Antecedents of Green Awareness for Eco-Friendly Products

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ANTECEDENTS OF GREEN AWARENESS FOR INCREASED CONSUMPTION OF ECO-FRIENDLY PRODUCTS

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ABSTRACT

Manuscript type: *Empirical Research*
Research Aims: *This study examined factors that support the cultivation of green awareness among customers for the improved consumption of eco-friendly products*
Design/methodology/approach: *The examination was conducted through an analysis of customer behaviors as they relate to green advertising, green brand attributes, perceived value of green initiatives, and green brand image. To this end, a survey was administered to 500 customers of Supermarket Retail, which is an establishment in West Java Province that offers eco-friendly products*
Research Findings: *The findings indicated that the variable that most strongly supports the development of green awareness is green advertising, followed by the perceived value of green initiatives, green brand image, and green brand attributes.*
Theoretical Contribution/Originality: *The research provides practical contributions by formulating recommendations for industries that offer eco-friendly goods and encouraging the pursuit of healthy lifestyles, particularly in Indonesia, through the consumption of eco-friendly products.*
Practitioner/Policy Implication: *This finding obviously becomes separating suggestion for an industry that moves on the eco-friendly product, with puts green advertising for the product through their some criterion.*
Research limitation/Implications: *There are still several customer behaviors that are based on marketing strategy conducted by the company like green brand preference. Furthermore, this study does not discuss the research model that relates to customer's demography*

Keywords: Green Awareness, Green Advertising, Green Brand Attributes, Perceived Value of Green Initiatives, Green Brand Image, Eco-Friendly Products

INTRODUCTION

Industry performance can be assessed on the basis of production performance, specifically with reference to whether products are accepted by a given market or not (Chen, Wang, Huang, & Shen, 2016). Given that having a good-quality product is meaningless without capturing the attention of customers (Ramanathan, Ramanathan, & Zhang, 2016), companies require marketing strategies that effectively introduce products and motivate consumer acceptance. One such strategy is the provision of organic commodities, such as organic vegetables, which are some of the eco-friendly products that have a higher

value compared with other goods commonly available in supermarkets (Joosse & Hracs, 2015). Companies proffer such goods as a means of fostering an excellent image (Suraksha Gupta & Kumar, 2013) and as a way of satisfying consumer demand for environment-friendly products—a trend that is called "green consumerism" (Suraksha Gupta & Kumar, 2013). Green consumerism refers to consumer behaviors that reflect care for the environment (Biswas & Roy, 2015). It emerged out of concern for the harmful effects of products and industries on the environment and the ultimate damage that they will cause to populations all over the world.

The manner by which customers behave in relation to product consumption continually evolves (Chen & Hsieh, 2011), thereby prompting industries and companies to understand consumer conduct and use the insights learned to attract consumers via organic production. Organic commodities are produced without the help of chemical substances (Alamsyah, Trijumansyah, & Hariyanto, 2017). As previously stated, such products have emerged because of the advent of green consumerism, which in turn, was driven by the effects of global warming (Paço & Raposo, 2010). Despite the progress made in the eco-friendly industry, however, the consumption of organic products has yet to reach its optimum levels, especially in Indonesia's West Java Province (Alamsyah et al., 2017), where the level of customer concern for eco-friendly products remains low.

With consideration for this issue, this research focused on analyzing the factors that advance the development of green awareness among consumers. Green awareness pertains to the degree to which customers patronize eco-friendly products (Suki, 2013). Such awareness is necessary in improving customers' ability to effectively assess the organic products available to them and select those that satisfy their needs. The problem is that certain characteristics of organic products have rendered these commodities unpopular among Indonesians. Compounding this problem is the lack of optimal

deployment strategies for organic goods (Pozo, Saak, & Hanawa-Peterson, 2009). Patterns of organic product consumption in West Java, Indonesia are influenced by customer care for environment-friendly products (Alamsyah & Syarifuddin, 2018). These behaviors develop with the cultivation of green awareness because such consciousness can improve the intention to purchase green products (Fuerst & Shimizu, 2016).

Green awareness among customers can be enhanced on the basis of the perceived value of green initiatives (Wu & Chen, 2014). Such value can be reflected, for example, in the fact that no chemicals are used to produce organic products, making them healthy long-term dietary choices (Groening, Sarkis, & Zhu, 2018). This value also stems from the fact that organic production processes do not damage environments and habitats (Biswas & Roy, 2015). The advantage of organic products over conventionally manufactured commodities is assessed by customers with reference to the value that they interpret as being offered by environment-friendly products.

Previous research indicated that green awareness has an important correlation with advertisements or, more specifically, green advertising (Suki, Suki, & Azman, 2016). Green advertising is implemented by companies to improve the value of the environment-friendly products that they offer, and their success in this regard translates to improved green awareness among customers. The applicability of green advertising is not restricted to information dissemination regarding products but extends to government initiatives on circulating information about the environment (Suraksha Gupta & Kumar, 2013).

Furthermore, environment-friendly products have attributes that differ from those of conventional products (Kang, Stein, Heo, & Lee, 2012). Green brand attributes can determine the green awareness of a customer (Purnama & Nurhadi, 2014). It is similar to the brand image of organic products (i.e., green brand image), which also positively affects

green awareness (Suki, 2013). Studies that probed into customer behaviors in relation to their awareness of organic products and the environment uncovered that an understanding of such behaviors improves organic product production and the state of the environment.

The current research analyzed customer behaviors with regard to environment-friendly products, focusing on the effects of the perceived value of green initiatives on the green awareness of customers. It is continued with the review of assessing green advertising that has been conducted by the company which sells environmental friendly product on green awareness behavior. The environmentally friendly product has had the value with the green brand attribute, like organic vegetable products at Supermarket (Saraswat & Mammen, 2010). It also becomes study to be evaluated of customer trust level for the green brand attribute that impacts to green awareness. Besides that, it has been known that company in Indonesia that sells environmental friendly product tries to get the green brand image (Rahmi, Rozalia, Chan, Anira, & Lita, 2017). So through this study is conducted the evaluation to assess green brand image at the Supermarket and also its impact on customer green awareness.

Reviewing from the phenomenon of customer's behavior for environmental products, so this study aims to review the factor can improve customer's green awareness of eco-friendly products that exist at Supermarket in West Java Province. This study is interesting to be reviewed, as an input in facing "global warming" issue and the effort of customer's consumption improvement on the eco-friendly products in Indonesia.

LITERATURE REVIEW

Green Awareness

In customer behavior that relates to eco-friendly products and it is known as green awareness (Mourad, Serag, & Ahmed, 2012).

This behavior relates to customer's opinion when they select eco-friendly products and their reference to others (Suki, 2013). The industry has been observed those behaviors and uses green marketing strategy to get attractiveness from the customer for products created. It is stated that "Green awareness is based on recognizing and recalling the brand as a green brand as a result of the green activities and associations" (Mourad et al., 2012). Those cases can be interpreted that activity has been done by the company on a product that is organic-labeled (Rashid, 2009), becomes one of customer's attention to green awareness. Also, green awareness is sure can be controlled by a company that produces its product. This customer's care becomes important when it relates to the customer's decision in selecting the eco-friendly product (Wu & Chen, 2014). Relating to customer purchasing behavior, green awareness can be formed by four things which are consumers' environmental concerns, awareness of the green product, awareness of price, and awareness of brand image (Rahab, Dharmmesta, Nugroho, & Widyaningsih, 2016; Suki, 2013).

Reviewing from customer's characteristic, it is known that women are more careful to environmentally friendly product compared than men (Suki, 2013). It explains that customer purchasing decision for an environmentally friendly product is also influenced by respondent's characteristic. It has been known that the improvement of customer's awareness today is more improved, as pro-behavior towards environment (Rahmi et al., 2017). It becomes new challenges of the company to give guarantee for the safe product to be consumed and friendly to the environment. So the company needs to implement a green marketing strategy in order to improve customer green awareness for the environmentally friendly product (Trujillo, Arroyo, & Carrete, 2014).

The previous study has been known that green awareness has benefit in changing to positive way from customer purchasing

interest (Rizwan, Mahmood, Siddiqui, & Tahir, 2014). The awareness meant is in the effort to improve the community's care to the environment; it can be evaluated from the community company which is more caring to the environment (Rahmi et al., 2017). It is continued with company's effort that sells environmentally friendly products also cares of environment for all of the products sold (Y.-S. Chen & Chang, 2013), also it starts to care of the office of environmentally friendly product label from company and society (Atănăsoaie, 2013).

Green Perceived Value

From the previous theories, Green perceived value is stated as "a consumer's overall appraisal of the net benefit of a product or service between what is received and what is given based on the consumer's environmental desires, sustainable expectations, and green needs" (Chen & Chang, 2012). Based on those opinions, it is interpreted that customer buying interest in eco-friendly products depends on the customer's assessment of those products. Organic products have more value compared than conventional products (Alamsyah et al., 2017). This value becomes the customer's standard in selecting organic products. Some evaluation that is commonly conducted on the green perceived value such as good value, expectations, environmental concern, eco-friendly, and environmental benefit (Chen & Chang, 2012). In the previous study, the green perceived value becomes basic in evaluating customer's green awareness for eco-friendly products (Wu & Chen, 2014).

Green perceived value is actually customer behavior that can influence the customer in doing the selection of environmentally friendly product (Groening et al., 2018). Some cases become customer's consideration for that behavior is known for the advantage of product and price. It means that customer's interest is more improved to select environmental friendly product when knowledge for product and price that is assumed positively. Green behavior becomes important to be

evaluated by the marketer (Hanson, 2013), so every marketing strategy has the intention to improve the green perceived value of the customer for a product (Syarifuddin & Alamsyah, 2017). Green perceived value can press perceived risk of a customer for the product if it is supported by customer's knowledge (Yu-Shan Chen & Chang, 2012). Marketer uses the environmental issue as the marketing strategy and it gives additional value on the attribute of environmentally friendly products. Knowledge of that provides additional value on green awareness of customer for an environmentally friendly product (Rahmi et al., 2017). It is in line with the previous study that there is a correlation between the green perceived value on the improvement of customer green awareness (Syarifuddin & Alamsyah, 2017). Based on theoretical review for green perceived value, it is stated research hypothesis as follows;

H1: Green perceived value has a positive correlation with green awareness.

Green Advertising

In the last decade, it is known that green branding is conducted by company make a result (Hartmann, Iba, & Sainz, 2005). The customer is more improved trust in the industry that does green branding (Mourad et al., 2012). Green branding is done by one of them is green advertising, through some media that can be observed by the customer. There are several types of green advertising, one of them are "campaigns that promote a green lifestyle by highlighting a product or service" (Tiwari, Tripathi, Srivastava, & Yadav, 2011). The previous study is stated that "advertising terms such as recyclable, eco-friendly, ozone safe, biodegradable have become popular in green advertisements and consumers are often exposed to such messages, while some of these messages are met with consumer resistance" (D'Souza & Taghian, 2005). Those theories can be underlined that green advertising always relates to a message that connects to hospitality on the environment and human's protection. Green advertising is explained by the company in trying to

ensure customer for eco-friendly products (Chang, 2012). But there are a few customers who do not care of message stated in green advertising (Tiwari et al., 2011). Eco-friendly products are truly assessed by the customer through advertising that fulfills the criterion of being more pleasant, convincing, believable, favorable, and good products (D'Souza & Taghian, 2005). The implementation of green advertising is believed can influence customer behavior in green awareness (Suki et al., 2016).

The previous research in communication science, it is stated that green advertising is the same with advertising for the product, but it has additional value relates to the biophysical environment (Rahim, Zukni, Ahmad, & Lyndon, 2012). Green advertising is conducted by the company to deliver the value from the environmentally friendly product, in its development green advertising is also used by the government in giving information about the importance of environmental sustainability for society (Hartmann & Apaolaza-Ibáñez, 2009). The effort done through green advertising provides the improvement on customer green awareness finally (Rahmi et al., 2017) though it is not fully positive value in the use of environmentally friendly products. Then it needs to do the hypothesis test, and here is the research hypothesis tested about green advertising.

H2: Green advertising has a positive correlation with green awareness.

Green Brand Attribute

Every organic product that is traded in Indonesia has clear attributes, such as the organic logo of Indonesia (Alamsyah et al., 2017). The packaging of this product is better also from the common product. It becomes an organic product to be more qualified but the price is more expensive (Wu & Chen, 2014). Attribute that inherent obviously becomes image itself for the organic product that is evaluated by the customer (Gao, Mattila, & Lee, 2016). Also, it strengthens organic

product as eco-friendly brand depends on its attributes function. Every attribute that is owned by-products are truly always assessed by the customer (Hartmann et al., 2005), so brand attribute of the organic product also impact on customer behavior of eco-friendly products (green awareness) (Purnama & Nurhadi, 2014). The green brand attribute is a specific attribute of brand and relation of its benefit in reducing the impact on the environment (Hartmann et al., 2005). It can be reviewed from some assessments are expensive, reasonably priced, prestigious, associated with rich owners, telling the time, durable, pure or natural, rich or creamy, tasty, and good value (Bhat & Reddy, 2001).

The customer has self-confidence in selecting an environmentally friendly product; it is caused by product attribute (Lassoued & Hobbs, 2015). Furthermore, through product attribute stimulates a customer to believe in environmentally friendly products (A. Kang, 2015). Finally, a green brand attribute has become marketer as a strategy to improve customer's belief for the environmentally friendly product. In other position, the company also tries to get a beneficial position through the image that is called with "green brand" (Hartmann et al., 2005). Those brands give power to a company in facing competition because it is different from its competitor (Gao et al., 2016). However, the green brand attribute is not easy to be owned without a green brand attribute of product owned (Hartmann et al., 2005). Perception of green brand attribute provides an assessment to the customer, through evaluation of product attribute and reaction appears when it feels to those products. So green brand attribute can be behavior that can improve customer green awareness finally on the environmentally friendly product (Purnama & Nurhadi, 2014). Related to the impact of the green brand attribute has been stated to own the correlation with customer green awareness, here is a hypothesis that will be tested;

H3: Green brand attribute has a positive correlation with green awareness.

Green Brand Image

The green brand image is defined as "a set of perceptions of a brand in a consumer's mind that is linked to environmental commitments and environmental concerns"(Yu-shan Chen, 2010). The green brand image is done by industry lately in order to improve customer's trust and care on the product offered (Hartmann et al., 2005). This case depends on previous research that reveals through the improvement of image environmentally-based can improve competition in the industry (Mourad et al., 2012). The green brand image becomes important for industry, especially for controlling customer behavior that concentrates to eco-friendly product and environmental sustainability. In the previous research, it is stated the close correlation between the green brand image with customer's green awareness for eco-friendly products (Suki, 2013). Measuring of green brand image can be done by five things, such as the brand is regarded as the best benchmark of environmental commitments, the brand is professional about environmental reputation, the brand is successful about environmental performance, the brand is well established about environmental concern, and the brand is trustworthy about environmental promises (Yu-shan Chen, 2010).

The green brand image gives benefit to the company is facing competition (Yu-shan Chen, 2010), because the positive image of a customer for the company is more improved. It contained emotional benefit that has owned by the customer for a green brand image (Hartmann et al., 2005), so the customer has an expectation that a company cares of the environment. This feeling gives company positioning finally in the depth of customer's feeling as a company who cares for the environment. Those positionings become the company's capital in introducing the product to the customer. The green brand image is impossible to get without support from a brand attribute that is owned by product (Lassoued & Hobbs, 2015). And it has been known that green brand image can

change customer green awareness for the environmentally friendly product becomes better (Suki, 2013). Reviewing from the theory of green brand image and its correlation with green awareness, so it is conducted research hypothesis as follows;

H4: Green brand image has a positive correlation with green awareness.

RESEARCH METHOD

This study surveyed the customer at the Supermarket. The research used quantitative data through questionnaire spread to 500 customers that were at Supermarket in West Java Province, particularly in Bandung City. The customer was selected by accidental sampling in 2017 and customer had the experience to buy the environmental products. This case was conducted in order to data and information delivered was appropriate to the research goals. Verification analysis of green advertising, green brand attribute, green perceived value, green brand image, and green awareness, were conducted by multiple linear regressions. Data obtained through a questionnaire with Likert Scale approach on every point of question which was "1 for strongly disagree" until "5 for strongly agree". Data tabulation result is processed through SPSS analysis tools.

Point of every questionnaire, its measurement was determined based on previous theoretical reviews on green advertising, research measurement was based on being more pleasant, convincing, believable, favorable, and good products (D'Souza & Taghian, 2005). The green brand attribute was assessed from some measurements such as expensive, reasonably priced, prestigious, associated with rich owners, telling the time, durable, pure or natural, rich or creamy, tasty, and good value (Bhat & Reddy, 2001). For green perceived value, the measurement used is related to good value, expectations, environmental concern, eco-friendly, and environmental benefit (Chen & Chang, 2012). Then, for green brand image, the measurement
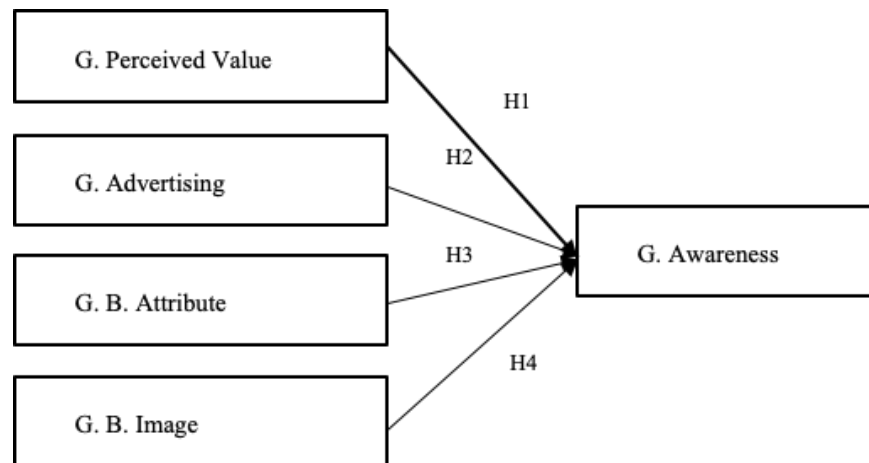
Figure 1. Research Paradigm

Table 1. Demographics Result

Information		Precentage
Location	Urban	69.6%
	Suburban	30.4%
Sex	Male	48%
	Female	52%
Income	<10 million	44.1%
	>10 million	55.9%
Education	High School	27%
	Bachelor/Master	73%

led the previous research was through the brand is regarded as the best benchmark of environmental commitments, the brand is professional about environmental reputation, the brand is successful about environmental performance, the brand is well established about environmental concern, and the brand is trustworthy about environmental promises (Chen, 2010). The last, from green awareness measured through consumers' environmental concerns, awareness of the green product, awareness of price, and awareness of brand image (Suki, 2013).

Based on its phenomenon for customer behavior and green awareness, it is determined hypothesis test stated in the theoretical review. Hypothesis test and measurements were described research paradigm and it was captured in Figure 1.

RESULT AND DISCUSSION

The first analysis stated the recapitulation profile of research respondents as information of respondents' characteristic that is data taken and the information relates to green advertising, green brand attribute, green perceived value, and green brand image and green awareness. Before that, it is conducted questionnaire deployment is about 500, but the valid data is only 467. Furthermore, here is presented the recapitulation of research respondent that amount to 467 are in Table 1.

It is known that most the customers have a location in urban (69.6%), while the rest of them are in suburban (30.4%). It marks that customer at the Supermarket is dominated by the urban customer. Remember the distance with Supermarket is closer and most of the

Table 2. Validity and Reliability Test

Variables	Instruments	Pearson Correlation	Cronbach's Alpha	Load. Factors
Green Advertising	Pleasant	0.516	0.729	0.594
	Convincing	0.612		0.691
	Believable	0.568		0.654
	Favorable	0.560		0.665
	Good products	0.512		0.375
Green Brand Attribute	Expensive	0.544	0.775	0.472
	Reasonably priced	0.543		0.335
	Prestigious	0.535		0.575
	Associated with rich owners	0.562		0.581
	Telling the time	0.522		0.368
	Durable	0.523		0.768
	Natural	0.541		0.698
	Creamy	0.524		0.423
	Tasty	0.508		0.590
Green Perceived Value	Good value	0.528	0.715	0.670
	Expectations	0.685		0.643
	Environmental concern	0.676		0.666
	Eco-friendly	0.671		0.831
	Environmental benefit	0.551		0.589
Green Brand Image	The best benchmark of environmental commitments	0.477	0.783	0.950
	The brand is professional about environmental reputation	0.680		0.632
	The brand is successful about environmental performance	0.668		0.760
	The brand is well established about environmental concern	0.721		0.737
	The brand is trustworthy about environmental promises	0.745		0.586
Green Awareness	Environmental concerns	0.538	0.718	0.510
	Awareness of the green product	0.729		0.231
	Awareness of price	0.514		0.119
	Awareness of brand image	0.530		0.609

customer's activity is on urban. Relating to sex, actually, the customer who selects is dominated by a female (52%) compared than male (48%). Those findings are reasonable, it refers to female is more often to purchase organic products at Supermarket to fulfill household's needs.

The organic product is a premium product, it seems from the more expensive price compared with the conventional product. It is in line with the average of customer income that selects the organic product in Supermarket dominated by an income of > 10 million (55.9%), the rest of them are between in two to less than 10 million per month. The recent findings from customer's characteristics related to educational level,

where it is dominated by undergraduate education. It means that the selector of organic products is the customer who has had good knowledge. The characteristic of the customer is only as the basic information from the respondents' profile; it does not review more deeply because it becomes the research goals. Furthermore, the study is explained based on the research goal that is started with the statistical analysis result.

Validity and Reliability Test

The study aims to analyze related factors with green awareness of customer based on a review of green advertising, green brand attribute, green perceived value, and green brand image. It is obtained 467 valid samples

Table 3. Hypothesis Test Result

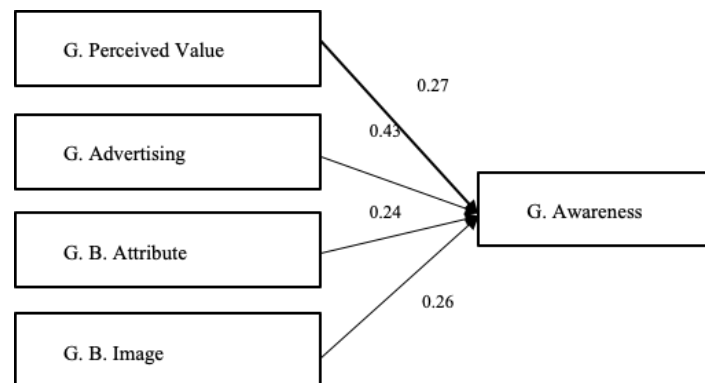| No.	Path Coefficients	t-value	Results
H1	0.27	2.93	Support
H2	0.43	16.56	Support
H3	0.24	2.16	Support
H4	0.26	2.67	Support

Figure 2. Research Finding

of data from the customer who knows organic products in West Java Province. Those samples are obtained from the customer who visits Supermarket Retail, in which there are eco-friendly products (organics) with its characteristics.

Before explaining regression analysis result with hypothesis test, it is conducted validity and reliability test of research instrument (Table 2). It is known that all of Pearson Correlation Cronbach's Alpha value is fulfilled; which is Pearson Correlation > 0.3 and Cronbach's Alpha > 0.7. It marks valid and reliable from all of the research instrument used.

Reviewing from validity and reliability test, it seems the value of loading factors that explains the level of importance form the main variable. Green advertising is the effort of advertisement conducted by a marketer that is assessed by the customer. The most impact of advertisement form green advertising such as convincing, believable and favorable. Next, for the green brand attribute that becomes the important attention based on the value of loading factors is durable, natural, associated with rich owners, and tasty. It is different with green perceived value where all

of the indicators are assessed to be important to form a customer's assessment for eco-friendly products. It is the same case with the indicator of the green brand image. The last value of loading factors relates to the green awareness that is assessed by a customer. It is known that the value of customer care is the most dominated by environmental concerns and awareness of brand image.

Hypothesis Test

After it is known validity and reliability test result, data of questionnaire that obtained processed through SPSS to test research model through research hypothesis. The hypothesis test result is stated in Table 3, and research result about the correlation value among variable is stated in Figure 2.

Improvement of Green Awareness Through Green Advertising

Research finding is explained that there is a good correlation between green advertising and green awareness (Figure 2). It can be stated that the improvement of customer's green awareness of organic product can be done through strategy on green advertising.

In green advertising that needs to be noticed relates to favorable from advertisement and convincing from organic products that will be delivered to the customer. From the previous study is known that green advertising has the highest impact compared than other customer behavior, it is actually caused by green advertising that actually can control other behavior which is the green brand image (Arista & Triastuti, 2011) and green perceived value (Hyun, Kim, & Lee, 2011).

Customer behavior on organic products is very closely related with favorable or unfavorable from the advertisement (Kim & Chung, 2011). The quality of advertisement can change customer's point of view not only on the product but also on the company's image (Yoo & Chang, 2005). Organic product offered by Supermarket for an advertisement delivered through poster, the good quality picture becomes good's view for the customer. The customer also evaluates not only from the poster but also from design and product information on organic product packaging. Remember it is made more attractive from the conventional product. The organic product has a basic distinction with conventional product, which is free from chemical materials (Ganesan, George, Jap, Palmatier, & Weitz, 2009). It is difficult to be seen, but customer actually can evaluate from another side which is the appearance of the product both from color and taste (Sandalidou, Baourakis, & Siskos, 2002). It becomes convincing from the organic product that is evaluated and it can influence the customer's evaluation.

Nowadays, customer behavior for organic products is getting improved, customer evaluates not only from the favorable side or convincing delivered by advertisement. But it assesses well from another side like pleasant for advertisement appearance (Shruti Gupta & Pirsch, 2008), believable for the reality of product and advertisement (Kotler, 2000) also customer's evaluation for information to be assessed well from organic products (Hasan, Hartoyo, Sumarwan, & Suharjo, 2012).

This study is in line with a review that is explained before from Suki et al (2016), where information of organic products can change customer's green awareness on those products. In other previous research about eco-friendly products in retail, it shows that products information with the label also influenced of green awareness customer (Rizwan et al., 2014). However, it does not need to make advertising with the intent to give trusted for the product, because that information surely does not influence customer' assessment for eco-friendly products.

Green Brand Attribute on Eco-friendly Products

Organic products have different attributes with conventional products (Alamsyah et al., 2017). The most dominant attributes relate to green brand attribute from organic products such as the natural value from the organic product, the longer of manufacturing time of organic products, prestige from the customer of organic products when they buy, and also product price is appropriate with its content. Those attributes are actually more noticed by the customer today, and it becomes the benchmark in evaluating organic products.

The organic product is the product that produced without chemical material (Shaharudin, Pani, Mansor, & Elias, 2010a), with a long process from the conventional product (Tuu, Olsen, & Linh, 2011), so it makes the more expensive price. Therefore, those expensive attributes are realized by customer fully. Remember the price offered depends on the expected quality (Kwon, Lee, & Kwon, 2008). Some customers evaluate organic product has a prestigious level, by having organic product customer feels they have been on a certain class. Other attributes that attach from the organic product is the time of product manufacturing, because of the organic production process is longer from the conventional product (Ganesan et al., 2009).

One of the reasons from manufacture process is the material used included natural and it

does not harm to the environment (Ottman, 2011). So it is durable and it has a better taste (Othman & Rahman, 2014). Some attributes that attach on organic products, it becomes the product to be assumed special by the customer. Finally, those green brand attributes can change customer behavior for eco-friendly products. Remember that customer's first impression from the product has always come from the product that attaches before they evaluate after consuming it (Lassoued & Hobbs, 2015).

Furthermore, the green brand attribute is in line with research result, it seems that it has the correlation with the creation of customer's green awareness (Figure 2), it is in line with Study from Purnama & Nurhadi (2014). In previous research, it states that product with the label of the green attribute can support customer to be aware of the products. Remember the development of all product attributes that is inherent in the organic product, becomes customer's assessment in selecting eco-friendly products.

Supporting of Green Perceived Value on Green Awareness

Every organic product offered by the company to their customer, it has obviously evaluation (Shaharudin et al., 2010a). Those evaluations are commonly divided into two criterion such as good and bad (Alamsyah et al., 2017). The higher value of organic product's benefit, so it is better chosen by the customer, vice versa. Green perceived value that is seen from organic product determined by some criterion, and the case which becomes important attention from the customer of organic product assessments is determined by three cases are eco-friendly, environmental concern and environmental benefit.

The customer has the assessment for organic product sold at Supermarket. But the most inherent judgment always relates to its impact on the environment (Bobe, Procopie, Pamfilie, & Toma, 2014). Because it has known that organic produce

is created with the main objective which is friendly to the environment if it is produced and consumed (Syarifuddin & Alamsyah, 2017). In Indonesia, the organic product has been already protected by the submission of the logo and organic label Indonesia (Mayrowani, 2012). Those logos have a certificate and it becomes own strength for the eco-friendly product (Paul, 2012). The evaluation of organic product characteristic, it gives surely the important description to the customer, which it improves finally to customer's green awareness.

However, all of the customer's evaluation that is contained in green perceived value, it seems to be able to influence the improvement of the customer's green awareness of organic products (Figure 2). The study that is conducted by Wu & Chen (Wu & Chen, 2014) emphasizes eco-friendly products that green awareness can be controlled by customer perceived quality and customer perceived value. At before, perceived value emphasizes quality, price, usage, hope, and benefit (Shaharudin, Pani, Mansor, & Elias, 2010b). But nowadays it relates to "green", perceived value meant is relating to good value, expectations, environmental concern, eco-friendly, and environmental benefit. If it is reviewed, it is not too different because both of them emphasize eco-friendly products like organic products. But at this time, it is more on the product's impact on the environment. At least this finding was improved to the previous research (Syarifuddin & Alamsyah, 2017), where the green perceived value of the customer to eco-friendly products can support to the customer to be more aware to products and their environment.

This finding is actually useful to be input for the company who sell environmentally friendly products which is a Supermarket. In which it needs to put forward customer's perception in controlling green awareness, especially for product attribute that relates to eco-friendly and it becomes an important assessment of the customer.

Customer's Value of Green Brand Image

The green brand image often becomes a strategy in improving customer's trust and satisfaction for the eco-friendly product (Chen, 2010). It is assumed the importance of image from a brand that can encourage customer's perception for its product quality. Empirical test results in this study, the green brand image can also impact on customer's green awareness (Figure 2). It means that in improving customer's care on eco-friendly products, a company that offers eco-friendly products determines image strategy from its brand.

The green brand image is close relating to the benchmark of commitment on the eco-friendly product (Menguc & Ozanne, 2005). Some benefits from a commitment to the environment give a positive image for the company (Dominguez, 2011). It is not often, positive image from the commitment to the environment will give impact to company reputation (Hosseini, Jayashree, & Malarvizhi, 2014), remember customer's assumption that company which cares about the environment is sure to care about the surrounding community too. However, build a reputation for eco-friendly products are not an easy case, all of them are controlled by product quality created by the company (Pivato, Misani, & Tencati, 2008).

In controlling company image that cares to the environment, some company controls through the program of social responsibility (Alamsyah & Hariyanto, 2017; Mirvis, Googins, & Kinnicutt, 2010). Although it does not impact more for company image, it often becomes one of strategy in green brand image improvement. The most difficult that must be conducted by the company relating to the green brand image is trustworthy about environmental promises (Yu-Shan Chen & Chang, 2012). Trust is given by customer is not in a short time, but it is through a long process, it is started with product experience from the company that has been selected (Kaveh, 2012). It can be initiated that green brand image attaches on the company with the assumption for commitment, reputation, company performance, product reliability until customer trust. It means the most difficult from maintaining customer care to the eco-friendly product is the control for a green brand image.

This finding is in line with the study from Suki (2013), where this strategy can change the customer's positive behavior in selecting the eco-friendly product. This finding explains directly that customer evaluates well for green brand image strategy, in which its impact on customer's positive behavior for eco-friendly products. The depth evaluation result is known that Supermarket in West Java Province has not been got green brand image perfectly. Remember the supermarket or company which sells a particularly organic product still not exists. Most the companies take only the issue of an environmentally friendly product but the activity is not conducted fully friendly to the environment. Moreover, most of them still use green advertising in order to influence the customer's point of view, it is not a pure activity conducted by a friendly company to the environment. It is in line with research result, where green advertising is more dominated in controlling green advertising compared than green brand image.

So as the green brand attribute, actually it has not optimum impact on green awareness. It is based on customer's point of view for the low of environmentally friendly product. In line with the previous study, mention that customer's knowledge of an environmentally friendly product is still low like the organic vegetable product (Alamsyah & Hariyanto, 2017).

Research finding has been explained that from fourth variables that can support green awareness is green advertising, green brand attribute, green perceived value, and green brand image; there is the most dominant variable influenced. That variable is green advertising, where this variable relates to the promotion done by the company on eco-

friendly products (Jain & Kaur, 2004). The organic product is as one of the eco-friendly products, is more traded in Supermarket Retail (Alamsyah et al., 2017). Promotion through green advertising seems surrounded product by the poster. Besides that, today in Indonesia there are several green advertising also conducted by billboard, banner and television ads. Content is listed in green advertising that has been explained as being more pleasant, convincing, believable, favorable, and good looking, seem to be accepted well by the customer. Especially in favorable of advertisement and convincing of organic products that are delivered to the customer. This finding obviously becomes separating suggestion for an industry that moves on the eco-friendly product, with puts green advertising for the product through their some criterion.

CONCLUSION

Green awareness of customer relates to customer's positive behavior for eco-friendly products, like organic vegetables. Green awareness can be controlled by green marketing strategy from the company or from customer behavior. On customer behavior, some cases that can control green awareness of customer which is started from green advertising, green perceived value, green brand image, until green brand attribute. Green advertising has a higher portion in influencing green awareness of customer, so it becomes suggestion to be adopted by the company's strategy of eco-friendly product-based. Relating to supporting variables of green awareness which is green advertising, green perceived value, green brand image, and green brand attribute, all of them are truly relate to customer's value for eco-friendly products like organic products.

This study result has benefit for the marketer in reviewing customer behavior relates to the environmentally friendly product which is green awareness. With the depth study for the impact that can influence company green awareness can determine the right strategy to get win business competition. Today, the most impact strategy to green awareness is green advertising; a customer is easy to be influenced by information stated through green advertising. However, special for an environmentally friendly product at a Supermarket is still less information about the product. So customer's knowledge of environmentally friendly product has not been optimum. Green advertising has been common recently; it is not only used by a company in introducing the product, but also information from the government about the importance of environmental care. However, it has not still focused on the product that is really friendly to the environment as information for the official organic label issued by the government.

This study has a limitation that needs to be continued by next researches, particularly in the study of customer behavior for the environmentally friendly product. There are still several customer behaviors that are based on marketing strategy conducted by the company like green brand preference. Relating to customer's value, there is the green brand preference as the impact of green awareness. It becomes a recommendation on the next research, in reviewing the impact of green awareness. Besides that, this study does not discuss the research model that relates to customer's demography (urban/suburban, education level, gender), remember eco-friendly products have the different characters from a conventional product. This study seems to be more perfect if it is continued by the review that focuses on customer behavior on the environmentally friendly product

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