Descriptive Analysis on Green Campaign

Damayanti Maulidia[1], Geoditas Woro Bramanti[2], Santy Dwi Cempaka[3]

[1,2,3]Department of Business Management, Faculty of Creative Design and Digital Business, Institut Teknologi Sepuluh Nopember, Surabaya

Abstract

Purpose – This study investigates the effect of green campaigns on green purchase behavior among female consumers of a cosmetic franchise in Surabaya. The campaign encourages customers to return used packaging as a form of environmental responsibility.

Methodology – A descriptive analysis was conducted using data from 140 female respondents in Surabaya who were aware of the campaign and had made purchases in the last six months. Data were collected through online questionnaires and analyzed using SPSS, focusing on the constructs of the Theory of Planned Behavior: attitude, subjective norm, and perceived behavioral control.

Findings – The results indicate that consumers have a positive attitude toward the campaign and show a high level of perceived behavioral control, meaning they feel capable of engaging in green behavior. However, subjective norm scored lower, suggesting limited social pressure to act sustainably. Overall, the campaign was effective in encouraging pro-environmental purchase behavior.

Originality – This study highlights the importance of clear and targeted green campaigns in influencing sustainable consumer behavior. By applying the Theory of Planned Behavior, it offers insights into how companies can enhance the impact of environmental initiatives in the beauty industry.

Introduction

Environmental issues have become a growing concern in the era of globalization, one of which is the problem of waste experienced by many countries due to its non-biodegradable nature. According to data released by the Ministry of Environment and Forestry (KLHK) in 2023, the national waste accumulation has reached 17.4 million tons (Alfianto, 2024). Data from the Environmental Protection Agency (EPA) shows that approximately 25% of waste ending up in landfills consists of packaging waste (Waste4change, 2019). The percentage of cosmetic packaging increased from 61% in 2015 to 72% in 2019 (Waste4change, 2019). The high consumption of plastic is reflected in the rapid growth of cosmetic products in Indonesia, ranging from local to international brands. Based on information from the Central Bureau of Statistics (BPS), the number of cosmetic companies in Indonesia increased by 20.6%, with a growth rate of 9.61% in 2021 (Hasibuan, 2022).

This urgent environmental issue has become a strategic concern to be examined and addressed by multiple stakeholders. In response to waste reduction, the government issued the Minister of Environment and Forestry Regulation No. 75 of 2019 concerning the roadmap for waste reduction by producers. Business actors are expected to provide solutions related to

environmental sustainability. This reflects not only concern for the environment but also a paradigm shift in consumer behavior, driven by a growing sense of environmental responsibility.

A survey conducted by WWF in collaboration with Nielsen showed an increase in public awareness of environmental issues (WWF Indonesia, 2020). The survey highlights a new market opportunity in Indonesia, where companies can meet consumer demands by offering environmentally friendly products. The rise in environmental awareness can also ensure more stable demand for eco-friendly products (Waskiyo & Harsono, 2012). Smart business players will embrace these concepts as opportunities to fulfill the needs and desires of potential customers (Alfiah & Yusiana, 2020).

The concept of environmentally friendly products has become a new era and trend in the beauty industry, marked by increased consumer interest (Pangestu, 2021). The growing beauty industry is driving intense competition among brands to stand out by constantly adapting and innovating (Rozalinna & Lukman, 2022). The high demand, market potential, and profitability of the beauty industry compel companies to adapt—particularly by adopting environmental orientations. With more beauty brands focusing on sustainability issues, the eco-friendly beauty industry in Indonesia holds promising potential. The use of environmentally friendly ingredients in production and recyclable packaging serves as evidence of brands' commitment to sustainable aesthetics.

The cosmetic companies examined in this study include well-known brands that have built eco-friendly identities. These companies emphasize support for global issues, such as producing products made from natural, environmentally friendly ingredients and not conducting animal testing. Additionally, they promote positive social and environmental change through green campaigns involving the return of cosmetic packaging. This program encourages customers to return empty product packaging to nearby stores for recycling. The campaign aims to educate consumers about the importance of taking responsibility for used plastic packaging, thereby reducing waste in the surrounding environment (Margaretha & Toni, 2020). The results of this program are also used for community empowerment.

To attract environmentally conscious consumers, a green campaign must be clear and transparent to maintain trust and not harm demand for eco-friendly products in the market (Hameed et al., 2021). Therefore, the main objective of a green campaign should create mutual benefits, where companies profit from increased sales, and consumers feel confident using eco-friendly products (Setiawan et al., 2022). To sustain a green campaign, companies must align with consumers' environmentally conscious purchasing behaviors, known as green purchase behavior. This refers to consumer behavior that focuses on environmental issues and includes purchasing decisions based on personal experience or knowledge of eco-friendly products that have functional and environmental benefits (Chang et al., 2021). The Theory of Planned Behavior—comprising attitude, subjective norms, and perceived behavioral control—offers a constructive framework for understanding green purchase behavior (Roy et al., 2017).

Given the potential of green campaigns in beauty brands in Indonesia, it is expected that such efforts can enhance consumers' purchasing behavior. This study provides insight and understanding regarding green campaigns, the Theory of Planned Behavior, and green purchase behavior among consumers of cosmetic franchise companies in Surabaya. It serves as a reference for stakeholders and for future research needs.

Literature Review

Green Campaign

A campaign is a systematic and structured communication activity carried out by individuals or groups with the aim of producing a specific impact or effect on the audience, conducted continuously (Gunawan et al., 2021). In general, campaigns function as educational programs focused on behavioral change (Coffman, 2002). A green campaign is a type of campaign aimed

at raising public awareness of environmental degradation and educating the public on environmentally friendly behavior (Islam et al., 2010). Today, many companies are paying attention to environmental concerns in the production and marketing of their products (Putra, 2018). One way companies communicate their environmental initiatives and efforts is through campaigns—particularly green campaigns—which are described as practices of producing and promoting products or services based on environmental sustainability (Fernando, 2022). Through this, companies can also market their brand as environmentally conscious. According to (Weiss & Tschirhart, 1994), the main objective of a campaign is to change the attitudes and behaviors of a large group of people who are the campaign's target.

Theory of Planned Behavior

Understanding the factors that influence consumer behavior is essential for developing successful marketing strategies and innovative products. One of the most important theories in the study of consumer behavior is the Theory of Planned Behaviour, which provides a comprehensive explanation of consumer actions (Maichun et al., 2016).

Attitude

Attitude is defined by Ajzen and Fishbein (Ajzen & Fishbein, 1997) as a person's evaluation or feeling of favor or disfavor toward performing a particular behavior or toward an object. According to Kotler and Keller (Kotler et al., 2009), attitude consists of an individual's evaluation, feelings, and tendencies toward an object in a relatively consistent manner. Two components form attitude toward behavior: behavioral belief and outcomes evaluation.

Subjective Norm

Subjective norm is defined as the perceived social pressure to perform or not perform a certain behavior (Ajzen, 1991). It is influenced by the opinions of important people in one's life, such as close friends, relatives, colleagues, or business partners (Park, 2000). Subjective norm is shaped by normative beliefs and motivation to comply.

Perceived Behavioural Control

Perceived behavioural control refers to how individuals perceive the ease or difficulty of performing a certain behavior, and the control they believe they have over the resources and abilities needed to perform it (Ajzen, 1991). It reflects an individual's perception of how difficult it is to complete a behavior, which is influenced by their self-assessment of ability (Xu, 2013). The stronger the perceived behavioural control, the stronger the belief in performing a certain behavior, which in turn can encourage the behavior itself (Dakhan et al., 2020). Subsequent studies confirmed a two-factor structure of perceived behavioural control through empirical testing—namely self-efficacy and controllability (Terry & O'Leary, 1995).

Green Purchase Behaviour

Green purchasing refers to the acquisition of goods and services that minimize environmental damage (Chan, 2001). Purchasing behavior refers to consumer efforts in seeking products, services, or ideas to satisfy specific needs (Lin & Niu, 2018). Green purchase behavior is defined as the consumption of products that are environmentally friendly, biodegradable, or that take environmental issues into consideration (Lee et al., 2012). In research, green purchase behavior is measured using three indicators: repurchase, consumers' attitude toward purchase, and loyalty (Dehghanan & Bakhshandeh, 2014).

Research Methods

This study uses a questionnaire method that is distributed online through *google form* to the research sample. Descriptive analysis was used to identify the effectiveness of *the green*

campaign for the return of cosmetic packaging and measure *the attitude, subjective norms*, and *perceived behavioral control* of respondents towards *green purchase behavior*. Table 1 presents the operational definition of each variable. The sample used in this study was female consumers aged 17 years and above, domiciled in Surabaya, knew about *the green campaign* for the return of cosmetic packaging, and made purchases in the last six months. The sample of respondents used in this study was 140 respondents. This study uses SPSS software to conduct a descriptive analysis.

Table 1. Operational Definition of Research Variables

Variable	Operational Definition
Green Campaign	Individual awareness of campaigns related to environmental degradation and eco-friendly behavior (Islam et al., 2010).
Attitude	Individual attitudes that contribute to preserving the environment, protecting natural resources, or minimizing environmental degradation (Casalo & Escario, 2018).
Subjective Norm	Social pressure from others for individuals to behave in a certain way and motivate individuals to conform to the views of those around them (Ajzen, 2002).
Perceived Behavioral Control	The ease or difficulty that individuals feel to perform a behavior (Ajzen, 2002).
Green Purchase Behavior	Consumer considerations about environmental attributes or product characteristics in the purchasing process, mainly refer to people's purchasing behavior related to environmentally friendly products (Xu, 2013).

Results and Discussion

Descriptive analysis of research data was carried out to analyze the data that had been collected and show the results of respondents' answers from the indicators presented in the questionnaire. Table 2 is the result of a descriptive analysis based on *the mean, standard deviation, min*, and *max* values produced from each indicator on the questionnaire.

Based on Table 2, the green campaign indicators have mean values of 3.46, 3.59, and 3.79. The GC3 indicator has the highest mean score. Meanwhile, the standard deviations are 0.955, 0.848, and 0.902, with the highest standard deviation found in the GC1 indicator. All standard deviation values are lower than the corresponding mean values, indicating that the data distribution is relatively consistent. Mean values above 3 suggest that the majority of respondents agree with the statements in the research indicators. The green campaign variable has a minimum value of 1 and a maximum value of 5. The lowest value reflects that respondents tend to strongly disagree with the statement regarding their attention to environmental campaign messages.

The attitude indicators have mean values of 3.81, 3.56, and 3.84, with A3 having the highest mean. The corresponding standard deviations are 0.845, 0.900, and 0.792, with A2 having the highest standard deviation. All standard deviation values are below the mean, indicating a good distribution. Mean values above 3 imply that most respondents agree with the indicator statements. The attitude variable has a minimum value of 1 and a maximum of 5. The lowest score indicates that respondents tend to strongly disagree with the statement that purchasing a product is considered wise to reduce cosmetic packaging waste and that they prefer products with green campaign efforts.

For the subjective norm variable, the mean values are 2.99 for SN1 and 3.56 for SN2. The standard deviations are 0.956 and 0.892, respectively. Both standard deviations are lower than the means, indicating that the data is well distributed. A mean value above 3 suggests agreement, while a mean value of exactly 3 reflects a neutral stance. The variable has a minimum value of 1 and a maximum of 5. The lowest value shows that respondents tend to

strongly disagree with the statement that their family believes they should buy a particular product when shopping for cosmetics.

Table 2. Descriptive Analysis of Research Indicators

Indikator	Mean	Std. Dev	Min	Max
Green Campaign				
GC1	3,46	0,955	1	5
GC2	3,59	0,848	2	5
GC3	3,79	0,902	2	5
Attitude				
A1	3,81	0,845	1	5
A2	3,56	0,900	1	5
A3	3,84	0,792	2	5
Subjective Norm				
SN1	2,99	0,956	1	5
SN2	3,56	0,892	2	5
Perceived Behavioural Control				
PBC1	3,84	0,783	2	5
PBC2	3,99	0,898	2	5
PBC3	4,23	0,723	2	5
Green Purchase Behaviour				
GPB1	3,89	0,756	2	5
GPB2	3,54	0,799	2	5
GPB3	3,21	0,978	1	5

Perceived behavioral control indicators have mean values of 3.84, 3.99, and 4.23. Their respective standard deviations are 0.783, 0.898, and 0.783. All standard deviation values are smaller than the mean, indicating good data distribution. The relatively high mean scores of this variable compared to others suggest that most respondents agree with the statements. The variable ranges from a minimum of 2 to a maximum of 5, where the lowest value indicates disagreement and the highest value indicates agreement with the given statements.

Green purchase behavior indicators have mean values of 3.89, 3.54, and 3.21, with GPB1 having the highest mean. The standard deviations are 0.756, 0.799, and 0.978. All values are lower than their respective means, again indicating a consistent distribution. Mean values above 3 suggest that most respondents tend to agree with the indicator statements. The variable ranges from a minimum of 1 to a maximum of 5. The lowest score indicates that respondents strongly disagree with the statement that they would purchase a product even if it is more expensive.

Conclusion

Based on the analysis conducted in this study, the following conclusions can be drawn:
1. The lowest mean was found in SN1 (subjective norm), indicating respondents were neutral or disagreed that their families influence their beauty product choices. The highest mean was in PBC3 (perceived behavioral control), showing that previous purchasing experience strongly affects buying decisions.
2. Overall, respondents showed positive attitudes toward green campaigns, felt in control of their eco-friendly purchases, and demonstrated positive green purchase behavior.
3. Effective green campaigns require clear targeting and transparency. They can increase environmental awareness and social influence, while also empowering consumers.

Cosmetic packaging return programs are a promising strategy to boost eco-conscious purchasing.

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