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CONSERVATIVE LOCAL FOOD AND GREEN MARKETING AS CITY BRAND

Intan W. Sakti¹, Eti rahmawati², Eva Yulista³

¹intan.sakti@widyatama.ac.id

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ABSTRACT

In order to support Go Green, which has long been proclaimed, it is expected that by using green products and green advertising, it will be able to participate in "greening" and "healthy" world. Especially in this typical processed food products that tend to use green products and green advertising should create brand awareness and cause customer loyalty. This is evident from the results of research that has been done, that brand awareness tends to cause customer loyalty, but awareness of green products and green advertising is still felt to be lacking a lot of influence both on brand awareness and on customer loyalty.

INTRODUCTION

With increasing attention to environmental issues by regulators the public can be seen as another indication that environmental concern is interpreted as a potential area as a business strategy (Philips;2016). not surprising if some scientists believe that consumers are willing to pay dearly for a green product that they are use, because consumers often prioritize the green attribute of a product attributes such as price and quality (Prakash, 2018). Aspects that include in the perception of green branding include brands that are committed to action care about the environment, consumers feel satisfied about the actions that done by brands that are environmentally responsible, besides that consumers believe in the actions the brand takes on its action for the environment and consumers feel aware of choosing a brand because positive actions on the environment (Meffert;2015). Green branding strategy is based on relevant environmental advantages, both from product comparisons the like, the production process, or the use or reduction product ingredients (Vlosky;2019). Once the importance of the influence of marketing strategies using green products, green advertising, and green branding that can make loyal consumers of the company's products so that it has done a lot

previous researcher researchers (Byrne;2018).

LITERATURE REVIEW

Green product is a product that will not pollute the earth or deplete resources natural and can be recycled or preserved. In other words, green products refers to products that incorporate strategies in recycling or with reduced content, recycling, packaging or using toxic materials less to reduce the impact on the natural environment (D'Souze;2016). In this case conservaty food is included green product whom can be represent as local wisdom for tehe region and at once as city brand or we can say it Identity (Kavaratzis;2016). Green product is a resistant product old, non-toxic, made from recycled materials, or minimally packaged (Ottman;2015). Certain alone, there are no truly green products, because of them all use energy and resources and create with products and emissions during their manufacture, transportation to warehouses and shops, usage, and final disposal (Ottman;2015).

Green products emphasize the immediate and tangible benefits provided by more environmentally friendly designs, such as energy efficiency or cycle content repeated, not emphasizing the environment of their attributes. Reducing the impact the environment of a product increases the overall performance of the product and quality in ways that are important, not just the most green consumers dedicated and loyal, but for all consumers (Shamsudoha;2015).

Green marketing is green advertising must be concrete provide benefits to the environment and the characteristics of the message (Davis;2016). Marketing that has criteria, explicitly or implicitly promote the environment biophysical, promoting environmentally friendly lifestyles with products as well environmentally friendly services and presenting companies that care about environment (Davis;2016). A product made by a company, has a heap privileges that can be used as claims in advertising, such as raw materials used, where the raw materials are obtained, how the production process, how is the impact during use, or where the product will be after use (Juslin;2017).

A brand can be defined as the completeness of a product or service contained therein, namely in the form of a name, term, symbol, sign or logo, packaging and combinations that have a function or purpose as the identity of a product so that it will be easy to distinguish from other products from competitors, and provide guarantees for the manufacture of products that generated (Kotler;2018). A brand is series of associations that are linked to a name or mark associated with a particular product or service, where the association this can be positive or negative, and everything can be given a brand, and the brand has the ability to shape how consumers see even products brands can succeed or even frustrate a product in the business world (Tybout;205).

Brand for consumers today is no longer only seen from ability only functional products but how the brand can cause certain emotions on customers, whether the brand can play a role as a trendsetter, whether the brand can fulfill its promises it promotes, as well as what values the brand holds. Brand often described in terms of human characteristics, this happens because consumers

often see brands as "human" or have character and personality so that interactions can occur between consumers and brands, in other words brands can be analyzed like living things, brands have name, have product children (relatives), look (product appearance), can speak (from the label and its ads), what can be done (functional performance product) and have reputation (from other people's recommendations and experience or media) (Priangle;2016).

Consumer loyalty is a person who buys, especially who buys regularly and repeatedly. The customer is someone who automatically continuously and repeatedly coming to the same place to satisfy his desires, by owning a product or obtaining service and pay for the product or service (Hasan;2018). Loyalty consumers as a deep commitment to the purchase of goods / services liked consistently consistently (Oliver;2018). Thus causing repeated purchases of the same brand, despite situational influences and competitors marketers' efforts to change our habits, where consumer loyalty is the consumer behavior of the decision-making unit to make continuous purchases of goods or services selected, and some basis for maintaining competitive advantage also helps attract attention and retain loyal customers (Griffin;2015).

Not surprising if some scientists believe that consumers are willing to pay dearly for something green products they use, because consumers often prioritize green attribute of a product attribute such as price and quality (Prakash, 2018). Consumers' awareness of the environment results in consumers going continuously buying products that have more benefits and friendliness environment. In this case, there is a green product created by the company can affect consumer loyalty (Prakash, 2018).

Marketing about caring about the environment changes the natural environment what is happening now and linking advertising to the environment makes strategy its own advantages for these products, because the ad provides insight into current and different environmental changes from advertisements other products (Khasali;2019). Form marketing like this is believed to be more effective due to the message being delivered directly targeted at the target market that is consumers and also do not use tools as well as promotional materials that pollute the environment. With this Green Marketing, consumer gets information about the importance of maintaining environmental sustainability that starts from the use of environmentally friendly products. This begins with consumers' trust in advertising about the environment or green advertising which can then make loyal consumers on the product (Khasali;2019).

A green city brand is understood by consumers to have a unique selling point environmentally oriented and reflected in a positive image both for the product itself and the company (Berta, 2017). Perception about green city brand can be used as one of the strategies done by companies that the brand simply does not see aspects profits but also looking at environmental aspects. Through this perception the company can make these consumers make product purchases continuously and consumers can be said to be loyal (Ahmed;2018). Aspects

which are covering the green branding perception includes brands that are committed to environmental action, consumers are satisfied about the actions taken by that brand environmentally responsible, besides that consumers believe in actions taken by the mark on its actions for the environment and consumers feel aware of choosing a brand because of the positive actions towards environment (Mourad;2018).

RESULTS AND DISCUSSION

The sampling technique in this study is to use Non Probability Sampling technique is Purposive Sampling technique, wherein the criteria of respondents in this study were minimal visits and make purchases more than once. Purposive Sampling is a technique for determining samples based on criteria certain criteria and considerations that can support research as a source of data (Hadi;2018). Data collection techniques with observation is used when, research is pleased with human behavior, processes work, natural symptoms and if the respondent observed is not too large. Observations made in this study are observing the circumstances and the number of local conservative food visitors in Cianjur (Manisan Cianjur).

Validity Test is used to measure whether or not a valid questionnaire. Questionnaire is said to be valid if the question the questionnaire is able to reveal something that is measured by the questionnaire. Validity shows the extent of accuracy and the accuracy of a measuring instrument in carrying out its measurement function. Validity testing can be done with the help of the SPSS program. Testing a data can be said to be valid if the Sig calculated $< \text{Sig } \alpha 5\% (0.05)$ (Ghozali, 2016: 52). Then reliability testing is a tool for measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if the answers Someone's statement is consistent over stable over time time. Reliability shows the consistency and stability of the score (scale measurement) (Ghozali, 2016: 52).

Based on the results of research and discussion, several can be drawn conclusion:

- 1) Proven influence of local conservative food (green product) on consumer loyalty. This matter means the higher the green product is applied, it will increase consumer loyalty.
- 2) It is proven that there is an influence of green marketing on consumer loyalty. This matter means the higher the green marketing is applied, it will increase consumer loyalty.
- 3) Proven influence of green city brand on consumer loyalty. This matter means the higher the green city brand is applied, the more it will improve consumer loyalty.
- 4) Proven influence of local conservative food (green product), green advertising, and green branding simultaneously to consumer loyalty. This means getting higher the application of green products, green marketing, and green city brands will increase consumer loyalty.
- 5) It is proven that green marketing is more dominant and positive and significant effect towards consumer loyalty. This means that the activeness in implementing green marketing in promotion can increase loyalty consumer.

CONCLUSION

Related to conservative local food (Manisan Cianjur) mainly the indicators of comfort should be the producers able to maintain the quality of raw materials by using materials natural ingredients of the highest quality that do not use ingredients preservative. Associated with brand which is mainly on the indicator Trust, products (Manisan Cianjur) should pay attention to the things listed on packaging and brands related to friendly product identities the environment can be done to reinforce the friendly colors and logos clearer and more attractive environment, so describe the city and represented as City Brand. The next researcher should be able to expand the object of research as generalize the results of this study and can add Green variables Innovation where to find out other aspects that improve consumer loyalty.

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