

The Effect of Green Marketing and Corporate Social Responsibility on Brand Image of Emina Products

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Abstract. People are becoming more aware of environmental difficulties in this time of globalization. Waste is one such problem, as waste is a major source of pollution in the air, soil and water. It is hoped that all individuals and businesses in Indonesia, including consumers, will increase awareness and concern for the environment as an effort to preserve and restore the earth's ecosystem. Emina products are one example of a company that prioritizes sustainability in its systems and products at PT Technology and Innovation. Emina is considered a product that contributes to a positive reputation and values social responsibility. Green marketing includes all efforts and endeavors directed at promoting, packaging, distributing, consuming, and recalling products through environmental awareness or response. Corporate social responsibility is a condition in which businesses must continue to pay attention to the environment in an effort to reduce environmental problems that have occurred or are occurring. To achieve sustainable growth and performance, corporate social responsibility is an initiative that is integrated into the investment strategy and is considered a corporate social obligation. Brand image, alongside environmental concerns and corporate social responsibility will emerge as an important consideration for companies in the coming years. Consequently, brand image is consumers' and customers' perception of a brand, which in turn inspires trust in the brand. This research highlights the importance of green marketing and environmental accountability in general by building a good perception of the organization's brand within the local community. The purpose of this study is to determine the correlation between brand image (Z) and the impact of corporate social responsibility (Y) and green marketing (X). Uncertainty surrounds most Emina product users who make up the population of this study. In the absence of population information, the sample size for a given study will be calculated based on criteria for an unknown population, resulting in a total of 100 respondents. This research will use a purposive sampling method, which involves selecting a sample from the population under study based on certain criteria. Regression analysis and path analysis will be used to analyze the data. Hypothesis testing, validity and reliability tests, normality and multicollinearity tests, path analysis model fit tests, and SPSS and AMOS Software analysis tools will be used for data analysis. According to the findings of this study, green marketing influences consumer perceptions of Emina products favorably, thereby contributing to improved environmental stewardship. Emina is perceived as an ethical and socially responsible entity, which positively impacts its reputation.

Keywords: Brand Image, Corporate Social Responsibility, Green Marketing

1 Introduction

In the current era of globalization, the general public is paying attention to environmental issues. Waste is the main cause of air, soil, and water pollution [1]. The amount of waste increases along with the difficulty to recycle. Indonesia's production of 18,414,659.08 tons per year can lead to an increase in waste due to the use of daily products [2]. All people in Indonesia, both consumers and companies, are expected to increase awareness and concern for the environment to preserve and balance the Earth's ecosystem. By purchasing and consuming goods that have a negative impact on the environment, consumers can become more concerned and aware of environmental issues. Gradually, the increasing awareness and attention of the public as consumers in preserving the environment is realized through the purchase and use of products that have a low impact on the environment. There is an increase in public awareness about the importance of paying attention to the surrounding nature, businesses can be encouraged to create environmentally friendly products [1]. The product

marketing program known as green marketing aims to meet the needs of customers and users by considering environmental aspects. In this concept, producers who care about the environment market their goods to customers who have similar awareness. Therefore, both the parties involved and the surrounding environment will benefit from such efforts. Green marketing, also known as "green marketing", prioritizes "green inputs", "green processes", and "green outputs", along with all aspects related to environmental conservation efforts where the business operates [3] [4].

Green marketing, also referred to as green marketing, refers to all actions and endeavors that focus on environmental concerns when consuming, producing, marketing, introducing, packaging, and recalling products [5]. Caring about nature is incorporated into an organization's strategies, policies, and procedures. An integration that increases activity while reducing the negative impact of marketing. The philosophy of sustainability drives green marketing. It emphasizes that protecting and safeguarding the environment does not mean sacrificing economic prosperity, but encourages reconsidering how marketing contributes to environmental protection [3]. Green marketing is about selecting and ensuring that marketing mix strategies meet environmental and ecological requirements. It uses green technology, markets, and economics to address ecological and human issues [6].

Companies have started to consider how they produce goods in an environmentally friendly way. They have created a new trend in marketing that is usually supported by green marketing strategies [7]. Companies around the world are now participating in recycling initiatives to reduce waste and support local community programs [8]. Paragon Technology and Innovation is a company engaged in beauty products. That focuses on the goal of generating benefits for society through the development of make up and skincare products[9]. Make up and skincare are products used to beautify the face and care for the skin so as to maintain its beauty, cleanliness and health. One of the new local brand products, which entered the market in 2015 is Emina, which has a different concept from other products and focuses on teenagers and adults [10] [11], who want to have bright and vibrant skin every day, which improves overall health [12]. Through various green marketing initiatives, Emina products support the environment. This includes utilizing nature-responsible products, with reusable packaging for a greener future, encouraging its customers to become more aware of sustainable practices, and encouraging others to contribute. Emina collaborates with environment-related organizations to mobilize support and raise public awareness on environmental issues. One of these is the beach cleaning and tree planting campaign.

A company should not only implement green marketing, but should also continue to pay attention to the environment, especially to stakeholders, who are expected to do good by helping to reduce environmental problems. This is known as corporate social responsibility. Companies undertake social obligations (CSR) through their business practice policies and location of resources to improve the welfare of the surrounding community [13]. This program is considered a company's obligation to the public and is incorporated into the investment strategy to achieve sustainable growth and performance [14]. Through the #EminaGotYourBack program, Emina products showcase various corporate social responsibility (CSR) and sustainability initiatives. They encourage people in Indonesia, especially teenagers, to take small actions by donating books to various Taman Bacaans and collecting cosmetic waste for recycling. It is very important to achieve results consistently that have a long-term impact rather than just occasionally, which is known as "*sustainability*". The concept of CSR is closely linked to sustainable development. Green marketing as a form of social responsibility can help brands become loyal to socially conscious customers [8].

When running a company, besides paying attention to green marketing, corporate social responsibility (CSR), is very important in building a brand image. It is no surprise that businesses are willing to spend big money to build a strong brand by using names, logos, symbols, designs, slogans and packaging. The aim is to ensure the brand is firmly embedded in the customer's memory. Brands can create strong emotional value in customers, making them feel good when buying or using these goods [16]. If a brand has a positive image in the eyes of customers, they will buy these goods, but if a brand has a negative image in the eyes of customers, they may not buy these goods [16].

Based on the explanation above, brand image is the image that consumers have of the brand in their minds, which in turn forms their trust in the brand [17]. Therefore, a positive *image of* a brand increases the purchase [18],[18]. Brand image is the views and beliefs that every consumer has, and they care about the broader relationship in their understanding [19]. Thus, brand image is a picture of consumer confidence in a product, whether goods or services. Brand image is based on increasing trust in the product and is based on consumer experience with a product [20].

Based on the background of this research, this research was conducted to identify how the Effect of *Green Marketing* and *Corporate Social Responsibility* on *Brand Image* on Emina Products.

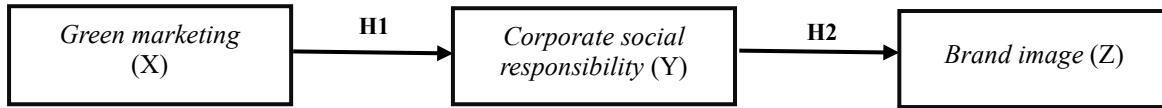


Figure 1. Research Model

Research Hypothesis:

H1: *Green marketing has a significant positive effect on brand image*

H2 : *Corporate social responsibility has a significant positive effect on brand image*

2 Research Methods

Research conducted using a quantitative research approach allows objective theories to be tested by examining the relationship between variables to be explained. Variables can be tested using measuring instruments, so that data in the form of numbers can be described by statistical methods [21]. The purpose of the research in question is to determine the effect of green marketing (X) and corporate social responsibility (Y) on brand image (Z). The population in the study refers to the large number of Emina product users who are not yet known with certainty. If the population in a study is unknown, the sample size will be determined using unknown population criteria, resulting in a total of 100 respondents. To conduct the research, *purposive sampling* method will be used to collect the sample. This method involves selecting a sample from the population under study based on certain requirements.

- a. Respondents aged 17 years and above can make logical judgments to answer questions or statements in the questionnaire.
- b. Respondents who use / have ever bought Emina products.

Primary data for this study was collected through a survey administered to participants from Emina. Emina participants who are 17 years old and above and who purchase Emina products online. Secondary data was taken from websites, ebooks, and previous research related to this study. This research uses the path analysis data analysis method and the Windows SPSS 26 program.

This research applies a scale of 1 to 5 on a Likert scale. This study uses a structured questionnaire that includes several statements given to respondents and has been tested for validity and reliability. for a total of 28 item statements. With respect to the green marketing variable 11, corporate social responsibility variable 8, and brand image variable 9, statements.

- a. Validity Test

For the respondents of this study, namely 100 people, at the r_{table} significance level of 0.05 (5%) results in a value of 0.195. The r value is obtained from the Pearson correlation value in the Correlations table under the total item column/row. Each statement from the *green marketing*, *corporate social responsibility*, and *brand image* variables shows the value of $r_{count} > r_{table}$, which indicates that the validity of all variables.

- b. Reliability Test

This test is carried out to compare the Cronbach Alpha number with the provisions of a value of 0.60. If the Cronbach Alpha value above 0.60 indicates reliable, while the value below indicates otherwise. For this study, the Cronbach Alpha value is $0.961 > 0.60$ so that it is stated that the *green marketing* variable questionnaire, *corporate social responsibility*, and *brand image* are reliable.

3 Results and Discussion

3.1 Research Results

3.1.1 Statistical Assumption Test

A. Normality Test

This test if the CR statistic used is less than or equal to the Z value at the threshold level (a) (which is usually set at 0.05), then the multivariate data is assumed to follow a normal distribution model.

Table 1. Normality Assumption Test Results

Variable	Assessment of normality (Group number 1)					
	min	max	skew	c.r	kurtosis	c.r
GM	11.000	55.000	-1,029	-4,201	3,890	7,940
CSR	8.000	40.000	-,779	-3,180	2,025	4,133
BI	10.000	45.000	-,952	-3,886	2,832	5,780
Multivariate					6,248	5,703

Based on the output text above, the multivariate distribution of data variables from the research model shows that the model is not normally distributed. This is supported by the significant multivariate CR value.

CR = 3.010

Since the CR value exceeds ± 1.90 (the critical value of the z table, it can be concluded that the data distribution pattern of the multivariate research variables does not follow the normal distribution model.

B. Multicollinearity Test

The assumption of multicollinearity through AMOS is done by means of the coefficient of determination of the covariance matrix used to evaluate the presence of perfect multicollinearity among the variables being examined. A coefficient of determination that is very small and close to zero indicates the presence of perfect multicollinearity. In addition to the coefficient of determination of the covariance matrix, AMOS also presents an alternative approach to testing the multicollinearity assumption, which is to use the condition number (CN) statistic of the covariance matrix. The CN statistic is defined as the ratio of the maximum and minimum eigenvalues. A CN coefficient exceeding 1,000 indicates a very high level of multicollinearity among the variables under study [22].

Table 2. Multicollinearity Test Results 1

	Sample Moments (Group number 1)		
	GM	CSR	BI
GM	44,462		
CSR	28,938	31,180	
BI	30,529	27,169	36,865

Condition number = 14,725

Eigenvalues

95,795 10,206 6,506

Determinant of sample covariance matrix = 6360,434

Table 3. Multicollinearity Test Results 1

	Sample Correlations (Group number 1)		
	GM	CSR	BI
GM	1.000		
CSR	,777	1.000	
BI	,754	,801	1.000

Condition number = 13,099

Eigenvalues

2,555 ,250 ,195

Based on the text output above, the coefficient of determination of the covariance matrix is 6360.434 which is much greater than zero. The CN (*condition number*) statistic for the covariance matrix gives a value of 13.099 significantly smaller than 1,000. This shows that there is no perfect multicollinearity among the study variables.

3.1.2 Hypothesis Test

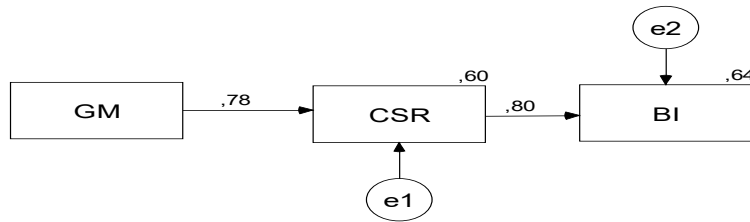


Figure 2. Hypothesis Test

Table 4. Hypothesis Test Results

Hypothesized	Path	C.R	P	Result
H1	GM (X) ---> CSR (Y)	12.290	***	Accepted
H2	CSR (Y) ---> BI (Z)	13.329	***	Accepted

The results show that all hypotheses are accepted, because the C.R value is more than 1.98, namely with C.R values of 12.290 and 13.329 respectively. And the P value shows the same result If the P value is less than 0.05. or symbolized *** (below 0.01), it means that the two hypotheses have a significant effect or are accepted.

Table 5. Path Analysis Model Fit Test Results

Size GFT	Value	Testing Criteria	Implication onH ₀
P- Value	0,000	≥ 0,05	Model Fit
CMIN	12,831	≤ 2,00	Model Fit
GFI	0,925	≥ 0,70	Model Fit
CFI	0,942	≥ 0,70	Model Fit
NFI	0,938	≥ 0,70	Model Fit
TLI	0,938	≥ 0,70	Model Fit

Table 5 shows that the results of the path analysis fit model test for the GFT measure show a P-Value of 0.000 ≥ 0.05; CMIN 12.831 ≤ 2.00; GFI 0.925 ≥ 0.70; CFI 0.942 ≥ 0.70, and NFI 0.938 ≥ 0.70; TLI 0.938 ≥ 0.70. So it can be concluded that the test model fit analysis is accepted/model fit.

3.2 Influence Decomposition

GM (X) has a positive and highly significant effect on CSR (Y) is $(0.78)^2 = 0.6084$ or 60.84%. The remaining amount $(1 - 0.6084) = 0.3916$ or 39.16% is influenced by other variables not explained by the model. CSR (Y) has a positive and significant effect on BI (Z) is $(0.80)^2 = 0.64$ or 64%. The remaining $(1 - 0.64) = 0.36$ or 36% is influenced by other variables not explained by the model. The magnitude of the path coefficient model of the residual variable e1 on the exogenous variable CSR (Y) is $\sqrt{0.3916} = 0.626$. The magnitude of the path coefficient model of the residual variable e2 on the endogenous variable BI (Z) is $\sqrt{0.64} = 0.8$. Thus, the estimation of the structural influence of CSR and Impulse BI model is $Y = 0.78X + 0.626e1$ and $Z = 0.6Y + 0.8e2$.

4 Conclusions

The findings obtained based on the results that have been carried out with SPSS and AMOS analysis tools, that the positive influence of *Green Marketing* and *Corporate Social Responsibility (CSR)* on Emina product *Brand Image* is very large. The results of this study indicate that this influence is very large. In addition, the results show that there is no perfect multicollinearity among the variables studied. Overall, this study underlines how important social awareness and environmental responsibility are in shaping customer perceptions and building a strong brand image in the market. Therefore, it is considered that Emina company values green marketing and social responsibility, which has a positive impact on its brand image. Acceptance of all hypotheses reinforces the great impact of green marketing and social responsibility on Emina's brand image. Green marketing continues to support corporate social responsibility by encouraging businesses to implement corporate operations using the concept of sustainable materials, distributing energy efficiently, with responsible

waste management. Not only does it reduce harmful environmental impacts, but it also demonstrates its commitment to social responsibility. By implementing green marketing consistently, they can make their stakeholders clearer about their environmental and social practices. This helps build the company's trust and reputation as one that cares about the environment and society. By running green advertising campaigns and corporate social responsibility consistently, companies can strengthen their brand image as caring, innovative and responsible. Ultimately, this will result in long-term benefits to the company's reputation and success.

The results of the path analysis fit model test on the GFT measure show a GFI of 0.925 less than 0.90, a CFI of 0.942 less than 0.90, and an NFI of 0.938 less than 0.90. It can be said that the path analysis fit model test is accepted, and the model is fit. In the GM (X) variable, CSR (Y) has a positive and significant effect on BI (Z) of $(0.80)^2 = 0.64$ or 64%, and other variables not explained by the model affect the remaining 0.3916 or 39.16%. For the exogenous variable CSR (Y), the residual variable path coefficient model e1 has a magnitude of $\sqrt{0.3916} = 0.626$, and for the endogenous variable BI (Z), the residual variable path coefficient e2 has a magnitude of $\sqrt{0.64} = 0.8$. Thus, the estimated effect of CSR model structure and BI impulse is $Y = 0.78X + 0.626e1$ and $Z = 0.6Y + 0.8e2$.

The results of this study are expected to continue to improve green marketing initiatives and corporate social responsibility to remain relevant and aligned with evolving consumer preferences and environmental concerns. Continuous Improvement: Continue to enhance our green marketing and corporate social responsibility initiatives to remain relevant and aligned with evolving consumer preferences and environmental concerns. Transparency and Communication: Increase transparency in communicating Emina's green initiatives and CSR activities to consumers. Clear and authentic communication builds trust and credibility among customers. Consumer Engagement: Engage consumers to raise awareness about Emina's sustainability efforts and encourage them to participate in environmentally friendly practices. Building communities around environmental responsibility. Measuring and Evaluating Impact: Use methods to measure the impact of CSR and green marketing on brand image and customer perception. Regular evaluation will demonstrate the effectiveness of the strategy and help in decision-making for future initiatives. By working closely with stakeholders, including suppliers, distributors and community partners, to increase the impact of Emina's green marketing and CSR initiatives by making consumers clearer about Emina's green initiatives and CSR. By following these suggestions, Emina can enhance its brand image, strengthen customer loyalty, and differentiate itself as a brand that is socially conscious and has a large sphere of influence in the market.

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