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THE EFFECT OF CHANGES IN GREEN MARKETING ON CONSUMER ATTITUDE

(A Case Study of Nike Shoes in Bandung City)

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ABSTRACT

The era of globalization demands a paradigm shift in all areas, one of which is the field of marketing. The higher the level of competition and uncertain conditions force companies to seek competitive advantages in order to win the competition. Marketers must implement modern marketing concepts or market-oriented customers to achieve competitive potentials.

One of them is to do green marketing. Green marketing is an alternative strategy that not only helps to improve the company's image, but also to give more value to the company. This concept is believed to be able to provide different strategies and change the attitude of the end consumer.

This research aims to analyze the influence of green marketing and the most dominant variables to change the end consumer attitude towards the products of Nike shoes. Survey methods are used in the analysis of conducted description and verification, while testing hypotheses uses multiple linear regression analysis. This study uses primary data and secondary data. Primary data were obtained from a survey sample of 100 respondents conducted in Bandung City. Retrieval techniques sampling probability sampling are done by using simple random sampling. Secondary data were collected from relevant books, and other published data.

The results showed that the influence of Green Marketing to changing the end consumer attitudes towards the Nike products at 74.3% and the remaining 25.7% was influenced by other variables outside Green Marketing. The most dominant influence of Green Product on the end consumer attitudes towards the products of Nike shoes.

Keywords: green marketing, consumer attitude changes.

I. INTRODUCTION

Currently, global community awareness of the importance of environmental conservation is rapidly increasing. The increase is triggered by concerns, like environmental disasters that threaten not only health, but also human survival and the off springs. The evidence indicated by Scientists and environmentalists, such as the threat of ozone depletion potential directly perturbs climate and global warming, intensifying such concerns.

The era of globalization has demanded a paradigm shift in all areas, one of which is the field of marketing. Higher competition and uncertain conditions force companies to seek competitive advantages in order to win the competition. Responding to the issues of environmental degradation, emerging movements want everything to be done in a more "green" way. Green in this context means an environmentally friendly manner assessed to minimize the negative impact on the environment.

In the last three decades a progressive increase consumer awareness of environmental preservation has increased significantly, because environment has become a major issue today (Kalafatis, Pollard, East, & Tsogas, 1999). There are several factors that make environmental issues become critical at this time, including the increase of media coverage, a greater awareness of environmental issues, legislation and major industrial disasters impact on public opinion (McIntosh, 1991; Butler, 1990; Wagner, 1997; Tapon&Leighton, 1991). As a result, consumers are more concerned about their daily habits and their impact on the environment (Krause, 1993).

Marketers respond to this phenomenon by developing a green product (Kalafatis et al., 1999). Unfortunately, although there is evidence that the public is increasingly more concerned about the environment, many green products have not been successful in terms of the market as expected (Kalafatis et al., 1999).

Consumer awareness of the "greening" certainly spurs companies to participate in following the request of the consumers. Hence, the term green marketing depicts how companies compete to provide green products for consumers. Green marketing is the concept of a marketing strategy by manufacturers of products for the needs of consumers who care about the environment, or the concept of the marketing strategy of product manufacturers who care about the environment for consumers.

The implementation of green marketing is inseparable from the buyer's participation in this case of the green consumer. Green consumers will show different attitudes. According to Schiffman, LG, and Kanuk, LL (2007:114), the Characteristics of attitude are relatively consistent with the behavioral attitudes that they embody. However, despite having the consistency, attitude does not always have to be a permanent means to change. Changes in attitude are influenced by a variety of personal experiences and information obtained from various sources, both personal and public. The consumer's own personality influence the acceptance and the speed of attitude change.

The reduction of toxic materials from the products is very effective for business. This can reduce the dangers that might threaten the workers; besides, it is harmless as well for consumption. Reducing dangerous materials or even not using them can help the company

to save costs. In addition, it is equally important for a marketer to do it, because they know that consumers want to find the safest alternative. That's what inspired Nike to create products that are friendlier to the environment. Latest soccer shoes claimed to be the most environmentally friendly shoes are named Nike GS, Green stands for Green and S for Speed. They are called Green because the soccer shoes are made from recycled materials to minimize the impact of pollution and the use of new materials, while Speed refers to the weight which is only 160 grams.

Nike has long been known as a manufacturer of quality soccer boots, and again proved its superiority by producing Nike shoes GS that combines performance and technological perfection. These shoes fall in to the category of the lightest, fastest, and most environmentally friendly soccer shoes.

The power of "going green" is now extended to the rest of Asia, where environmental threats to the attention of the local government and citizens (Lee, 2008). Rapid growing economy in Asia has led to a strong rise of the consumer financially over the previous generation (Li and Su, 2007). Green marketing strategies have been successfully applied in foreign countries, especially western countries. This is because of the government regulations that have directed manufacturer to be for more friendly to the environment because of globalization factors. This is supported by community care to switch to using green marketing-based products. According to Reza (2010), the phenomenon has now hit the Indonesian people.

In the August 1992 issue of Entrepreneur as quoted by Dewi (2007), the youth market is an emerging market and it gets a high priority. Young consumers are further known as adolescent consumers. The following data from AC Nilsen shows how Indonesian people are concerned for the environment:

Table 1
Public Awareness Survey on the Environment (in %)

Questions/Remarks	What is your level of concern about the environment?	What is your level of concern about water water?	What is your level of concern about water pollution?	What is your level of concern about global warming?
Very Concerned	66	72	80	69
Concerened	27	20	16	24
Neutral	6	7	3	6
Is not concerned	1	1	-	1
Not concerened at all	-	1	1	-
TOTAL	100	100	100	100

(Source: ACNilsen; 2009)

Based on the data from the table above, the actual Indonesian consumers have considerable attention to environmental issues. The average percentage of consumers in Indonesia who pays attention to environmental issues is above 90%. Although a survey

conducted by AC Nielsen claims that the majority of Internet users are already educated, this is merely the starting point of how Indonesian consumers will start thinking about the environment. According to John (2011), the Indonesian market with 237 million people becomes one of the important markets in the world for the latest products and trends, including the trend of environmentally friendly products.

Signs that Indonesian market is ready to welcome green products are revealed in a recent survey by Catalyze Sustainability Communications. Catalyze Sustainability Communications is an active consultant who helps companies and non-governmental organizations to achieve sustainability goals through communications and marketing activities. Catalyze Communications states that Indonesian consumers are now beginning to spend their money wholeheartedly instead of relying on their pockets. They begin to consider the impact of the products they buy and the manufacturer's responsibility to the environment. According to Catalyze Sustainability Communications survey, it is found out that younger consumers are more likely to be sensitive to environmental issues.

The purpose of this study is to analyze the influence of green marketing that consists of green products, green fees, green places and promotion to change the consumer attitudes to the end products of Nike shoes as well as the most dominant influence on consumer attitudes to end products of Nike shoes.

2. LITERARY REVIEW

Marketing is an important factor in a company to maintain its operations on an ongoing basis. Marketing includes all activities of the company to adapt to its environment in a creative and profitable way. Marketing is the most basic thing that cannot be seen as a separate function. Marketing is the whole business seen from the end result, that is, from the stand point of the customers. Therefore, the success of the business is not determined by the producer but by the customers. Marketing does not simply deliver a product from the company to the consumers.

Marketing process includes market segmentation, selects, and establishes market position in the target market which can be satisfied by the company's superior essentials of the marketing process that does not start with a product or an offering, but with a search of market opportunities. Whether we realize it or not that the present time marketing has affected all aspects of human life daily life, either directly or indirectly. Marketing plays an important role in helping the company to achieve the goals for the company's activities which are directed to create exchanges that allow the company to sustain growth and profit.

Societal marketing is defined as marketing with social dimension or marketing that includes non-economic criteria (Bellz, Martin, Peattie, Ken: 2010). Societal marketing reveals the "concern for long-term interests of the community", "direct benefits for the organization and secondary benefits for society." Societal marketing concept is a marketing concept that states that the company should make good marketing decisions by considering consumer desires, the requirements of the company, and the long term of the public interest. This is closely related to the principles of corporate social responsibility and sustainable development. Societal Marketing refers to the use of commercial marketing concepts and tools to promote the ideas and social problems. The primary

reason or motive of social marketing is not profit, but social change. Several examples of societal marketing programs are: anti-smoking, breast cancer prevention, road safety, etc. (Idowu et al, 2009.) Societal Marketing has been used as a general term that includes many types of marketing, which involve social issues such as cause related marketing, ethical marketing and the most essential is Green Marketing (Idowu et al, 2009).

2.1 Green Marketing

In 1975, the American Marketing Associate (AMA) held the first seminar on the topic "ecological marketing", and produced the first book on green marketing entitled "Ecological Marketing". According to the American Marketing Association, Green Marketing is the marketing of a product which is assumed as an environmentally friendly product. Therefore, Green Marketing consists of a wide variety of activities, including product modification, changes in the process, changes of packaging, and even changes in the promotion. Green Marketing can be defined as an effort to make environmentally friendly products, known as a green product.

A green product" is a product that is friendly to the environment not only for use but also during the production as well as in the disposal. Green marketing focuses on the philosophy of "Reduce, Reuse and Recycle", which is to reduce environmental damage and energy consumption, increase the use of recycled products and new product development. Green marketing uses advertising and promotion of products that are durable, non-toxic, recycleble and are often made from recycled materials (Kumar 2011). Pride and Ferrell, 1993 in Nanere (2010), stated that green marketing is described as a business organization / company to design, promote, price and distribute products that do not harm the environment. Polonsky, Rosenberger and Ottman (1998), define green marketing as "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment "(Green marketing is the consistency of all the activities and facilities design services for the satisfaction of human needs and desires, with no impact on the natural environment).

Shields argues "The efforts done by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns (business of the organization to produce, run, pack and make products that care for the environment) (Http:// www.flickr.com/photos/cali2okie/2399377732/). Mintu and Lozada (1993) in Lozada (2000) defines green marketing as "the application of marketing tools to facilitate change in the organization that gives satisfaction and individual purpose in doing the maintenance, protection, and conservation of the physical environment". While Pride and Farrell (1993) define green marketing as a person attempts to design, promote, and distribute products that do not damage the environment. Charter (1992) provides a definition of green marketing in a holistic, strategic liability management process that identifies, anticipates, satisfies and meets the stakeholders' needs for a reasonable reward, which does not cause harm to human health or the natural environment.

Ottman (2006) suggests that the dimensions of green marketing is done by integrating environmental considerations into all aspects of the marketing of new product development (green product) and communication (green communication). According to John Grant (2009; 43) three objectives of green marketing include:

1. *Green*, At this stage, the goal of green marketing is more towards communicating and brand or company is environmentally conscious.
2. *Greener*, At this stage of Greener goal of marketing is not only aimed to the commercialization of the brand, but also to achieve the goals that affect the environment. At this stage, it is trying to change the way consumers consume the product.
3. *Greenest*, In the greenest stage, the goal of marketing has already changed the culture of the consumer. At this stage, the consumer has already a culture or habit that is more concerned about the environment.

According to Lee (2008), green marketing in the near future will include two trends or tendencies that cannot be avoided. The first trend is doing business under a "flag of environmentally friendly" (Annas, 2007). The second trend is the international green marketers attempt to expand their markets, increase sales and profits by an average of a positive public image of their green products and brands in developed countries (Quipped and Ranchhod, 2005).

In a latest article, Kotler (2011) reconsiders the marketing mix, to match the new demand of critical current marketing environment. In general, the products must be environmentally friendly and even may help resolve some of the environmental damage. Prices of different products with different levels of eco-friendly should be offered. Places encouraged for online sales, e-marketing, decentralized production facilities. Promotion must use special green marketing tools such as sales promotion eco label. A green consumer is a person who avoids products harmful to human health, damage the environment, energy in efficient, excessive waste, and harmful to the environment and species. Green consumer changes significantly (Vermillion and Peart, 2010). Consumers who have "healthy life styles and sustainability" are known as "LAHOS" (Environmental Leader, 2009).

2.2. Strategies Of Change In Attitude

Changes are influenced by personal experiences and information obtained from various sources and public individuals. The consumer's own personality influences the acceptance and the speed of change in the attitude (Schiffman, LG, and Kanuk, LL, 2007:124). There are several strategies for changing attitudes, among others:

1. Changing the Basic Motivational Function

An effective strategy to change consumer attitudes towards a particular product or brand is to create a range of needs stands out. One method is known as the motivation to change the functional approach. According to this approach, the attitude can be classified in to four functions:

a. Function of Benefits

We have an attitude towards a particular brand in part because of the influence of the usefulness of the brand. If a certain product is useful or helped us in the past, our attitude to it tends to be positive. One way to change attitudes towards a particular product is to show people that this product can fulfill the purpose of the benefits that may not have come to their mind.

b. Function of Ego Defense

Most people want to protect their self-image of a feeling of doubt in them, so they want to replace them with a sense of uncertainty and confidence. Various advertising cosmetics and personal care products recognizing this need improve their relationship with

consumers and the possibility of a pleasant change of attitude by offering guarantees on consumer self-concept.

c. Function of Values Statement

Attitude is a statement or a reflection of values, lifestyles and a general view of the consumer. If a particular consumer segment has a positive attitude towards ownership of the means of personal communication edge, then their attitude towards new electronic tools may reflect the orientation.

d. Function of Knowledge

These individuals usually have a strong need to know and understand the people or things that are related to them. Consumer "Need to know" is a cognitive need, which is important for marketers who are concerned with the setting position of the product. Indeed, most products and brand positioning arrangements are attempts to satisfy the need to know and to improve consumer attitudes toward the brand by emphasizing the various advantages compared to various competing brands.

2. Associate Product with a Group or an Admired Event

Attitude is connected, at least in part, with various groups, social events or a specific charity. Changing attitudes toward products, services, and brands can be done by showing the relationship of products, services and brands with a social class, a particular event or charity.

3. Solving Two Conflicting Attitudes

Changing attitudes strategy can sometimes solve actual or potential conflict between two attitudes. If the consumer can be assured that their negative attitude towards a particular product, a particular brand, or its properties, in fact does not conflict with other attitudes, they might be persuaded to change their assessment of the brand.

4. Changing the Nature of Multi-Component Model

These models give us additional insight on how to change attitudes, among others.

a. Changing Relative Assessment to Nature)

The overall market for different product groups is often planned so that different consumer segments can offer different brands, with different features and benefits; for example, the product of "Pepsi" with "Coca-Cola Zero". Both are soft drinks, but the difference is the sugar content in coca-cola is lower than in pepsi.

b. Changing Confidence in Brand

The second cognitively oriented strategy to change attitudes is centered on an attempt to change the belief or perception about the brand itself. The advertisers are constantly reminding us that their product is "more" or "better" or "best" in terms of some important properties of the product. For example, the product "Mama Lemon", in addition to washing dishes and glasses, it can also be used to wash fruits and vegetables.

c. Adding Properties

Other cognitive strategies add properties. This can be done either by adding properties that are previously ignored or properties that show improvement or innovation that contain payloads of technology.

The first way, by adding previously neglected properties, is described by the notion that yogurt has more potassium than a banana. Consumers who are interested to increase their

potassium intake, by comparing yogurt with banana, they will have the power to improve their attitude towards yogurt.

The second way, the addition of properties that reflect the actual product changes or technological innovations will be easier to do than emphasizing the nature of the previously ignored properties. For example, the product "Vaseline Healthy White", which contains SPF24 helps to protect the skin from the sun.

d. Changing the Overall Rating Assessment of Brand

Another cognitive oriented strategy is an attempt to directly change the overall ranking assessment of brand, without trying to fix or change their assessment of the nature of one brand. Such strategy often relies on some form of global statement that "this is a brand with the biggest sales " or "this brand is imitated by all other companies" or a similar statement that separates the brand from a brand of all its competitors. For example, the product "Blackberry" is much imitated by other companies (with brands similar to Blackberry), which is a Blueberry or Crossberry brand.

5. Changing the Belief in Competitor Brands)

Another approach to attitude change strategy includes changing the consumer belief of the properties of the brand or class of competing products.

Attitudes can change with the presence of green marketing, as proposed by WMCB Wanninayake (University of Kelaniya, Sri Lanka) and Pradeep Randiwela (University of Colombo, Sri Lanka) in 2008, who stated that green marketing makes a significant impact on consumer attitudes that lead to a purchase decision. Although marketers set a high price for green products, if the marketers can identify the environmental needs of customers and develop products, it will strengthen the credibility of the organization with the environment and the sustainable use of marketing communication, such as public relations and creative.

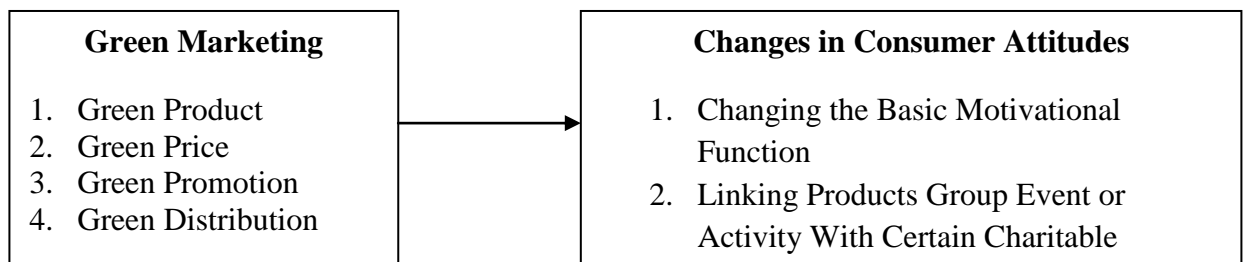


Figure 1.
Paradigm of Interpersonal Research Variables

3. METHODS OF RESEARCH

The method used in this study is the survey method. This type of research is a causal associative (Sugiyono, 2009:11). In his analysis, this study is conducted descriptively and verifiatively. The retrieval technique of sampling is done by using probability sampling, i.e., using simple random sampling. The scale used in this study is Ordinal Scale.

The research study is in Bandung, West Java, Indonesia, with an area of 167.67km², with a population of 2,877,185. The samples are done by using the following formula:

$$n = \frac{N}{1 + N(e)^2} = \frac{2,877,185}{1 + (2,877,185)(0.1)^2} = 99.99652450$$
 or rounded to, $n=100$

The measurement of the validity uses the confirmatory factor analysis (CFA), while the reliability test is calculated by using Cronbach's Alpha. The analysis is done to test the hypothesis of the influence of the changes in attitudes towards Green marketing and the consumer end products of Nike shoes, which uses Multiple Linear Regression Analysis. The following is the multiple linear regression analysis model:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

3.1. Goodness of Fit Test

The accuracy regression function of estimating the actual value can be assessed by the goodness of fit test. Statistically, at least this can be measured by the coefficient of determination, the value of the F statistic and t-statistic values (Ghozali, 2006). In statistics, this can be measured by using:

1. T test

T test was performed to determine whether the independent variable partially affects the dependent variables (Ghozali, 2006). The test criteria are:

$H_0: b_1, b_2, b_3, b_4 = 0$, meaning that partially there is no positive and significant effects of the independent variables on the dependent variables.

$H_a: b_1, b_2, b_3, b_4 \neq 0$, meaning that partially there is positive and significant effects of the independent variables on the dependent variables.

Criteria of Making Decision are:

H_0 is accepted if $t_{\text{count}} < t_{\text{table}}$ at $\alpha=5\%$

H_0 is rejected if $t_{\text{count}} > t_{\text{table}}$ at $\alpha=5\%$.

2. F Test

This test is intended to determine whether there are significant jointly independent variables, namely the independent variable: Green Marketing (green product, green price, green promotion and green distribution) on the dependent variables (change in the consumer attitudes towards the end product of Nike shoes). The criteria of testing are:

a. Make a hypothesis for testing the F-test case above, namely:

That is, there is no significant effect of the independent variables, namely Green Marketing green product(X_1), green price(X_2), green promotion(X_3) and green distribution(X_4) on the changes in the end consumer attitudes towards the products of Nike shoes(Y).

That is, there is a significant effect of the independent variables of Green Marketing, namely green product(X_1), green price(X_2), and the promotion of green(X_3) and green distribution(X_4) on the consumer change of the end consumer attitudes towards the products of Nike shoes(Y).

b. Determining F and F count table with a confidence level of 95% or 5% significance level ($\alpha=0.05$), then:

If $F_{\text{count}} > F_{\text{table}}$, then H_0 is rejected while H_a is accepted, meaning each of the independent variables jointly have a significant effect on the dependent variables.

3.2. Coefficient of Determination(R^2)

The coefficient of determination aims to measure how far the model's ability can explain the variation in the dependent variables. The coefficient of determination is $0 < R^2 < 1$. Smaller value of R^2 can be interpreted that the ability to describe the independent variables in explaining the dependent variables is very limited. The following is the calculation of the coefficient of determination: $Kd = r^2 \times 100\%$.

4. DISCUSSION

To determine the effect of Green Marketing variables and changes of the end consumer attitudes towards the products of Nike shoes, multiple linear regression analysis is used by looking at the correlation coefficients, and hypothesis testing. In the calculation, it uses statistical software SPSS11 for Windows.

4.1. Testing Research Instruments

Testing Research Instruments is done by looking at the results of Validity Test and Reliability Test.

4.1.1. Results of Validity Test

Quantitative measurement validity with confirmatory factor analysis (CFA) is performed by using SPSS11 software for Windows with the following results:

Table 2. KMO and Bartlett's Final Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	1785.978
	df	361
	Sig.	.001

Based on Table 2 above, it can be concluded that the level of intercorrelation among the variables is already qualified and the analysis factor can be continued because the KMO value is equal to 0.788 with a significance level of $0.001 (\leq 0.05)$.

Rotated Component Matrix Based Final can be concluded that Green Marketing (variable x) covers(Y) are valid.

Reliability Test is calculated by using Cronbach's Alpha in SPSS11. Then the result is as follows:

Table 3 . Summary of Reliability TestResults

Variabel	Nilai Alpha	Keterangan
Green Product	0,7516	Reliabel
Green Price	0,7460	Reliabel
Green Promotion	0,7330	Reliabel
Green Distribution	0,7711	Reliabel

4.1.2. Results Of Hypothesis Testing

Results of hypothesis testing of the effect on the changes in end consumer attitudes towards Green marketing and the products of Nike shoes is done by conducting Determination Test

4.1.2.1. Testing the Effect of Green Marketing to Changing of end Consumer Attitudes Towards the Products of Nike Shoes (Y).

Table 4. Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 ^a	.482	.743	1.61058

a. Predictors: (Constant), P, P, P, D

b. Dependent Variable: PS

Based on Table 4, the Summary model of Coefficient of Determination indicates that the value of Adjusted R Square is equal to 0.743. It can be concluded that the ability of independent variables to explain the variation of Green Marketing on the dependent variables changes in the end consumer attitudes to the products of Nike shoes at 74.3%, the remaining 25.7% is influenced by other factors.

Table 5. Results of Model Test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	309.584	4	51.597	18.871	.020 ^a
	Residual	510.636	194	2.394		
	Total	820.220	189			

a. Predictors: (Constant), GP, GP, GPR, GD

b. Dependent Variable: CCA

In Table 5, ANOVA, simultaneous significance test (F test) shows that the significant values indicate the results of 0.020 (<0.05) so that it can be concluded that the variables of Green Marketing (green product, green price, green promotion, green distribution), have the same effect on the change of the end consumer attitudes towards the products of Nike shoes.

In Table 6 Coefficient, Partial Effect of Significance Test (Test T), shows that the dimensions of green product show a significance value of 0.049, while the price of green dimension indicates the significant value of 0.069; dimensional green promotion indicates significance value 0.041, and green dimension distribution show a significance value of 0.025, meaning that all dimensions positively influence the end consumer changes of

attitude towards the products of Nike shoes, because all the significance value is <0.05; except green price with a significance value of 0.065>0.05 level.

Tabel 6. Results of Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.625	1.27		0.695	0.553
Green Product	0.12	0.61	0.166	1.885	0.049
Green Price	-2.36E-01	0.102	0.005	-452	0.069
Green Promotion	0.274	0.135	0.125	1.787	0.041
Green Distribution	0.22	0.75	0.134	2.555	0.025

^a dependent Variabel: changes in end consumer attitudes

4.1.2.2. Equation of Regression Line

Multiple regression equation between changes in end consumer attitudes and Nike and components of Green Marketing which produce:

$$Y = 0,625 + 0,166 X_1 + 0,005 X_2 + 0,125 X_3 + 0,134 X_4$$

4.1.2.3. Results of Analysis Interpretation

After computing the parameters and the influence of all the regression coefficients required, as well as to test the statistical hypothesis testing, the final step is to interpret the meaning of the parameters and coefficients that are associated with research objectives and hypotheses.

From the analysis that has been done, it is proved that there is an influence between the variables of Green Marketing with variable changes in the end consumer attitudes towards the products of Nike shoes. The coefficient of determination, R², is 74.3%, implying that 74.3% of the variation in rise and fall of the variables change in the end consumer attitudes towards the products of Nike shoes, which can be influenced by changes in the variables of Green Marketing, and the rest of which, 25.7%, is the influence of other variables outside of Green Marketing.

The degree of influence and its amount is described by the parameter b with the amount of 0.625. This figure implies that Green Marketing has increased by 1%, which can be expected to affect the rise in the end consumer changing of attitudes of 62.5% towards the products of Nike shoes.

Individual testing also shows that there is a significant influence of the variables of Green Marketing with different degree and magnitude. Direction of the relationship and the magnitude of each effect can be explained as follows:

The influence of changes towards green product to changing consumer attitudes to the end consumers of Nike shoes is 0.166, which means that the addition of 1% in a Green product or quality of green product is followed by arise in the end consumer changes of attitudes towards the Nike shoes as big 16.6% when other variables are assumed to remain stable. The argument that can be explained is that Nike has done a lot of research in terms of soccer shoes Nike GS. Green Speed stands for soccer shoes made from recycled materials to minimize the environmental impact of new uses in every pair of shoes. And speed, because these soccer shoes are claimed to only weigh 160 grams and environmentally friendly. The material is designed to produce a performance that is effective, efficient. For the upper part Kanga-lite synthetic is used, which is an imitation of kangaroo leather while still maintaining its feel and response. The material is quite easy to adapt to high or low temperatures; In fact, the materials of these soccer shoes are even 35% safer from carbon emissions.

Green products can be considered a product that is not harmless to humans and the environment, not wasteful, not producing excessive waste, and not involving cruelty to animals (Kasali, 2005, in Jenchang, 2010). This corresponds with the definition by Danjelico and Pujari (2010); Ottman et al. (2006), which defines a green product as a product-related decisions and actions to protect or give benefits to the environment by saving energy or resources and reduce pollution and waste.

According to Ottman(2006), a green product is defined as follows:

The product does not contain toxic, more durable, but it uses raw materials that can be recycled. Besides, the product does not use ingredients that can damage the environment, and it does not involve product testing to animals if not really necessary. It does not damage the environment It uses simple packaging and also provides refilled products harmless to human and animal health. Moreover, it does not spend a lot of energy and other resources during the processing, use, and sale. Most of all, it does not produce useless waste in the short period due to packaging.

That's what inspired Nike to create a product that is friendlier to the environment. The risks and opportunities are not far from what is done by Nike. They are trying hard to reduce toxic materials in producing their products; for example, the Air Jordan XX3. XX3 is said to be derived from old sneakers and then recycled, uses factory waste and also a little less glue. This pair of shoes has inspired Nike to create a shoe machine which is more environmentally friendly and does not use chemicals. Nike realizes the fact that teenage boys or young men are not too concerned about how the product is made but rather on how the quality and the benefits are derived from using such product. However, Nike has a mission that is much bigger than just selling or making products sold to other manufacturers and invites them to participate in conducting green marketing.

The influence of green price changes has a positive relationship of 0.005, but not significant. When other variables are held constant, it is implied that the increase in green price of 5% will not affect the change in the end consumer attitudes towards Nike shoes. The argument can be explained due to the more environmentally conscious consumers and the increase of knowledge in the importance of the environment awareness of the importance of health by wearing natural Nike shoes.

Nike's other project has begun and it is called Nike's Reuse-A-Shoe program. This program, initiated in 1993, is Nike's longest program that benefits both the environment and the community by collecting old athletic shoes of any type to be processed and recycled. The recycled material is then used to create sports ground, such as basketball courts, running tracks, and playgrounds.

The information either in the mass media or electronics, promotes products that are environmentally friendly, as well as the percentage of profits of Nike shoes sale that is donated to save the environment, the health consequences if consuming products with harmful chemicals has a negative impact on health for both short and long terms; therefore, the consumers do not consider much of the price while choosing Nike shoes products.

The price of Nike shoes, by adding value to the products, are relatively higher than the average price of a similar type of branded shoes sold by its competitors. The assurance of Nike shoes product quality is essential and must be communicated convincingly. The quality assurance of Nike shoes products includes performance, appearance, feelings, comfort and durability.

In general, a certain class of people is motivated and has reasons to prefer environmentally friendly products of Nike shoes. This is because of the desire for more natural shoes which maintain safety, are comfortable and clean environment. Besides, the high urge to maintain health and the environment would lead more people to choose Nike shoes products. Each individual's perception of the product to environmentally friendly shoes is good enough. This is due to the high confidence in the products of Nike shoes. People generally feel satisfied and secure when using the products of Nike shoes. Besides being considered healthy and make people safe as well satisfactory, indirectly Nike has done something for the environment.

In essence, green product is an attempt to minimize waste while maximizing the production process in addition to the products made and at the same time environmentally friendly. Green product itself must have a quality product that is durable in the sense that is not easily damaged, non-toxic, made from materials that can be recycled and has a minimalist packaging. The above quality products are still using energy or resources that produce emissions during the process of manufacture and therefore, green product is a product which gives the smallest possible impacts on the environment.

Green promotion has a positive effect of 0.127. This figure shows that the addition of promotion may be followed by 1% change in end consumer attitudes towards Nike shoes of 12.7% with the assumption that the other variables are constant.

Green promotion illustrates the design of communication to inform stakeholders about the efforts made by the company, as well as commitment, and achievement to the environment (Belz and Peattie, 2009; Dahlstrom, 2011). It can also involve actions to reduce the negative impacts of corporate marketing communication activities in the surrounding environment (Kotler, 2011). Green promotion strategy is designed to link the benefits of company products with services to the environment. For examples, such ads on environmental awareness, positive campaigning efforts on the environment, and the use of environmentally friendly packaging products (Banerjee, 2002; Menon et al., 1999).

One of the campaigns that Nike began for Earth Day in 2008 was an ad featuring basketball star Steve Nash, wearing Nike's "Trash Talk Shoes", which had been constructed in February 2008 from pieces of leather and synthetic leather waste derived from the factory floor. Trash Talk Shoes are also featured as a sole composed of ground-up rubber from shoe recycling program. Nike claims that this is the first performance of basket ball shoes that has been made from manufacturing waste.

Promoting a product and service to gain market can be done with advertising, public relations, sales promotion, direct marketing, and on-site promotion. Smart sellers of green products will be able to emphasize the credibility of environmentally friendly products by using sustainable marketing, communication tools and practices (Queensland Government, 2002). Many retailers are beginning to realize the importance of commitment to the environment by promoting the use of eco-friendly bags instead of plastic bags. The terms such as phosphate free, recyclable, refillable ozone friendly and environmentally friendly are most often promoted as a green marketing. The key to success in green marketing is credibility. Without exaggerating environmental excellence in the products or establishing un realistic expectations on the consumers, the communication of environmental excellence can be done by trust worthy public figures (Haryadi, 2009).

The results of this study show the green promotion effect of changes in consumer attitudes towards Nike products. The amount of information is easily accessible either through the electronic media or the facility that makes the consumers more aware of the current environmental conditions, the effect of this eco-friendly information that encourages consumers to choose Nike shoes that are environmentally friendly.

Green distribution positively affects the changes in end consumer attitudes of 0.134. If the value of location or Green distribution rises 1%, it is expected that there is an increase in the consumer attitudes towards Interchangeability of 13.4%, assuming other variables unchanged; arguments can be explained in green distribution: the better the quality of the place, the more complete the products are. The closer distance of the outlet, the more it gives the opportunity for the respondents to shop there. On the contrary, the worse the quality of the place, the higher the chances for the respondents not to buy there.

The results of this study indicate that (place) distribution channel influences the changes in consumer attitudes. Previous researchers such as the Queensland Government (2002) states that the choice of where and when to make the product readily available can have a significant impact on the customer. Very few customers who really just want to buy a product just because of its environmental friendliness alone. Sellers who want to achieve success in the sale of products that are environmentally friendly products are widely positioned in the market, so it can be identified by maintaining the quality of the channel relationship that is considered very important in the process of distribution relationships, which are important in the distribution of assets by maintaining the relationship between suppliers and customers.

The findings show that the variables of Green Marketing dominant effect on the change in consumer attitudes end Nike shoes is a green product.

W.M.C.B.Wanninayake (University of Kelaniya, Sri Lanka) and Pradeep Randiwela (University of Colombo, Sri Lanka) in 2008 suggested that green marketing is making a significant impact on consumer attitudes that lead to a purchase decision. Although

marketers set a high price for a green product, but if the marketers can identify the environmental needs of customers and develop products, it will strengthen the credibility of the organization's environment by using sustainable marketing.

This is consistent with the research conducted by Arminda do Paco and Lilia Vareja from the University of Beira Interior (Portugal, 2009), that ad campaigns are important in influencing individual behavior. Ad campaigns are observed by individuals as an effective means to raise the awareness of the need to conserve energy resources.

A research conducted by Dr. Tareq N. Hashem (Philadelphia University, Amman, Jordan) and Dr. Nahla A. Al-Rifai (Kuwait University, Kuwait) in 2011 stated that the effect of the application of green marketing elements will enhance the company's image. The company imaging in green marketing plays an important role in changing the attitudes of consumers towards the product. But not all companies are willing to carry it out because of the cost factor. Promotional elements have the highest impact in influencing consumer attitudes. In this case, the image of the company is affected by one of the green marketing elements, namely green promotion.

As for the other factors that were not studied by the authors are 25.7%, among which is the presence of psychological factors in which these factors also influence the changes of the consumer attitudes in motivation, perception, and learning from both internal and external factors that can be stimulated by influencing the changes of the end consumer attitudes of Nike shoes.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

Based on the results of research and discussion, it is concluded as follows:

1. The size of the effect of Green Marketing to changing the end consumer attitudes of Nike products is at 74.3% and the remaining 25.7% is influenced by other variables outside of Green Marketing.

2. The most dominant Green Product influences the changes in the end consumer attitudes towards Nike shoes products.

5.2 RECOMMENDATIONS

Based on the research results, the variable of green product, green promotion and green distribution are variables that positively influence the changes of the end consumer attitudes towards Nike shoes products, except green price variables. Thus, the implications of the results of research that can be developed are:

1. It is recommended that environmental concerns be integrated in the strategies, policies and processes carried out at the company. As a result, it will affect the marketing activities in the natural environment, as well as the practice of eliminating and minimizing the adverse effects. Environmental care strategy is often called green marketing by emphasizing that environmental protection does not mean eliminating the economic well-being, but encouraging a rethinking of how to link marketing with environmental protection.

2. In order to make a more holistic and comprehensive assessment of Green Marketing for further research, it is necessary to consider the inclusion of motivation variable, perception, and learning from both internal and external factors.

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