

CHAPTER II

LITERATURE REVIEW

In this chapter, there will be explained the literature review that divided into two studies, which are inductive study and deductive study. Inductive study is a study from previous research that already has reputation. Besides, deductive study is study that would be explained about the basic theory from the text books that has relation with research would be conducted. Inductive and deductive study need to be done to find out the gap between previous study and the research would be conducted and also to be done to avoid the plagiarism. This literature review will be divided in to several sub chapters.

2.1 Previous Research

Related to finding in this study, there are several previous papers that explain about green marketing promotion especially in eco-labelling. From literature review that obtained, the researcher creates *ck-chart* related to planning, and research methodology to be used. Ck-chart is the method in the form of flow chart to determine the state of art or novelty. There are five layers in *ck-chart*. This is useful to facilitate the researcher in conducting research. In figure 2.1 is a *ck-chart* that will be used in research.

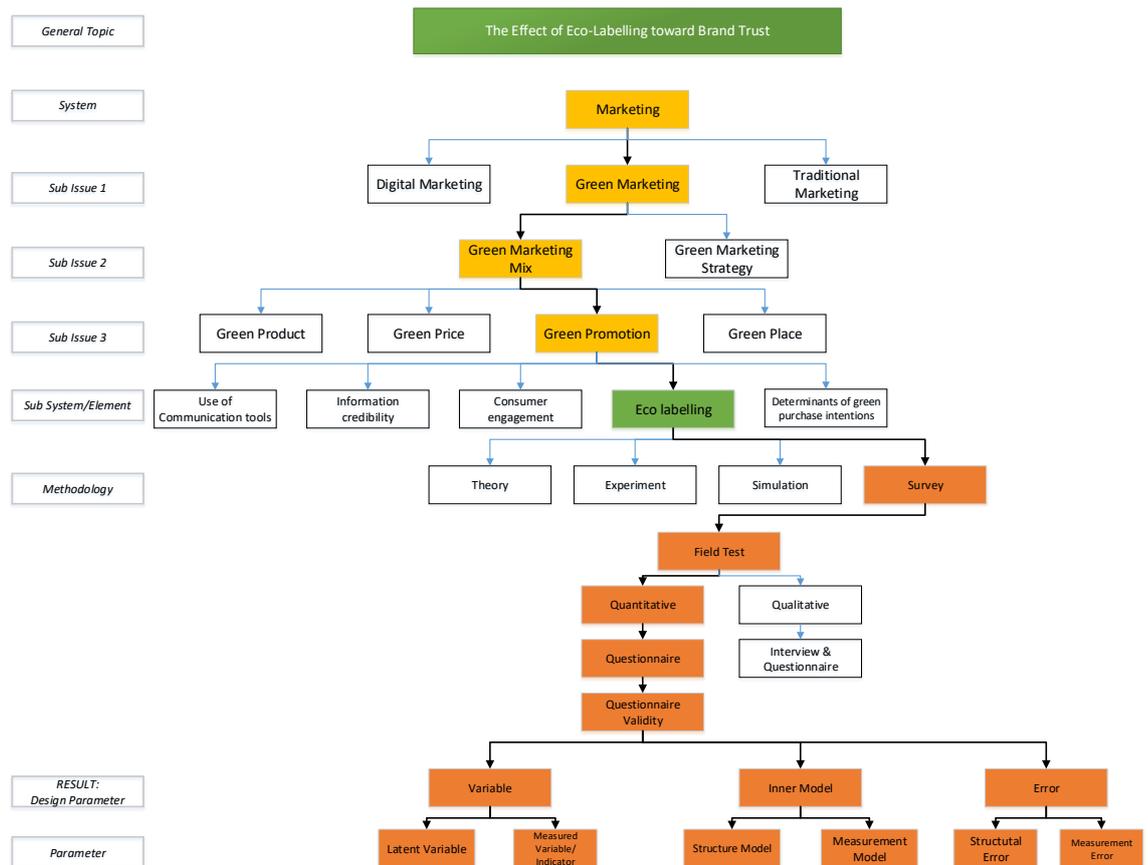


Figure 2. 1 k-chart

There are several studies found in articles or paper related to the topics on the k-chart, the articles are about green marketing mix in promotion: eco-labelling. The previous paper about Eco-label credibility and retailer effects on green product purchasing intentions was written by Cai, Xie, & Aguilar (2017). The aim of the paper is to examine how eco-label credibility and retailer type affect green purchasing intentions (GPIs). The factor or variables that are used in this study are green purchase intention, perceiver credibility, attitude and knowledge. The methodology of this study employs Bayesian approach. The results of this paper from a Bayesian logit regression that used to incorporate prior information and reduce potential multicollinearity bias in model estimation, point to factors that significantly affect respondents' green furniture purchase intentions. Consumers' past green furniture purchase and their perceived credibility of eco-labels have a positive and significant impact on their future purchase intentions.

The next paper is from Xu et al, (2017). This paper was discussed about a semantic-based decision support platform to assist products' eco-labeling process. The purpose of this paper is to propose a decision support platform aiming at further improvement and acceleration of the eco-labeling process in order to democratize a broader application and certification of eco-labels, also to consolidate the credibility and validity of eco-labels. The methodology that used in this paper is Semantic Web Rule Language (SWRL) rules that allows decision making with explanation. From the point of view of eco-label administration domain experts concluded that this platform is a decision support tool for the evaluation process. On the other hand, this platform can also functioned as a simulation tool for the producer and service provider who wish their products or services to be eco-labeled. This platform produces appropriate explanations and arguments with EU Eco-label criteria. The prototype system requires further development and repair.

The next article is Factors of adoption of eco-labelling in hotel industry was written by Leroux and Pupion (2017). The article aims to understand the reasons why hoteliers adopt an eco-label, and to identify the factors that may call into question this choice in a context where the environmental pressures are multiple and strong. This article applied a non-parametric quantitative methodology. The variable that used in this research is the perceived attributes (attitude), perceived behavioral control and subjective norms. The result indicated there are three dimensions or set of factors: attitudes, norms and perceived behavior control. This study applies the analysis of diffusion theory, entrepreneurial orientation perspective, neo-institutional theory. In a classical way, the analysis of diffusion theory allows us to explain which perceived attributes have a positive influence on the choice of adopting the eco-label but also on the intention to abandon the ecolabel among those who have adopted the certification. The study makes it possible to highlight the attributes associated with this green innovation that are decisive in the adoption, namely the compatibility with the organization's values and objectives. In other words, the adoption of this certification is part of a global approach to environmental responsibility and not just a one-off action.

The next paper was written by Proto, Malandrino, & Supino (2015). The title of the paper is "Eco-labels: a sustainability performance in benchmarking?". The aim of

this paper is to map and analyse the state of the art of eco-energy labelling and its potential as a fundamental component in the transition process towards eco-sustainability. The method that used in this paper are a detailed scenario, followed by identification and analysis of the key representative experiences. It can be concluded that in this problem there are still many people who do not want to buy goods at prices that are more expensive and environmentally friendly. The community is still having difficulty in assessing the "real" effects produced using the eco-labelling program. Currently there is no official data supply published information about sales volume and market share, as well as qualitative and quantitative indicators refer to reducing environmental impacts. No doubt, the standardization of energy and ecolabel methodologies established programs will help in the implementation of more efficient standards and practices. In this way consumer information and protection can be improved through feedback from relative data from the results obtained. Strong commitment is needed on behalf of the participants involved, with the aim coordinating different initiatives, building multi-level frameworks - based on different levels of difficulty, getting higher - able to support assess activities in the context of complex energy and eco-labels.

The next paper was written by Prieto-Sandoval, Alfaro, Villa, & Ormazabal (2016). The paper reviewed about ECO-labels as a multidimensional research topic: Trends and opportunities. The research has a dual objective. The first is to build a theoretical framework that explains the relationship between ecolabels and eco-innovation, their determinants (demand, supply, and institutional and political influences) and the dimensions that arise from them. Second, according to this framework, a systematic literature review was carried out to identify the trends and opportunities in ecolabeling as a multidimensional topic, from empirical, geographical and sectorial perspective. The variable that are used in this review are the social environmental awareness, environmental regulation and policy and market dynamic. The methodology of this paper are the systematic literature review includes three phases: planning, execution and reporting. The conclusion of this paper, the combined analysis presents possible relationships, trends and opportunities related to eco-label dimensions and ecolabel performance on the market. The most significant results found

by carrying out two cross analyzes: (1) economic sector versus the ecolabel dimension, and (2) the economic versus sector geographical location of the study.

Based on the literature obtained above, the researcher will conduct research related to the effect of ecolabel toward brand trust. The difference between recent research and researches that have been performed before is the variables that studied. The variables in this study are a combination of several previous studies. Variables that will be used include environmental knowledge, eco-label awareness, eco-label knowledge and belief in environmentally friendly buying. To find out the relationship, variables will be processed using AMOS. The data in this study uses survey methods.

2.2 Basic Theory

Conducting deductive study in literature review is very important to support and strengthen the theory for research. This deductive study will be the basic for the analysis and help solving problems in this research.

2.2.1 Marketing

Marketing is an important thing that must be done by a company or an organization. Every company or organization has their own marketing method to promote the product/services. According to Kotler & Keller (2012) marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is “meeting needs profitably”. Marketing is defined as “the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return” (Kotler & Armstrong, 2014). According to Kotler & Keller (2009) Marketing is defined as “an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”.

According to Kotler & Keller (2012) marketing is no longer a company department charged with a limited number of tasks—it is a company-wide undertaking.

Marketing drives the company's vision, mission, and strategic planning. Marketing includes decisions like who the company wants as its customers, which of their needs to satisfy, what products and services to offer, what prices to set, what communications to send and receive, what channels of distribution to use, and what partnerships to develop. Marketing succeeds only when all departments work together to achieve goals: when engineering designs the right products; finance furnishes the required funds; purchasing buys high-quality materials; production makes high-quality products on time; and accounting measures the profitability of different customers, products, and areas. To address all these different shifts, good marketers are practicing holistic marketing. Holistic marketing is the development, design, and implementation of marketing programs, processes, and activities that recognize the breadth and interdependencies of today's marketing environment. Four key dimensions of holistic marketing are:

1. Internal marketing—ensuring everyone in the organization embraces appropriate marketing principles, especially senior management.
2. Integrated marketing—ensuring that multiple means of creating, delivering, and communicating value are employed and combined in the best way.
3. Relationship marketing—having rich, multifaceted relationships with customers, channel members, and other marketing partners.
4. Performance marketing—understanding returns to the business from marketing activities and programs, as well as addressing broader concerns and their legal, ethical, social, and environmental effects.

2.2.2 Green Marketing

As time goes by, the concept of green marketing is emerged. Green marketing is a very good breakthrough. Green marketing is considered safe for the environment. Many companies have used the concept of green marketing in their companies. Green Marketing is the consistency of all activities that design tasks and facilities for human satisfaction and desires, by not including in the natural environment (Polonsky, 1994). According to Praskash (2002) the term green marketing as a strategic effort in creating

environmental and health-based businesses has been known in the late 1980s and early 1990s. There are many terms about green marketing, including environmental marketing, ecological marketing, sustainable marketing, greener marketing and societal marketing.

The goal of green marketing is not only to see profit as the sole purpose of the company, but to be an additional concern for the environment. John Grant (2007) in his book *The Green Marketing Manifesto* divides the goals of green marketing into 3 stages, namely:

1. Green. Aimed towards communicating that the brand or company is concerned about the environment. This stage is the initial stage for companies that apply the concept of green marketing.
2. Greener. In addition to commercialization as the main goal of the company, but also to achieve goals that affect the environment. Companies try to change the style of consumers to consume / use products. For example, saving paper, using scrap paper or recycle paper. Save water, electricity, AC usage, etc.
3. Greenest. The company strives to change the consumer culture towards a more environmentally conscious way. The expected consumer culture is concern for the environment in all activities without being affected by the company's products offered.

In the book of the *Green Marketing Manifesto* John Grant (2007) also said that the concept of green marketing is an alternative that can be used by marketers in carrying out marketing activities by utilizing limited resources efficiently and effectively.

Through the concept of green marketing, the following benefits will be obtained:

1. Produce environmentally friendly products.
2. Producers and advertisers develop products to fulfil the wishes of people who care about the environment.
3. Innovation. By loving the environment, the company will become more innovative, both innovative in input, process, output, even marketing / marketing strategies.

The components contained in Green marketing according to the journal of Wu & Chen (2014) are as follows:

1. Green customers are people who make purchase and consume products that are safe for the body and the environment, to maintain their environment.
2. Green production process is a way of producing with technology that limits pollution or has environmental benefits.
3. Green financial affairs are types of accounting approaches that try to consider financial and monetary values for ecological investment and forest destruction.
4. Reasons of being green is a reason for someone or company to change their behaviour to care for the environment.

2.2.3 Green Marketing Mix

Green marketing mix is the same as marketing mix. However, the process in green marketing mix is more environmentally friendly than marketing mix. In the Green Marketing context Polonsky and Rosenberger III (2001) explained in their journal each of the 4 Green Ps to implement Green Marketing strategies and tactics. Davari and Strutton (2014) analysed the relationship between the 4 Green Ps and consumer perception and reaction toward a sustainable brand. In their study, they found a significant relationship between the 4 Green Ps and brand loyalty.

In particular, Green Product was central to brand association (the ability to associate a brand to something in memory). Green Product and Green Place, unlike Green Price and Green Promotion, were found significantly and positively related to the perception of brand quality. Green Product and Green Price were the only “Ps” affecting brand trust. Negative relationships were found between Green Price and both brand loyalty and brand trust, meaning that if price rises, loyalty and trust decrease. Below is the explanation of 4 green P:

1. Product

Products are the result of the interaction of goods, capital, machinery, labor, and so forth. From the results of the interaction formed an output in the form of products or services. The resulting product must be able to satisfy the desires of consumers. In product management, including planning and developing products or services that are good for the company to market. The products offered are in the form of physical goods, services, people or individuals, places, organizations and ideas. So the product can be tangible or intangible which can satisfy human needs. Based on this definition, it can be understood that products are not only physical, but can also be non-physical such as services, company prestige, and ideas. Peattie (1995) in his book defined a product as 'green' "when its environmental and societal performance, in production, use and disposal, is significantly improved and improving in comparison to conventional or competitive products offerings". According to Luchs et al (2010) that green Product qualities must be valuable and perceivable. In product categories in which strength-related attributes (such as "long-lasting") are valued, sustainability could be a weakness, since green products are often seen as safer, healthier, and gentler than other products.

2. Price

According to Dangelico and Vocalelli (2017) in his research, price is closely related to the quality of the product and its definition should consider the willingness to pay of consumers. Green Pricing also can be defined as setting prices for green products that offset consumers' sensitivity to price against their willingness to pay more for products' environmental performance. Price is closely related to the quality of the product and its definition should consider the willingness to pay of consumers. Price is a component that directly affects the company's profit because the price level determined affects the quantity of products sold. Besides that indirectly prices also affect costs because the quantity sold has an effect on the costs incurred in relation to production efficiency. Based on this definition can be known the price is the value of an item or service that is stated with money. Prices can be influenced by consumers' decisions to buy them, so it is important to understand how far the effect of fixed prices on buyer choices. Green Pricing can be defined as setting

prices for green products that offset consumers' sensitivity to price against their willingness to pay more for products' environmental performance.

3. Place

According to Davari and Strutton (2014) Green Place refers to management tactics related to distribution, from production to consumption, and reverse logistics. And according to Polonsky and Rosenberger III (2001) in their journal reduce the packaging (in order to decrease transportation costs, optimize carriers, reduce material consumption), using integrated transportation systems, the Internet or other similar initiatives have reduced environmental impact of transportation, but the most important advances in distribution relates to reverse logistics. Distribution is a marketing activity that serves to expedite the flow of product delivery from producers to consumers. The distribution task is to choose an intermediary that will be used in the distribution channel and develop a distribution system that physically handles and transports the product through the channel.

4. Promotion

Dangelico and Vocalelli (2017) said that a successful green strategy depends upon a good communication. advertising is growing both in quantity and in terms of its impact on people lives. According to Kotler (2005) in his book said that sales promotion is a collection of large, short-term tools designed to purchase goods or services faster and larger by consumers or traders. Promotion is one part of the marketing mix that has a large role. Promotion is an expression in the broad sense of activities that are actively carried out by the company (seller) to encourage consumers to buy products offered. Promotion has activities that are introducing products and services to consumers so that consumers become familiar with and know the product. Promotion is used as a company tool to introduce its products to consumers and consumers are expected to be affected and want to buy, especially if consumers are satisfied with the product being promoted. Promotion is also used to establish communication between companies and consumers so that a better relationship is established. The impact of green promotion and advertisement on consumer's buying, finding that most consumers have a positive attitude towards the print and television advertisement of green

products and that a positive attitude toward these products can predict consumer buying intention.

1.2.4 Promotion

Increasing competition among companies is increasing rapidly that involve them in fiercer competition to market the products or services produced. Promotion is a tool used by companies in marketing the products or services, with the aim of attracting consumers to buy products or services offered. Promotion is an important component of a company's marketing mix. In addition to directly impacting consumer demand and sales volume, promotion also affects company performance (Chauduri et al, 2018).

According to Kumar & Ghodeswar (2015) green communication can support the success of green promotion, where green communication has five supporting elements including:

1. Eco-labelling

Eco-labelling is a way for companies to mark products by providing specific labels to show products, services or companies that are environmentally friendly based on established standards or criteria (Harris & Divakarla, 2016).

2. Information credibility

Information credibility is defined as an individual subjective evaluation of the accuracy of the information obtained. The credibility of information is investigated with questions that ask about the estimated accuracy of the information available (Zhu, Xie, & Gan, 2011).

3. Communication tools

Corporate communication with the public is an important role in marketing. The company will use new tricks only to deepen the incompatibility between its messages and actions. However, it can also represent the decision-making process of the organization among stakeholders at the emotional, moral and intellectual level. Corporate communication can be said to be very important for

the development of a "green" reputation of a company (Biloslavo & Trnavcevic, 2009).

4. Consumer engagement

Consumer engagement is a psychological state of the consumer that consists of cognitive, emotional, and behavioral dimensions with respect to their interaction experiences with other consumers, marketing representatives, and other related parties (Liu, Lee, Liu, & Chen, 2018).

5. Determinants of green purchase intentions

According to Wu et al, (2015) purchase intention (purchase intention) is a combination of consumer interest in buying products and the possibility of buying. While determinants of green purchase intentions are determinants of customers in making green purchases.

The five elements are the supporters used by the company to support the success of marketing promotions.

1.2.5 Ecolabel

Eco-labelling can be used to encourage consumers to choose products that have a smaller environmental impact than other similar products. The application of ecolabeling by business actors can encourage industrial innovation that is environmentally sound. In addition, eco-label can provide a positive image for products and companies that produce and / or distribute them in the market, which also becomes an investment for increasing competitiveness in the market.

According to Rex & Baumann (2007) an important promotional tool for Green Marketing is represented by eco-label. Eco-labels are intended as a means for consumers to make choices that will reduce environmental impact and enable them to influence how products are made. While Gallastegui (2002) said that Eco-labelling is one of the means to provide more information to consumers about their ways, education patterns in a more environmentally friendly direction, and encourage producers, for others to increase the standard of components or packaging for the environment from products/services.

Eco-labelling can be a symbol, label or statement that is applied to the product or product packaging, or on product information, technical bulletins, advertisements, publications, marketing, internet media. In addition, the information submitted can also be more complete and contain quantitative information for certain environmental aspects related to the product. The environmental label acts as a guide for consumers to choose products that are environmentally friendly. This is often used by companies to differentiate their products, their position in communicating eco-friendly messages D'Souza et al (2006).

2.2.5 Brand Trust

Brand trust is the perception of reliability from a consumer's point of view based on experience, or more on the order of transactions or interactions characterized by fulfilling expectations of product performance and satisfaction (Ferrinadewi, 2008). Trust is built because of the hope that other parties will act in accordance with the needs and desires of consumers.

According to (Kustini, 2011), brand trust can be measured through the dimension of viability and the dimension of intentionality.

1. Dimension of viability

This dimension represents a perception that a brand can meet and satisfy consumer needs and values. This dimension can be measured through indicators of satisfaction and value.

2. Dimension of intentionality

This dimension reflects the feeling of security of an individual towards the customer. This dimension can be measured through security and trust indicators.

From the above explanation, it can be concluded that brand trust is the willingness of consumers to trust a brand with all the risks because there is hope in their minds that the brand will give positive results to consumers so that it will cause loyalty

to a brand. there are several variables that will be used for ecolabels and brand trusts. including:

A. Environmental Knowledge

The state of one's knowledge about an issue impacts significantly upon his or her decision making process. The importance of knowledge and the impact of lack of knowledge in the decision-making process have been demonstrated in numerous studies Laroche et al., (2001). The study of environmental knowledge has initially conceptualized consumer knowledge as having two dimensions, namely Knowledge of Environmental Issues and Knowledge of Green Product Features (Rashid, 2009).

B. Eco-label Awareness

Eco-label awareness is a situation where the customer is aware of the existence of eco-labels when shopping (Nguyen & Du, 2010).

C. Eco-label Knowledge

Eco-label knowledge is defined as eco-label that identifies environmental preferences for a product based on its life cycle, and knows the rules relating to eco-labels in Indonesia (Nguyen & Du, 2010).

D. Belief in Environmentally Friendly Buying

belief in environmentally friendly buying is believing that by buying products that have eco-label is an environmental protection effort and believes that products that have eco-labels are safe for the environment (Nguyen & Du, 2010).

E. Brand trust

Brand trust is the perception of reliability from a consumer's point of view based on experience, or more on the order of transactions or interactions characterized by fulfilling expectations of product performance and satisfaction (Ferrinadewi, 2008)

2.2.6 Survey

According to Singarimbun & Effendi (1989) a survey is a study that uses a sample of one population, and uses a questionnaire as a data collection tool. There are 2 types of questionnaires, namely a questionnaire that is directly filled with the physical form and an online questionnaire. Singarimbun & Effendi (1989) explained the purpose of using the survey method:

a. Eksplorative

Researchers are still looking for the problem to be studied.

b. Descriptive

The researcher conducts careful and careful measurements of certain social phenomena based on the facts.

c. Explanatory or confirmatory

To explain causal relationships and hypothesis testing.

d. Evaluation

To find out how far the objectives formed at the beginning of the program are achieved or have signs to be achieved.

e. Predict or predict certain events in the future

f. Operational research

Identified the variables related to operational aspects of a program.

g. Development of social indicators

The development of this indicator can be developed based on surveys conducted periodically.

2.2.7 Questionnaire Testing

Questionnaire testing is a step that is used in order to determine the validity and reliability of the questions that will be asked to the respondent.

A. Validity Test Questionnaire

This test is done to find out the validity of the statement. A valid statement will then be distributed to the respondent. While those that are not yet valid need to be repaired in the form of changes or omissions. The formula for testing the validity of the questionnaire is:

$$r_{xy} = \frac{N(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{\{N\Sigma x^2 - (\Sigma x)^2\}\{N\Sigma y^2 - (\Sigma y)^2\}}}$$

Information:

N	=	The total of instrument
X	=	Respondent score on the instrument (question)
Y	=	Total score all of the instrument (question) on every respondent
r_{xy}	=	Correlation coefficient between variables X and variable Y
Σxy	=	
Σx^2	=	The number of multiplications between variables X and Y
Σy^2	=	
$(\Sigma x)^2$	=	The sum of the squares of the X value
$(\Sigma y)^2$	=	The sum of the squares of the Y value
	=	The number of X values is then squared
	=	The number of Y values is then squared

The basis used in making decisions on each of the questions said to be valid or not is as follows:

- If $r \text{ counts} \geq r \text{ table}$, then the question or statement can be said to be valid.
- If $r \text{ count} < r \text{ table}$, then the question or statement can be said to be invalid.

B. Reliability Test Questionnaire

Reliability is an indicator that shows the suitability of the measuring instrument with what is measured. The formula used to determine the reliability of a research instrument can be calculated using the following Cronbach alpha formula:

$$\alpha = \left[\frac{k}{(k-1)} \right] \left[1 - \frac{\sum \sigma_j^2}{\sigma^2} \right]$$

Information:

α	=	Instrument reliability
k	=	Total question item that testing
$\sum \sigma_j^2$	=	Value of the variance of the j-th question
σ^2	=	Total variance

Before using the Cronbach alpha formula, first determine the number of variance items, the formula that can be used is as follows:

$$\sigma^2 = \frac{\sum x^2 - \frac{(\sum x)^2}{N}}{N}$$

Information:

σ^2	=	Instrument variance
$\sum x^2$	=	Number of X squares
$\sum x$	=	Number of scores for each instrument

Therefore, the basis for making decisions on these measuring instruments whether it is reliable or not as follows:

- If $r \text{ alpha} \geq r \text{ table}$, then the variable can be said to be reliable.
- If $r \text{ alpha} < r \text{ table}$, then the variable cannot be said to be reliable.

2.2.8 SEM (*Structural Equation Modelling*)

SEM can be used in handling research problems to treat unobservable and difficult to measure variables (Wong, 2013). Most of the success of SEM, can be attributed to the ability of methods to evaluate the measurement of non-measurable variables, while also examining the relationship between these variables (Babin et al, 2008). In using SEM there are several assumptions. SEM assumptions are:

1. Sample size

The minimum recommended sample size in the use of SEM is as much as 100 or using a comparison of 5-10 times the number of observations for each estimated parameter or indicator used.

2. Normality

Normality and linearity Data distribution must be analysed to see whether normality assumptions are met. Normality can be tested through image histogram data. Linearity test can be done through scatterplots from the data that is by selecting the data pair and seeing the pattern of its spread to predict whether there is linearity.

3. Outliers

Outliers, which are observations with extreme values both univariate and multivariate that arise because of the combination of unique characteristics that they have and look very much different from other observations.

4. Multicollinearity and singularity

The very small determinant value of the covariance matrix gives an indication of the problem of multicollinearity or singularity. Treatment is done by issuing variables that cause multicollinearity or singularity.

2.3 Conceptual Model (Framework of Research)

The concept of the research model (framework of research) is made to facilitate research, and to find out what will be studied. Conceptual research models are obtained based on various studies that have been conducted. Conceptual model that will be made

is about consumer purchasing decisions in buying green products. In making purchasing decisions, there are several factors or variables that can be taken into consideration by consumers.

The state of one's knowledge about an issue impacts significantly upon his or her decision-making process. The importance of knowledge and the impact of lack of knowledge in the decision-making process have been demonstrated in numerous studies Laroche et al., (2001). The study of environmental knowledge has initially conceptualized consumer knowledge as having two dimensions, namely Knowledge of Environmental Issues and Knowledge of Green Product Features (Rashid, 2009). Based on the explanation, it can be proposed that environmental knowledge has an influence toward brand trust (**H₁**).

Eco-label awareness is a situation where the customer is aware of the existence of eco-labels when shopping (Nguyen & Du, 2010). If people aware about the ecolabel in a product, then people will trust the product itself. Based on the explanation, it can be proposed that ecolabel awareness has an influence toward brand trust (**H₂**).

Ecolabel knowledge is identified as eco-label that identifies environmental preferences for a product based on its life cycle, and knows the rules relating to eco-labels in Indonesia (Nguyen & Du, 2010). Based on the explanation, it can be proposed that ecolabel knowledge has an influence toward brand trust (**H₃**).

Belief in environmentally friendly buying is believing that by buying products with eco-label on it is an effort on environmental protection and by believing that products that have eco-labels are safe for the environment (Nguyen & Du, 2010). Based on the explanation, it can be proposed that belief in environmentally friendly buying has an influence toward brand trust (**H₄**).

From the proposed hypothesis above, then in Figure 2.2 is a conceptual model of the research model that will be carried out.

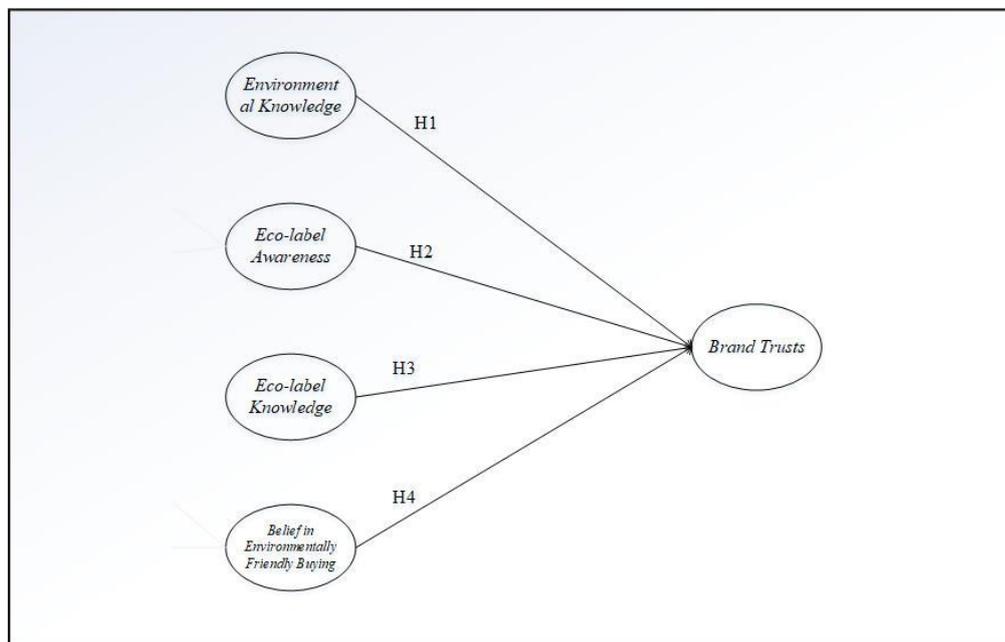


Figure 2. 2 Conceptual Variable