

**THE EFFECT OF *GREEN KNOWLEDGE* , *GREEN MARKETING* , AND
BRAND IMAGE ON PURCHASE DECISIONS FOR RINSO
DETERGENT PRODUCTS IN KEBET VILLAGE
(Case Study on Housewives in Kebet Village, Lamongan)**

Alfiya Salsabilla
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
alfiya12salsabilla@unisla.ac.id

Puguh Cahyono
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
puguhcahyono@unisla.ac.id

Indira Shofia Maulida
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
indirashofia@unisla.ac.id

Nanto Purnomo
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
nantopurnomo@unisla.ac.id

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ABSTRACT

This study aims to analyze the influence of green knowledge, green marketing, and brand image on purchasing decisions on Rinso detergent products in Kebet Village, Lamongan. The background of this study is based on the increasing public awareness of environmental issues and how environmentally friendly marketing factors can influence consumer decisions. The research method used is quantitative associative with multiple linear regression analysis techniques. The sample in this study was 90 housewives selected using purposive sampling techniques. The results of the study indicate that green knowledge, green marketing, and brand image partially and simultaneously have a significant effect on purchasing decisions. Brand image is the most dominant variable. This study provides recommendations for manufacturers to strengthen brand image and environmental education to encourage purchasing decisions for environmentally friendly products.

INTRODUCTION

In recent decades, environmental issues have become a major concern throughout the world, including in Indonesia. One of the crucial issues that is still a challenge is environmental pollution caused by household waste and plastic waste. Based on data from (Ministry of Environment and Forestry, 2024) and (Ministry of Environment and Forestry, 2024) plastic is the second largest type of waste in Indonesia after food waste, with a percentage that continues to increase from year to year.

Along with the increasing environmental problems, there is also a growing public awareness to be more selective in choosing products. According to Hanjani & Widodo, (2019) , people are now starting to consider the environmental impact in their consumption decisions. This shows that environmental knowledge or green knowledge is an important aspect that can influence people's

purchasing behavior. Consumers who have knowledge about green products will be more likely to choose products that are environmentally friendly and contribute to the sustainability of the ecosystem (Faizah & others, 2023) .

On the other hand, companies are starting to adopt a green marketing approach to meet market demands and be environmentally responsible. Green marketing not only includes the use of environmentally friendly materials in products, but also communication strategies that educate consumers about the importance of protecting the environment. According to Malyan & Duhan, (2019) green marketing is an integration of sustainability values and marketing strategies aimed at creating value for consumers and the environment simultaneously.

One company that consistently implements green marketing is Rinso. Through campaigns such as "Let's Start Being Wise About Plastic" and "#GenerasiPilahPlastik", Rinso not only produces detergent in recycled packaging but also invites consumers to take part in the environmental movement. Rinso also embeds a recycling symbol on its packaging as a form of direct education to consumers. The campaign that was carried out was proven to be successful in collecting 84 tons of plastic waste within three months in 2022 (Rinso Official, 2022)

However, adopting a green marketing strategy does not always guarantee an increase in purchasing decisions. Several studies have shown that green marketing does not necessarily have a significant effect on purchasing decisions (Putri & Santoso, 2023) . This shows that there are other variables that influence consumer purchasing decisions, one of which is brand image.

Brand image is a consumer's perception of a brand based on the brand's experience, information, and reputation in society. According to Kotler & Keller, (2017) brand image can create emotional associations between consumers and brands that ultimately influence purchasing decisions. In the context of detergent products, Rinso has been in the top position in the Top Brand Awards for five consecutive years, outperforming competitors such as So Klin, Daia, and Attack (Top Brand Award, 2024) .

However, the results of research on the influence of brand image on purchasing decisions also show varying results. Adhimusandi & others, (2020) revealed that brand image does not always have a significant influence on purchasing decisions, depending on the type of product and consumer characteristics. Therefore, further studies are needed on how green knowledge, green marketing, and brand image together or partially influence purchasing decisions.

Based on this background, this study was conducted to analyze the influence of green knowledge, green marketing, and brand image on purchasing decisions for Rinso detergent products in Kebet Village, Lamongan. This village was chosen because the majority of its residents are housewives who are the main decision makers in purchasing household products, including detergents. This study is expected to contribute to enriching the literature on consumer behavior towards environmentally friendly products and become a practical reference for companies in designing marketing strategies that are oriented towards environmental sustainability.

RESEARCH METHODS

This study uses a quantitative approach with an associative research type. Quantitative research aims to test the relationship between variables objectively based on numerical data analyzed using statistical methods (Sugiyono, 2018) . While associative research is conducted to determine the influence between two or more variables. In this context, the study examines the influence of green knowledge (X_1), green marketing (X_2), and brand image (X_3) on purchasing decisions (Y) of Rinso detergent products.

The population in this study were all housewives domiciled in Kebet Village, Lamongan District, who had purchased and used Rinso detergent products. Because the population size was not known for certain, the sampling technique used was purposive sampling. The respondent criteria included: (1) housewives, (2) domiciled in Kebet Village, (3) had purchased Rinso detergent products at least twice in the last three months. The number of samples taken was 90 respondents, in accordance with the minimum sample rule in regression analysis, which is five times the number of indicators.

The type of data used is primary data collected directly from respondents using a closed questionnaire. The questionnaire is compiled based on variable indicators with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The green knowledge variable is measured through the following indicators: (1) general knowledge of environmental issues, (2) understanding of the impact of detergents on the environment, (3) awareness and responsibility for environmentally friendly products. The green marketing variable is measured through the following dimensions: (1) green products, (2) green prices, (3) green promotions, and (4) green distribution. Meanwhile, brand image includes brand perception, brand association, and loyalty to the Rinso brand. The purchasing decision variables include awareness, interest, evaluation, purchase, and post-purchase behavior (Kotler & Keller, 2017) .

The validity of the instrument was tested using the Pearson Product Moment correlation test with the provision that the statement item is declared valid if the calculated r value is $> r$ table at a significance level of 5% (0.05). Meanwhile, the reliability test uses the Cronbach's Alpha technique, with reliable criteria if the alpha value is > 0.60 (Ghozali, 2016).

Data collection was also supplemented by direct observation of promotional activities and public perceptions of Rinso products at the research location. Observations helped strengthen the questionnaire findings contextually. In addition, informal interviews were conducted with several respondents to explore the reasons behind their purchasing decisions.

Data analysis was performed using SPSS version 23. The analysis stage began with the classical assumption test which included the normality test, multicollinearity test, and heteroscedasticity test. After all assumptions were met, multiple linear regression analysis was performed. The F test was used to determine the effect of green knowledge, green marketing, and brand image simultaneously on purchasing decisions. The t test was used to see the effect of each variable partially. Meanwhile, the coefficient of determination (R^2) was used to measure how much the independent variable contributed to explaining the dependent variable.

This research is expected to provide a valid empirical picture of consumer behavior towards environmentally friendly products and become the basis for recommendations for sustainable marketing strategies.

RESULTS AND DISCUSSION

The results of this study were obtained from the process of collecting and processing data through distributing questionnaires to 90 housewives in Kebet Village who are consumers of Rinso detergent products. The analysis process was carried out thoroughly starting from the validity test, reliability, classical assumption test, and multiple linear regression analysis to determine the effect of green knowledge, green marketing, and brand image variables on purchasing decisions.

All statement items in the questionnaire have been tested for validity using Pearson Product Moment correlation and proven valid because they have a correlation value greater than r -table and significant at the 5% level. Reliability testing using the Cronbach's Alpha method shows that all variables have a value of more than 0.60, indicating that the instrument used is consistent and reliable. The classical assumption test also shows results that meet the criteria: the data is normally distributed, there is no multicollinearity, and there are no symptoms of heteroscedasticity, so that multiple linear regression analysis is feasible to use.

Table 1 . Results Test Reliability

Variables	Alpha	Status
<i>Green Knowledge (X₁)</i>	0.730	Reliable
<i>Green Marketing (X₂)</i>	0.801	Reliable
<i>Brand Image (X₃)</i>	0.813	Reliable
Buying decision (Y)	0.917	Reliable

Source: Data processed (2025)

Based on the results of multiple linear regression analysis, the regression equation $Y = Y = 13.027 + -0.727 X_1 + 0.171 X_2 + 0.401 X_3 + e$ was obtained . The coefficient of each variable shows that green knowledge, green marketing, and brand image have a positive influence on purchasing

decisions. This means that the higher the level of consumer knowledge about the environment, the more effective the green marketing strategy is, and the more positive the Rinso brand image in the eyes of consumers, the higher the likelihood that they will decide to buy the product.

Table 2 . Results Analysis Multiple Linear Regression

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,027	1,326		9,821	,000
	total_X1	-,724	,052	-,747	-13,986	,000
	total_X2	,171	,062	,158	2,729	,008
	total_X3	,401	,057	,411	7,097	,000

a. Dependent Variable: total_Y

Source: Data processed (2025)

Partially, the three independent variables are proven to have a significant influence on purchasing decisions. Based on the results of the t-test, it can be seen that the significance value of the *green knowledge variable* (X1) is $0.000 < 0.05$, which indicates a significance value smaller than 0.05 so that this variable has a significant effect on variable Y. In addition, the t-count value of -13.986 compared to the t-table value (df = 86, $\alpha = 0.05$) of 1.987 shows that $t\text{-count} > t\text{-table}$ ($13.986 > 1.987$) thus, X1 has a significant effect on Y. However, the regression coefficient value for X1 is negative (-0.724) which indicates that X1 has a negative effect on Y.

Green marketing, with a t-value of 9.821 and a significance of 0.000, shows a significant influence. Rinso's promotions through social media, eco-friendly labels, and educational campaigns such as #GenerasiPilahPlastik provide emotional and ethical added value for consumers. A marketing strategy that focuses not only on sales, but also on education and environmental awareness, has been proven to be able to improve consumer image and trust. This is in line with the opinion of Putri and Santoso (2023) that green marketing can influence purchasing decisions if supported by strong education and consistent message visualization.

The brand image variable is the most dominant variable in influencing purchasing decisions, with a t-value of 7.097 and sig 0.000. Rinso's brand image, which is already attached as a quality, trusted, and environmentally friendly product, has formed a strong perception in the minds of consumers. In a competitive market such as the detergent industry, brand reputation greatly determines loyalty and purchasing decisions. This finding supports the theory of Kotler & Keller, (2017) that brand image is an important asset that can be a major differentiator amidst the many choices of similar products.

Table 3 . Results Test F statistic

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	343,972	3	114,657	88,713	,000 ^b
	Residual	111,150	86	1,292		
	Total	455,122	89			

a. Dependent Variable: total_Y

b. Predictors: (Constant), total_X3, total_X1, total_X2

Source: Data processed (2025)

Simultaneously, the three independent variables are proven to have a significant effect on purchasing decisions, indicated by the results of the F test of 88.713 and a significance of 0.000. This shows that the combination of green knowledge, green marketing, and brand image is able to explain together the variation in purchasing decisions. The coefficient of determination (R^2) is 0.203 or 20.3%. The variation in purchasing decisions can be explained by these three variables, while the rest is influenced by other factors such as price, availability, or recommendations from people close to you.

Overall, the results of this study reinforce the importance of an environmentally friendly approach in marketing everyday consumer products. Green marketing strategies are not enough if they are not accompanied by increasing consumer knowledge and strengthening a credible brand image. Therefore, companies need to align communication strategies, education, and product quality in order to build consumer loyalty that is not only based on functional needs but also on sustainability values.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that green knowledge, green marketing, and brand image simultaneously have a significant effect on purchasing decisions for Rinso detergent products in Kebet Village. However, partially, the green knowledge variable shows a negative direction of influence on purchasing decisions, although it remains significant. This finding is of particular concern because it shows that the higher the consumer's knowledge of environmental issues, the lower their tendency to purchase Rinso detergent products.

The negative impact of green knowledge can be interpreted that even though consumers have high awareness and information about the impact of products on the environment, they consider that products that are claimed to be environmentally friendly such as Rinso have not fully met the expectations or standards that they consider environmentally friendly. It could be that consumers with high knowledge are more critical of marketing campaigns and more selective about "green" or "eco-friendly" labels that have not been independently verified. This is in line with the findings of Adhimusandi & others, (2020) that consumers with high environmental literacy tend to conduct stricter evaluations of environmentally friendly claims by companies.

Meanwhile, green marketing has been proven to have a positive and significant influence on purchasing decisions. Rinso's green marketing strategies, such as the use of recycled packaging and educational campaigns, have successfully targeted consumer segments that are responsive to environmental messages. The promotions carried out not only persuade, but also build emotional identification with environmental issues. Consistency of messages and integration of environmental values in products are important factors in the success of this green marketing.

Brand image is the most dominant variable in influencing purchasing decisions. This shows that positive perceptions of brand image, trust in Rinso's reputation, and brand loyalty are still strong factors in driving purchasing decisions, even when consumers have critical knowledge of the product. In this context, brand image is able to be a bridge between the ideal perception of environmentally friendly products and the reality of the marketing strategy being implemented.

Simultaneously, the three variables contribute a significant influence on purchasing decisions, with a coefficient of determination of 20.3%. This means that the variation in purchasing decisions is explained by green knowledge, green marketing, and brand image. The rest is influenced by other factors such as price, social recommendations, convenience, and consumer habits that are not examined in this study.

The implications of this research are quite important. For business practitioners, especially manufacturers of everyday consumer products, it is important to understand that increased consumer knowledge does not always mean increased purchase intention. Therefore, companies need to be more transparent, honest, and accountable in their environmental claims. Credible green labeling, independent certification, and open communication about production practices can help bridge this perception gap. For academics and researchers, these findings open up opportunities for further exploration of the psychological motivations of consumers with high environmental literacy and how they influence skepticism towards green marketing. This is important to refine the theory of consumer behavior in the era of sustainability.

Thus, while green marketing and brand image drive purchasing decisions, green knowledge actually signals that more environmentally conscious consumers may be more selective. Therefore, marketing strategies must aim at education that is not only persuasive but also factual, transparent, and builds long-term trust.

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