X1 → Y	**2,471**	**1,987**	H1-Accepted	Significant	8,8%

Source: The data is processed by author (2023)

Based on table 2 above can be seen that H1 is accepted in other word Green brand Knowledge has a positive and significant influence on Purchase intention.

4. Conclusion

Two indicators measure the green Brand Knowledge: Green Brand Awareness with the highest score and Green Brand Image with the lowest score. While Green Purchase Intention is measured through three indicators: Tend To Purchase Because of Its Green Product, Tend To Purchase Because of Its Environmental Concern, and Glad to purchase because it is Environmentally Friendly. Of the three indicators there is an indicator with the highest response Tend To Purchase Because of Its Green Product and the lowest score is Glad To Purchase Because Of Its Environmental Friendly. It can be concluded from the test that there is a partial effect that Green Brand Knowledge has a positive and significant effect on Green Purchase Intention.

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