

DO GREEN BRAND POSITIONING, GREEN BRAND KNOWLEDGE, ATTITUDE TOWARDS GREEN BRAND, AND ENVIRONMENTAL CONCERN ARE INFLUENCE FACTORS FOR THE GREEN PURCHASE INTENTION OF BLACK SOLDIER FLY LARVAE?

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Abstract

The increasing number of human populations certainly has a bad influence on the environment. Food sources for humans also need a source of protein. For this reason, alternative protein sources are needed that can save threatened fish populations. This study is very simple, but the issue is very important for the environment. The purpose of this study is to determine the effect of green brand positioning, green brand knowledge, attitude towards green brand, and environmental concern on green purchase intention of black soldier fly larvae. The data used in this study is primary data obtained through distributing questionnaires to followers of Instagram (IG) Magalarva Tbk. The sample criteria in this study are 18-30 years old who know the Magalarva Tbk have never bought Magalarva products, and are domiciled in Greater Jakarta. The sampling method used is nonprobability sampling (purposive). All hypotheses are accepted. The results show that green brand positioning, green brand knowledge, attitude towards green brands, and environmental concerns have a significant effect on green purchase intention for the product of Magalarva's brand.

Keywords: *attitude towards green brand, environmental concern, green brand knowledge, green brand positioning, green purchase intention.*

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Introduction

The increasing human population certainly has a bad influence on the environment. The more humans are born, the more protein sources will be consumed by humans. In 2045, the total production is 4.5 million people, while the estimated death toll is 3.2 million people (Jayani, 2019).

Fishmeal is the main unsustainable source of protein and is still used by farmers for their livestock. Due to a large number of human populations, the demand for fishmeal as a source of protein for livestock has become very large. In order to meet this demand, fishing as the main source of protein for livestock becomes massive or overfishing occurs (Wijkstorm, 2009).

Another problem faced in Indonesia is organic waste. The percentage of organic waste reaches 60% of the total waste in Indonesia (Widowati, 2019). Magalarva is a start-up company engaged in agriculture. Magalarva uses processed organic waste as the main ingredient used for food sources from Black Soldier Fly larvae. It is unfortunate if it turns out that organic waste still has a value that can be useful for the wider community but is not used (Ngumah et. al, 2013).

Organic waste that has been collected and processed will be used as food for Black Soldier Fly larvae. When the larvae grow in size, the larvae will be harvested and processed to make products such as wet larvae, dried larvae, meal, Black Soldier Fly oil, and organic fertilizer. The larvae commonly used as an alternative protein source for livestock are dried larvae. Black Soldier Fly larvae have very high protein nutrition and very good benefits for livestock (Booram et. al, 1977; Newton et. al, 1977; Bondari & Sheppard, 1981; Lardè, 1990; Sheppard et. al, 1994; Newby, 1997).

People are currently starting to look for environmentally friendly products so that environmental conditions are not further damaged (WWF & Nielsen, 2017). More and more companies have started to issue environmentally friendly products which commonly known as green products. The formation of the green product concept allows the opening of new market opportunities for all companies that use the green marketing concept to be known and green purchase intention is formed (Lee, 2008).

The purpose of this study is to analyze the effect of green brand positioning, green brand knowledge, attitude towards green brand, & environmental concern towards green purchase intention for organic Black Soldier Fly larvae (as the organic waste). This research

looks easy, but the impact on the environment is enormous and the future of the world. This research respondents were aged between 18-30 years who are the millennial and Z generations. They are the next generation to protect the natural environment. Therefore, businesspeople need to pay attention to their purchase intention to any green products such as Black Soldier Fly Larvae from Margalava Tbk. Many factors influence green purchase intention such as green brand positioning (Huang, Yang, & Wang, 2014; Suki, 2016; Aulina & Yuliati, 2017; Chin et. al, 2019; Wahyuningtias & Artanti, 2020), green brand knowledge (Suki (2016), Aulina & Yuliati, 2017; Chin et. al, 2019; Wahyuningtias & Artanti, 2020), attitude towards green brand (Suki, 2016; Aulina & Yuliati, 2017; Chin et. al, 2019; Wahyuningtias & Artanti, 2020), and environmental concern (Puspitasari et. al.,2018; Fauzan & Azhar,2019).

Purchase intention is defined as the possibility that consumers have plans to buy a product in the future (Netemeyer, Maxham, & Pullig, 2005). If the purchase intention of consumers increases, then the possibility of a purchase transaction for a brand will also increase. The purchase intention decision of a consumer shows that the consumer already has knowledge about the product, and they have the intention to seek information about the product and see feedback from consumers who have used the product before deciding to buy. Purchase intention will appear in advance for organic products whose effects can make the environment better and make people's lives better (Suki, 2016). Green purchase intention is a desire of consumers to buy a product that is environmentally friendly now and in the future. Green purchase intention can occur because consumers know very well the background and environmental impacts of those produced by any brands or products (Puspitasari et. al, 2018).

Green brand positioning is a company's strategy to position their green brand to create a certain impression in the minds of consumers. The position selection is done by analyzing the previous competitor's market, which will reveal the advantages and disadvantages of each brand that is a competitor of the company. Green brand positioning is an attribute of green brand products that are environmentally friendly and have significant value for customers (Hartmann & Ibanez, 2006). A company's green brand positioning represents its "green" image as perceived by the public (Saha & Darnton, 2005). Green brand positioning is a strategy for placing the position of a green brand in the eyes of consumers (Suki, 2016; Aulina & Yuliati, 2017; Chin et. al, 2019). This makes consumers think that the green brand

positioning is right or not in the eyes of consumers and it will affect the desire to buy from consumers themselves. Green brand positioning can significantly influence green purchase intention (Huang, et.al., 2014; Suki, 2016; Aulina & Yuliati, 2017; Chin et. al, 2019; Wahyuningtias & Artanti , 2020).

Hypothesis 1: Green brand positioning influences green purchase intention.

Green brand knowledge is related to activities providing information to consumers about the uniqueness of the brand attribute and its benefits to the environment as a whole (Suki, 2016). Green brand knowledge also influences the green purchase intention. Green brand knowledge is information provided by a brand to consumers. Factors from green brand knowledge are all things that have a relationship between a brand such as assumptions, feelings, images, experiences, and beliefs felt by consumers (Kotler & Keller, 2016). Consumers' desire to buy organic products occurs when consumers already have knowledge about the organic products (Oliver & Lee, 2010). Consumers who have a high level of knowledge about the importance of protecting the environment will have a higher level of consumption (Huang et.al., 2014). So that consumers can increase their knowledge about a brand or product, companies should provide information about the importance of protecting the environment so that consumers are educated and buy a product or a brand (Ganapathy et. al, 2014). Consumers with a high level of environmental knowledge have a much better positive attitude towards the environment and have a stronger intention to buy green products (Suki, 2016). Green brand knowledge is also one of the factors considered to influence green purchase intention (Suki (2016), Aulina & Yuliati, 2017; Chin et. al, 2019; Wahyuningtias & Artanti (2020)

Hypothesis 2: Green brand knowledge influences green purchase intention.

Attitude towards green brand is a concept developed from the process of consumer evaluation and rational assessment of a green brand (Lee, 2008). Efforts made by companies in conveying green elements to consumers will help consumers decide the choice of a brand compared to other brands (Rios et. al, 2006). Attitude towards green brand is a consumer's thoughts and how strong the consumer's attitude towards green brand is. If consumers believe that a green brand can make the environment better, it indicates that the attitude towards a green brand from the consumer is positive and can affect green purchase intention (Suki, 2016; Aulina & Yuliati, 2017; Chin et. al, 2019; Wahyuningtias & Artanti, 2020)

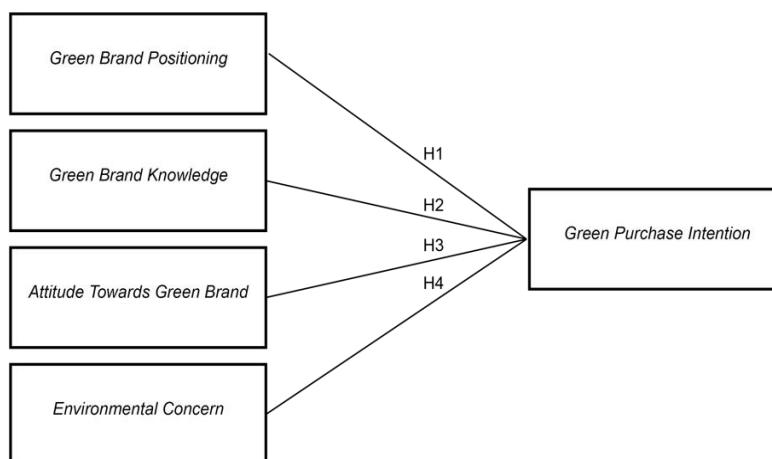
Hypothesis 3: Attitude towards green brand influences green purchase intention.

Environmental concern is a person's attitude that reflects concern for environmental conditions and cares for environmental sustainability (Abdul & Muhimin, 2007). Environmental concern is an important variable that can influence consumer decisions in buying products (Jain & Kaur, 2004). The greater a person's environmental concern, the higher a person's intention to buy something that is environmentally friendly (Puspitasari et. al, 2018). Environmental concern is also consumers' attention to the current environmental conditions. If the consumer has a high environmental concern, then the consumer is actively seeking to find out whether the product he buys can damage the environment or not (Puspitasari et. al, 2018). Environmental concern is a factor that can affect green purchase intention (Puspitasari et. al.,2018; Fauzan & Azhar,2019).

Hypothesis 4: Environmental concern influences green purchase intention.

Based on the four hypotheses, this research has a proposed research model (see Figure 1).

Figure 1 – Proposed Research Model



Review

In this research, the method of collecting information was survey. The instrument tool was a questionnaire that distributing online using google forms. The questionnaire was distributed to followers of Instagram (IG) of Magalarva Tbk. In this study, the target population is people in Jabodetabek (between 18 till 30 years old) who know the Magalarva Tbk brand.

Before the final questionnaire was distributed, a pre-test was conducted on 30 people. The results of the pretest showed that of 28 indicators only 19 indicators met the reliability and validity requirements. The reliability test results were based on the Cronbach Alpha

value, which was between 0.745 and 0.906. 19 indicators have met the validity requirements with a Pearson value above 0.361 and a significant value below 0.05.

It was decided that the number of respondents was 190 people. 190 respondents are based on the minimum (95) and maximum (190) sample requirements (Hair et. al, 2010). The 190 empirical data that have been collected were then processed using SPSS software version 25. After the pretest results showed reliable and valid results, the questionnaire was distributed to 190 respondents. The sampling technique for this study was non-probability sampling (purposive sampling method). There are several conditions as a respondent, namely 1) the location of residence must be in Jabodetabek; 2) age between 18-30 years; 3) know Magalarva Tbk brand; 4) never buy Magalarva Tbk products.

Results And Discussion

130 (68.4%) of the 190 respondents were women, 136 people (71.6%) aged between 18 to 20 years of which 173 (91.1%) were students and 184 people (96.8%) were single and 164 people with SMA/SMK education. Respondents knew Magalarva Tbk from social media (64 people = 33.7%), friends (64 people = 33.7%), news (58 people = 30.5%), and family (4 people = 2,1%). Environmentally friendly (94 people = 49.5%), product quality (55 people = 28.9%), necessary products (26 people = 13.7%), and related to nutrition (15 people = 7.7%) are consideration factors that are considered by respondents to buy Magalarva Tbk products.

All respondents believe that Magalarva products are environmentally friendly products, they are willing to buy and will inform about Magalarva products to their family and friends. 126 respondents (66,32%) suggested that Magalarva Tbk must increase their marketing strategy aggressively, so the communities get more information about the organic products. Magalarva Tbk should do products innovation.

All empirical data had met the requirements for normality, multicollinearity, and heteroscedasticity. Empirical data processing was carried out using multiple regression methods. Regression results can be seen in table 1 (model summary), 2 (F-test/ANOVA), and 3 (t-test/coefficients).

Table 1. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.708 ^a	.501	.490	1.722	2.217

Table 2. F-test (ANOVA^a)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	550.246	4	137.562	46.370	.000 ^b
	Residual	548.828	185	2.967		
	Total	1099.074	189			

a. Dependent Variable: TotalGPI

b. Predictors: (Constant), TotalEC, TotalGP, TotalGK, TotalGA

Table 3. t-test (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-4.069	3.119		-1.305	.194
TotalGP	.341	.163	.109	2.091	.038
1 TotalGK	.380	.101	.281	3.744	.000
TotalGA	.144	.059	.188	2.430	.016
TotalEC	.505	.091	.354	5.554	.000

GP = Green Brand Positioning; GK = Green Brand Knowledge; GA = Attitude towards Green Brand; EC = Environmental Concern; GPI = Green Purchase Intention

Source: SPSS Data Analysis Results

Table 4. Hypothesis Test Results

Hypothesis	Independent Variable	Dependent Variable	t-value	Sig.Value	Conclusion
H1	Green brand positioning	Green purchase intention	2,091	0,038	Accepted
H2	Green brand knowledge		3,744	0,000	Accepted
H3	Attitude towards green brand		2,430	0,016	Accepted
H4	Environmental concern		5,554	0.000	Accepted

All hypotheses proposed are accepted. Green brand positioning, green brand knowledge, attitude towards green brand and environmental concern simultaneously affect purchase intention with a contribution of 50.1% (R^2) and F-value of 46,370. Environmental concern has the biggest impact on green purchase intention on Black Soldier Fly Larvae. The green brand positioning gives the smallest influence on green purchase intention.

Green brand positioning has a significant effect on the green purchase intention of the Magalarva brand. The results of this study are the same as the results of Suki (2016) & Chin et. al, (2019) research which proves that green brand positioning has a significant effect on green purchase intention. The results of this research contradict the research conducted by

Aulina & Yuliati (2017) showed no effect of green brand positioning on green purchase intention. That is, by having the right green brand positioning strategy such as a communication campaign associated with green marketing, the consumer's intention to buy green products will increase (Suki, 2016). It can be said from this study that the higher the green brand positioning, the higher the green purchase intention.

Green purchase intention has also been influenced by the green brand knowledge. The results of research from Suki (2016), Aulina & Yuliati (2017), and Chin et. al, (2019) had the same results with this study. That is, the more respondents have knowledge of the Magalarva brand, the higher the consumer's purchase intention. So that consumers can increase their knowledge about a brand or product, companies should provide information about the importance of protecting the environment so that consumers are educated and buy a product or a brand (Ganapathy et. al, 2014).

This study shows that the attitude towards green brand variable has a significant influence directly on the green purchase intention of the Black Soldier Fly Larvae This research is supported by previous research (Suki, 2016) which revealed that attitude towards green brands positively has an influence on green purchase intention. Aulina & Yuliati (2017) shows that attitude towards green brands has a significant influence on green purchase intention. In contrast to the results of Chin (2019) research which resulted that attitude towards green brands did not have a significant effect on green purchase intention. Consumers who have a positive attitude towards a brand tend to have a strong purchase intention (Teng, 2009).

The last hypothesis is that green purchase intention is influenced by environmental concern with a significance value of 0.000, far below 0.05. The results of this study are supported by the research of Puspitasari et. al, (2018) stated that environmental concern is one of the factors that support consumers to have green purchase intention. Environmental concern has the strongest influence among the other variables on the green purchase intention of Black Soldier Fly larvae. Furthermore, respondents agree that their intention for buying Black Soldier Fly larvae due to the products are environmentally friendly. Black Soldier Fly larvae eco-friendly factor that meets the consumer's concern for the environment will result in green purchase intention. The higher the environmental concern, the higher the green purchase intention of Black Soldier Fly larvae.

Closing -- Conclusions and Suggestions

This study aims to find out how young people aged 18 to 30 years about their green purchase intention in organic products such as Black Soldier Fly larvae. This research results prove that the respondents have a green purchase intention for Black Soldier Fly larvae. It turns out that these young respondents have a high environmental concern. After they have a high environmental concern, respondents already have green product knowledge, which causes them to always have the intention to buy Black Soldier Fly larvae. The company's green brand positioning influences green purchase intention after attitude towards green brand but is not a major factor. The company requires to pay attention to positioning its green products so the future young consumers can have intention to buy their organic green products.

The company in this research must improve its marketing strategy to have better corporate branding. The company should continue to educate the public about the importance of an environmentally friendly lifestyle using any social media platforms regarding the importance of choosing waste at home to the importance of recycling waste so that it can be reused. The product development is also one of the strategies to do penetration in the field of environmentally friendly products so that more people can buy environmentally friendly products

Limitation of this research only focused on Black Soldier Fly larvae and in the Jabodetabek. Suggestions for further research is to expand the research area in Indonesia. Further research can develop a research model with additional different variables such as social influence, self-image, perceived product price and perceived product quality. Further research is expected to use other objects which are also organic green products in Indonesia.

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