The Impact of Green Marketing Campaign Towards H&M Indonesia Customers' Purchase Decision: A Case Study on H&M Conscious Collection

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KEYWORDS	ABSTRACT
Green Marketing Communication, Greenwashing, Consumer Behavior, Purchase Decision, Fast Fashion	In recent years, the topic of sustainability has been on the rise. As it continues to become an area of concern and discussion, industries are also nudged, and even forced, to go in the same direction to keep up with the competition. This has also been complemented by how people are now more interested in sustainable brands, in which being sustainable has now become a trend as more and more companies decide to go green, and even a priority. Amongst them is the fashion industry; H&M was first accused of greenwashing in August of 2019 by The Norwegian Consumer Authority as it defines its Conscious Collection as "the shortcut to more sustainable shopping". This research aims to This to investigate if greenwashing; described as making false claims about a brand's product or service to attract more customers; affects the purchase decisions of customers. This research employs a quantitative methodology with non-probability sampling by contacting H&M Indonesia's Twitter followers. The results of this research revealed that the greenwashing done by H&M through its Conscious Collection green marketing campaign did not play a significant role in the purchase decision of H&M Indonesia customers due to Indonesians' environmental literacy. It is hoped that the implications of this research help to advise big corporations as well as small aspiring businesses that being sustainable should be done correctly and genuinely – from communicating green promotional messages to executing a green marketing campaign.

1. Introduction

In recent years, the topic of sustainability has been on the rise. This has been made possible due to the role of social media; a platform in which its presence has contributed to the public's increased

sense of environmental awareness on a global scale (Roger, 2019). As it continues to become an area of concern and discussion, it suggests that companies of all industries are also nudged, and even forced, to go in the same direction to be able to keep up with the competition ("Environmentally conscious tips for business", 2022). Additionally, a 2017 Nielsen study shows that 81% of global respondents strongly hold the notion that companies should contribute and take part in helping to improve the environment as they believe that it is "extremely" or "very" important that companies execute environmental programs for the betterment of the environment. Moreover, this conviction is also shared across generations: Millennials, Gen Z, and Gen X are found to be the most supportive, whilst Baby Boomers and Silent Generation are also not that far behind. Additional research by Cone Communications/Echo Global in 2014 also showed that "90% of shoppers worldwide [are] likely to switch to brands that support a good cause" (Horoszowski, 2016, part Consumers are Demanding Corporate Responsibility, para. 2).
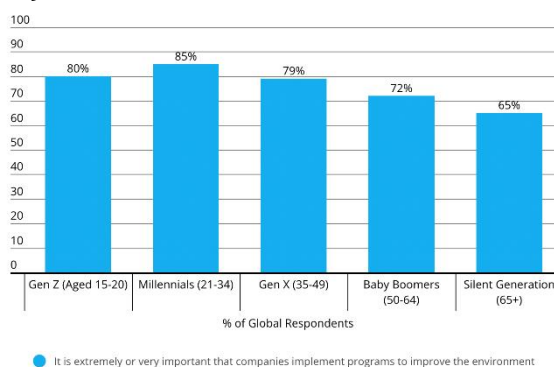

Figure 1 Percentage of respondents who said that it is "extremely" or "very" important that companies implement programs to improve the environment

From The Conference Board® Global Consumer Confidence Survey, 2017, in "Global Consumers Seek Companies That Care About Environmental Issues," by Nielsen, 2017 (https://www.nielsen.com/us/en/insights/article/ 2018/global-consumers-seek-companies-that-care-about-environmental-issues/). In the public domain.

Furthermore, Marsh (2022) added that the rising topic of sustainability has also been complemented by how people are now more interested in sustainable brands. As mentioned by Erskine (2020), being sustainable has now become a trend as more and more companies decide to go green. As a result, it would only be natural for brands to decide and join the bandwagon. The article highlighted that companies that have chosen to go green have experienced several benefits, namely: 48% have found prospective employees attracted to their company, 46% said their green initiative has led to partnership opportunities with other like-minded companies, and companies with green initiatives are growing 28x faster than average companies (Erskine, 2020, part Companies see positive, measurable impacts).

Despite the myriad of advantages a company can obtain, it is important to note that the costs incurred by going green can be expensive as there is a cost to environmentalism (Krosofsky, 2021). Therefore, some companies may be less genuine in conducting their business practices than others (Eisenstein, 2014). This situation is notably known as greenwashing; where it can be described as making false claims about a brand's product or service to attract more customers (Kenton, 2021, part How Greenwashing Works) (Braga, Martínez, Correa, Moura-Leite, & Da Silva, 2019).

About the aspects and extents of marketing communication, it is implied that companies portray themselves as 'green' to make their customers trust, prefer, and purchase their brand, products, and services compared to other competitors in the market with the information they present (Erskine, 2020). This approach has altered the direction of marketing and shifted marketing strategies whereby a product is now considered "sub-par" if it is not environmentally friendly: both in terms of product and packaging (Martins, 2022). There is now ease in presenting information in a slightly skewed way with the means of portraying a brand that cares about the environment more than it does, whilst harming the environment with the use of positive messages about how "eco-friendly" and "green" a brand or product is (Marsh, 2022, part Greenwashing Definition). Due to this shift in customer concern, companies are changing their production methods to become more eco-friendly -- as they realize that employing this approach allows them to perform better than their rivals and gain a competitive advantage known as the sustainability premium (Gallagher, 2014, part The reporting problem). Even though greenwashing is unethical, companies still participate in it because it brings back good returns; with the use of psychology and marketing principles to manipulate consumers into eventually purchasing their products and services (Kenton, 2021).

In the year 2015, Nielsen polled 30,000 consumers from 60 countries around the world; the research concluded that "consumers are willing to pay extra for one thing: sustainability" (Curtin, 2018, para. 1). Amongst the different age groups, those that deem going green to be most important are the Millennials, where 73% are more likely to purchase a product if it is environmentally friendly and sustainable. The sustainability report also highlighted that despite Millennials' challenging economic conditions compared to other age groups in the past 100 years, it is surprising how they continue to be "the most willing to pay extra for sustainable offerings" (para. 4). Within 3 years, the level of importance held by the millennials rose by 10%, as seen in the Figure published by Nielsen in 2018 below.
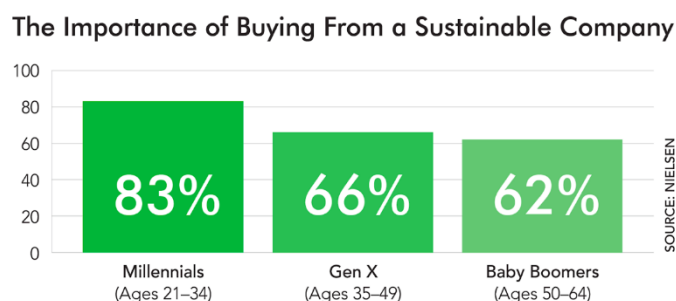

Figure 2 *The Importance of Buying From a Sustainable Company*

From The Year of Sustainability: Why More Companies Are Going Green in 2020, 2020, in "Was 2018 the year of the influential sustainable consumer?," by Nielsen, 2018 (https://nielseniq.com/global/en/insights/analysis/2018/ was-2018-the-year-of-the-influential-sustainable-consumer/). In the public domain.

Based on the data figures shown above, this suggests that greenwashing does affect the purchase decision of customers worldwide -- and is especially most prominent among the Millennials. This is because they perceive companies that go green as an automatically added value being offered to the customers, despite the added cost. However, this added value is exactly what Millennials find in particular -- paying more for sustainability. One of the ways how a company communicates its

green initiatives and efforts is through a campaign, specifically a green marketing campaign. This type of campaign can be described as the practice of producing and promoting a product or service "based on their real or perceived environmental sustainability" as they market themselves to be environmentally-conscious companies (Fernando, 2022, para. 1). It is important to note that the issue of greenwashing can be identified through a firm's green marketing activities.

In the case of Indonesia, research conducted by Fitrianingrum and Celsya (2020) proves that Indonesian millennials are aware of greenwashing practices. Out of the 195 millennials that took part in their study, the results show that 46% of respondents are not aware. This means that the other 54% of respondents are, and thereby it is more than half. Thus, the awareness of Indonesian millennials regarding greenwashing is indeed present. This suggests a growing demand for environmentally sound products, and that environmental literacy in Indonesia is also growing as this target group is now more educated.

Furthermore, research claims that Indonesian consumers also prefer socially conscious brands of which around 92% of Indonesians already know the term *conscious lifestyle*, and 93% have integrated it into their lifestyles (Yasmin, 2020). However, it can be argued that overall environmental literacy is still low and this claim is proven by Indonesia having the worst water quality in Asia where several cities and towns have inadequate and unclean water sources that have reached critical levels (Pink, 2016), making it the 6th most polluted country in the world ("Most Polluted Countries", 2018), the highest percentage of climate change deniers among 23 countries according to a 2019 YouGov study (Heriyanto, 2019), and one the world's biggest emitters of greenhouse gasses (Renaldi, 2019). Despite these data figures, a 2017 Nielsen Global Consumer Survey discovered that Indonesia is placed in the top 4 countries where consumers demand corporate sustainability at 94%.
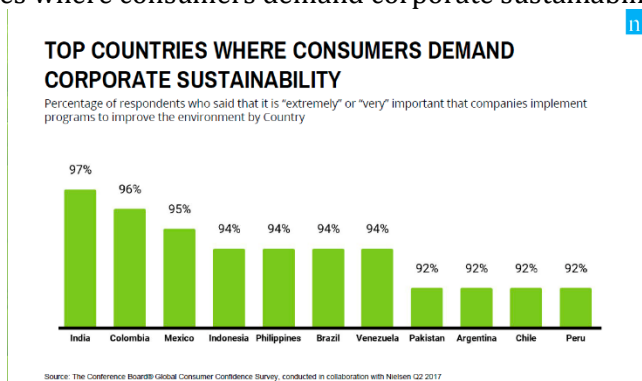

Figure 3 Top Countries Where Consumers Demand Corporate Sustainability

From The Conference Board® Global Consumer Confidence Survey, 2017, in "Top Countries Where Consumers Demand Corporate Sustainability," by Nielsen, 2017 (https://www.nielsen.com/us/en/insights/article/2018/global- consumers-seek-companies-that-care-about-environmental-issues/). In the public domain.

The rise of greenwashing proves that sustainability is becoming a real priority for industries worldwide; among them is the fashion industry, where greenwashing is commonly done (Bose, 2021). Not only that, but consumer protection agencies have also claimed that fashion is among the worst offenders of greenwashing (Webb, 2021). 2022 global fashion industry statistics for international apparel show that the industry value is 3,000 billion dollars (3 trillion dollars) and 2% of the world's Gross Domestic Product (GDP) ("Global fashion industry statistics - International apparel", 2022).

This makes the industry the 4th biggest sector in the world as it employs professionals ranging from the highest technical level and even to those without a degree (Vilaça, 2022). With these statistics in mind, this also makes the fashion industry the second largest polluter in the world; with increasing environmental damage as the industry grows (Charpail, 2017). According to a 2018 Quantis and Climate Works report, the fashion industry is responsible for 92 million tons of solid waste per year globally, representing 4% of the 2.12 billion tons of waste dumped globally each year (Wicker, 2022).

Within this industry, there is a term called 'fast fashion' which can be described as cheap, trendy clothing that samples ideas from the catwalk or celebrity culture to meet consumer demand (Rauturier, 2022). As fast fashion takes advantage of trends by selling them at an affordable price, this has become more common throughout the years due to an increase in consumer purchasing power, specifically among the younger generation, including the millennials (Hayes, 2021). In summary, the idea of this term is for brands to get the newest, freshest styles on the market as fast as possible, so they can be purchased by shoppers while they are still at the peak of their popularity, but then discarded after just a few wears. Some of the major players in fast fashion include H&M and Zara as the oldest and biggest leaders, followed by UNIQLO, GAP, Forever 21, Topshop, Esprit, Primark, Fashion Nova, and New Look (Hayes, 2021, part Fast Fashion Leaders).

With more and more retailers joining the market, customers worldwide now have more options to choose from. As a result of these different substitutes, it can be said that this factor alone contributes to the high competitiveness of fast fashion. To tackle this, fast fashion brands resort to going green. A growing number of retailers continue to introduce so-called ethical fashion initiatives as they work towards a more sustainable model, such as growing their eco-conscious collection. According to Vogue (2019), some of these brands include H&M, Zara, Mango, Uniqlo and Asos.

However, a June 2021 report released by the Changing Markets Foundation found that nearly 60% of sustainable fashion claims are greenwashing; some of the worst offenders in making false or misleading claims include H&M, ASOS, and M&S respectively. Among the 50 brands reviewed, H&M is ranked in first place for the most number of false claims. The report stated that 96% of claims made by H&M were disregarded and went against market guidelines due to being "unsubstantiated or misleading". The 2 other worst offenders for greenwashing are ASOS with 89% of their claims misleading, and M&S with 88%. Additionally, the report also highlighted the solutions adopted by these brands. For instance, in the attempt to go green, 90% of H&M's recycled polyester is composed of single-use plastic bottles -- positioning the brand as once again the worst offender compared to the other surveyed brands.

H&M was first accused of greenwashing in August 2019 by The Norwegian Consumer Authority (CA). They claimed that the brand provided insufficient information on the actual sustainability of its Conscious Collections, which first began in 2010 (Willow, 2021). Despite the name, the company included a great number of misleading claims and vague eco-sounding language (vagueness), such as "100% organic cotton" (Peel-Yates, 2021). H&M's Conscious Collection was found to contain a higher proportion of synthetic fibers than its fast-fashion line: a ratio of 72% to 61%. Additionally, 1 in 5 of the H&M Conscious Collection items analyzed were also found to be made from 100% fossil-fuel-derived synthetic materials. Although the collection did feature more sustainable materials, such as organic cotton or Tencel, H&M did not explain how these were beneficial to the environment nor did they adequately specify the environmental benefits of their garments, such as the amount of recycled material each contained. Thus, the CA also pointed out that H&M made general claims in marketing their products as sustainable without any proper specification.

H&M defined its Conscious Collection as "the shortcut to more sustainable shopping". According to their official website, H&M understands how difficult it can be to know whether one is making environmentally friendly shopping choices, hence the purpose of their collection is to make this easier. Thus, they provide a *Conscious* choice: "pieces created with a little extra consideration for the planet. Each Conscious choice product contains at least 50% of more sustainable materials". It is important to note that H&M's target market is the Millennials (Elizabeth, 2019), which according to 2015 and 2018 Nielsen data, is aligned with the target group that deems sustainability to be most important. To a certain extent, this also provides the brand with an opportunity to continue and maintain and continue their Conscious Collection.

The purpose of this study is to explain H&M's Conscious Collection (X) as an independent variable to H&M Indonesia Customer' Purchase Decision (Y) as a dependent variable. The survey method will be implemented through the distribution of questionnaires to designated samples.

2. Materials and Methods

Penelitian ini akan menggunakan metodologi kuantitatif dengan menggunakan penelitian eksplanasi (Cowles & Nelson, 2015). Metode kuantitatif melibatkan proses pengumpulan, analisis, interpretasi, dan penulisan hasil penelitian (Pahleviannur et al., 2022). Metodologi penelitian ini menggunakan metode survei, metode pengumpulan data yang melibatkan perolehan informasi dari sekelompok orang berdasarkan asumsi atau tujuan bahwa semua responden memahami setiap pertanyaan dengan cara yang sama (Creswell, JW, & Creswell, 2018). Dalam hal penelitian ini, instrumennya adalah kuesioner yang akan didistribusikan. Kuesioner dikatakan dapat diandalkan jika jawaban seseorang terhadap suatu pernyataan konsisten dari waktu ke waktu. Penelitian ini pertama kali dimulai pada Maret 2022, tetapi peneliti memulai pra-penelitiannya pada awal Februari 2022. Penelitian akan dilakukan dan diserahkan pada akhir Agustus 2022 dan berlangsung di Jakarta, Indonesia.

3. Result and Discussion
Dimension Analysis

Table 3 Dimension Correlation

		H&M Indonesia Customers' Purchase Decision (Y)
Dimension 1: Green Advertising	Pearson Correlation	.821**
	Sig. (2-tailed)	.000
	N	110
Dimension 2: Green Website	Pearson Correlation	.615**
	Sig. (2-tailed)	.000
	N	110
Dimension 3: Social Media	Pearson Correlation	.292**
	Sig. (2-tailed)	.000
	N	110

		H&M Indonesia Customers' Purchase Decision (Y)
Dimension 4: Green Packaging	Pearson Correlation	.382**
	Sig. (2-tailed)	.000
	N	110
Dimension 5: Eco-labels	Pearson Correlation	.572**
	Sig. (2-tailed)	.000
	N	110

Source: Author, 2022.

The data above shows the correlation results of the 5 dimensions of variable X, which consists of Green Advertising (dimension 1), Green Website (dimension 2), Social Media (dimension 3), Green Packaging (dimension 4), and Eco-labels (dimension 5) with variable Y. From the retrieved data presented, there are a few conclusions that can be made:

a. For every dimension, there is a correlation to variable Y. The reason is because each of their Sig. (2-tailed) are below 0.05. Dimension 1 to Dimension 5 all have a Sig. (2-tailed) value of 0.000.

b. For every dimension's coefficient correlation value that can be seen in the Pearson correlation rows, it indicates the relationship degree of every dimension with variable Y. Dimension 1 has a coefficient correlation of .821. Dimension 2 has a coefficient correlation of .615. Dimension 3 has a coefficient correlation of .292. Dimension 4 has a coefficient correlation of .382. And Dimension 5 has a coefficient correlation of .572. All this states that dimension 1 has a very strong relationship degree, dimension 2 has a strong relationship degree, dimension 3 and dimension 4 have a weak relationship degree, and dimension 5 has a moderate relationship degree. However, amongst the 5 dimensions, dimension 1, called green advertising, has the highest degree of relationship with variable Y with a result of .821. Considering how dimension 1 has the highest degree of relationship in comparison to the other 4 dimensions, it shows that the green advertising done by H&M Conscious Collection holds the most relationship to H&M Indonesia Customers' Purchase Decision.

c. According to the results shown, the 5 dimensions all have a positive correlation with variable Y. This means that if there is an increase in the dimensions, then variable Y will also increase.

Below are the regression results of variable X's dimension 1, called Green Advertising, with variable Y.

Table 4 Summary result of dimension 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821[a]	.675	.672	.23281

a. Predictors: (Constant), Green Advertising

Source: Author, 2022.

The table above shows that the amount of the variation change of H&M Indonesia Customers' Purchase Decision (Y) can be determined by dimension 1 as much as 0.675 as revealed in the R square or 67.5% (0.675 x 100%), while the rest 32.5% is determined by other factors that are not included in this study.

Table 5 ANOVA result of dimension 1

ANOVAᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.145	1	12.145	224.086	.000b
Residual	5.854	108	.054		
1 Total	17.999	109			
Dependent Variable: H&M Indonesia Customers' Purchase Decision					
Predictors: (Constant), Green Advertising					

Source: Author, 2022.

In the ANOVA table above, it can be seen that the Sig. column that the result is 0.000, where this result is smaller than 0.05 (0.000<0.05). This means that dimension 1 influences H&M Indonesia Customers' Purchase Decision (Y).

Table 6 Coefficient Result of Dimension 1

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.689	.114		14.777	.000
1 Green Advertising	.411	.027	.821	14.970	.000
Dependent Variable: H&M Indonesia Customers' Purchase Decision					

Source: Author, 2022.

$$Y = 1.689 + 0.411x$$

From the results shown in Table 31, 3 points can be concluded:

a. The value of the constant revealed is 1.689. This means that if there is no green advertising (dimension 1), then the value of H&M Indonesia Customers' Purchase Decision (Y) is 1.689.
b. The regression coefficient value is 0.411, which means that the magnitude of influence of dimension 1 towards variable Y is 0.411.

c. The regression coefficient value of 0.411 also means that for every increase (as it shows a positive (+) sign) of one unit or value of dimension 1, it will produce an increase of 0.411 towards H&M Indonesia Customers' Purchase Decision (Y).

Below are the regression results of variable X's dimension 2, called Green Website, with variable Y.

Table 7 Summary result of dimension 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615ᵃ	.378	.372	.32201

a. Predictors: (Constant), Green Website

Source: Author, 2022.

The table above shows that the amount of the variation change of H&M Indonesia Customers' Purchase Decision (Y) can be determined by dimension 2 as much as 0.378 as revealed in the R square or 37.8% (0.378 x 100%), while the rest 62.2% is determined by other factors that are not included in this study.

Table 8 ANOVA result of dimension 2

ANOVAᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.800	1	6.800	65.579	.000b
Residual	11.199	108	.104		
1 Total	17.999	109			

Dependent Variable: H&M Indonesia Customers' Purchase Decision

Predictors: (Constant), Green Website

Source: Author, 2022.

In the ANOVA table above, it can be seen that the Sig. column that the result is 0.000, where this result is smaller than 0.05 (0.000<0.05). This means that dimension 2 influences H&M Indonesia Customers' Purchase Decision (Y).

Table 9 Coefficient Result of Dimension 2

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.976	.175		11.325	.000

| Green Website | .385 | .048 | | .615 | 8.098 | .000 |

Dependent Variable: H&M Indonesia Customers' Purchase Decision

Source: Author, 2022

$$Y = 1.976 + 0.385x$$

From the results shown in Table 34, 3 points can be concluded:

a. The value of the constant revealed is 1.976. This means that if there is no green website (dimension 2), then the value of H&M Indonesia Customers' Purchase Decision (Y) is 1.976.

b. The regression coefficient value is 0.385, which means that the magnitude of influence of dimension 2 towards variable Y is 0.385.

c. The regression coefficient value of 0.385 also means that for every increase (as it shows a positive (+) sign) of one unit or value of dimension 2, it will produce an increase of 0.385 towards H&M Indonesia Customers' Purchase Decision (Y).

Below are the regression results of variable X's dimension 3, called Social Media, with variable Y.

Table 10 Summary result of dimension 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.292[a]	.0.85	.077	.39041

a. Predictors: (Constant), Social Media

Source: Author, 2022.

The table above shows that the amount of the variation change of H&M Indonesia Customers' Purchase Decision (Y) can be determined by dimension 3 as much as 0.85 as revealed in the R square or 8.5% (0.85 x 100%), while the rest 91.5% is determined by other factors that are not included in this study.

Table 11 ANOVA result of dimension 3

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.537	1	1.537	10.087	.002b
Residual	16.461	108	.152		
1 Total	17.999	109			

Dependent Variable: H&M Indonesia Customers' Purchase Decision

Predictors: (Constant), Social Media

Source: Author, 2022.

In the ANOVA table above, it can be seen that the Sig. column that the result is 0.002, where this result is smaller than 0.05 (0.000<0.05). This means that dimension 3 influences H&M Indonesia Customers' Purchase Decision (Y).

Table 12 Coefficient Result of Dimension 3

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.762	.194		14.206	.000
1 Social Media	.184	.058	.292	3.176	.002

Dependent Variable: H&M Indonesia Customers' Purchase Decision

Source: Author, 2022.

$$Y = 2.762 + 0.184x$$

From the results shown in Table 37, 3 points can be concluded:

a. The value of the constant revealed is 2.762 This means that if there is no social media (dimension 3), then the value of H&M Indonesia Customers' Purchase Decision (Y) is 2.762.
b. The regression coefficient value is 0.184, which means that the magnitude of influence of dimension 3 towards variable Y is 0.184.
c. The regression coefficient value of 0.184 also means that for every increase (as it shows a positive (+) sign) of one unit or value of dimension 3, it will produce an increase of 0.184 towards H&M Indonesia Customers' Purchase Decision (Y).

Below are the regression results of variable X's dimension 4, called Green Packaging, with variable Y.

Table 13 Summary result of dimension 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.382^a	.146	.138	.37730

a. Predictors: (Constant), Green Packaging

Source: Author, 2022.

The table above shows that the amount of the variation change of H&M Indonesia Customers' Purchase Decision (Y) can be determined by dimension 4 as much as 0.146 as revealed in the R square or 14.6% (0.146 x 100%), while the rest 85.4% is determined by other factors that are not included in this study.

Table 14 ANOVA result of dimension 4

ANOVAᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.625	1	2.625	18.439	.000b
Residual	15.374	108	.142		
1 Total	17.999	109			
Dependent Variable: H&M Indonesia Customers' Purchase Decision					
Predictors: (Constant), Green Packaging					

Source: Author, 2022.

In the ANOVA table above, it can be seen that the Sig. column that the result is 0.000, where this result is smaller than 0.05 (0.000<0.05). This means that dimension 4 influences H&M Indonesia Customers' Purchase Decision (Y).

Table 15 Coefficient Result of Dimension 4

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.542	.196		12.991	.000
1 Green Packaging	.244	.057	.382	4.294	.000
Dependent Variable: H&M Indonesia Customers' Purchase Decision					

Source: Author, 2022.

$$Y = 2.542 + 0.244x$$

From the results shown in Table 40, 3 points can be concluded:

a. The value of the constant revealed is 2.542. This means that if there is no green packaging (dimension 4), then the value of H&M Indonesia Customers' Purchase Decision (Y) is 2.542.

b. The regression coefficient value is 0.244, which means that the magnitude of influence of dimension 4 towards variable Y is 0.244.

c. The regression coefficient value of 0.244 also means that for every increase (as it shows a positive (+) sign) of one unit or value of dimension 4, it will produce an increase of 0.244 towards H&M Indonesia Customers' Purchase Decision (Y).

Below are the regression results of variable X's dimension 5, called Eco-labels, with variable Y.

Table 16 Summary result of dimension 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572[a]	.327	.321	.33494

a. Predictors: (Constant), Eco-labels

Source: Author, 2022.

The table above shows that the amount of the variation change of H&M Indonesia Customers' Purchase Decision (Y) can be determined by dimension 5 as much as 0.327 as revealed in the R square or 32.7% (0.327 x 100%), while the rest 67.3% is determined by other factors that are not included in this study.

Table 17 ANOVA result of dimension 5

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.882	1	5.882	52.434	.000b
Residual	12.116	108	.112		
1 Total	17.999	109			

Dependent Variable: H&M Indonesia Customers' Purchase Decision

Predictors: (Constant), Eco-labels

Source: Author, 2022.

In the ANOVA table above, it can be seen that the Sig. column that the result is 0.000, where this result is smaller than 0.05 (0.000<0.05). This means that dimension 5 influences H&M Indonesia Customers' Purchase Decision (Y).

Table 18 Coefficient Result of Dimension 5

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.965	.196		10.010	.000
1 Eco-labels	.375	.052	.572	7.241	.000

Dependent Variable: H&M Indonesia Customers' Purchase Decision

Source: Author, 2022.

$$Y = 1.965 + 0.375x$$

From the results shown in Table 43, 3 points can be concluded:

a. The value of the constant revealed is 1.965. This means that if there are no eco-labels (dimension 5), then the value of H&M Indonesia Customers' Purchase Decision (Y) is 1.965.
b. The regression coefficient value is 0.375, which means that the magnitude of influence of dimension 5 towards variable Y is 0.375.
c. The regression coefficient value of 0.375 also means that for every increase (as it shows a positive (+) sign) of one unit or value of dimension 5, it will produce an increase of 0.375 towards H&M Indonesia Customers' Purchase Decision (Y).

As previously discovered in Table 28, dimension 1 (Green Advertising) has the highest relationship degree with variable Y in comparison to the other 4 dimensions, resulting in a score of 0.821. Similarly, this same dimension is also found to have the most influence on H&M Indonesia Customers' Purchase Decisions (Y) compared to the other 4 dimensions; with a regression coefficient outcome of 0.675 as shown in Table 29. Therefore, this states that the dimension of green advertising is the most correlated as well as the most impactful to H&M Indonesia Customers' Purchase Decisions (Y).

Below are the regression results when the 5 dimensions are calculated simultaneously.

Table 19 Summary result of 5 dimensions of variable X

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834ᵃ	.695	.680	.22983

a. Predictors: (Constant), Green Advertising, Green Website, Social Media, Green Packaging, Eco-labels

Source: Author, 2022.

The summary table shows the amount of the variation change of H&M Indonesia Customers' Purchase Decision (Y) can be determined by the 5 dimensions of variable X as much as 0.695 as revealed in the R square or 69.5% (0.695 x 100%), while rest 30.5% is designated by other influences that are not integrated in this study.

Table 20 ANOVA result of 5 dimensions of variable X

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	12.505	5	2.501	47.351	.000b
	Residual	5.493	104	.053		
1	Total	17.999	109			
Dependent Variable: H&M Indonesia Customers' Purchase Decision						
Predictors: (Constant), Green Advertising, Green Website, Social Media, Green Packaging, Eco-labels						

Source: Author, 2022.

In the ANOVA table, it is found in the Sig. column that the result is 0.000, where this result is smaller than 0.05 (0.000<0.05). This means that the 5 dimensions of variable X (H&M Conscious Collection) and H&M Indonesia Customers' Purchase Decision (Y) have an influence.

Table 21 Coefficients of 5 dimensions of variable X

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.846	.146		12.598	.000
Green Advertising	.418	.048	.836	8.775	.000
Green Website	.080	.078	.127	1.025	.308
Social Media	-.128	.054	-.204	-2.382	.019
Green Packaging	-.008	.046	-.013	-.175	.861
1 Eco-labels	-.007	.063	-.010	-.107	.915

Dependent Variable: H&M Indonesia Customers' Purchase Decision

Source: Author, 2022.

$$Y = 1.846 + 0.418 D1 – 0.128 D3$$

From Table 46, there are a few points that can be concluded:

a. The value of the constant in Table 46 is 1.846. This means that if there is no green advertising (dimension 1) and social media (dimension 3), the value of H&M Indonesia Customers' Purchase Decision (Y) is 1.846.

b. The regression coefficient value as found in the B column, states that dimension 1 has a regression coefficient of 0.418 and dimension 3 has a regression coefficient value of -0.128. This means that dimension 1 has a magnitude level of influence with variable Y of 0.418 and dimension 3 has a magnitude level of influence with variable Y of -0.128.

c. Likewise, the regression coefficient value of 0.418 for dimension 1 means that for every increase (as it shows a + sign) of one unit or value of dimension 1, it will produce an increase of 0.418 towards H&M Indonesia Customers' Purchase Decision (Y). Meanwhile, the regression coefficient value of -0.128 for dimension 3 means that for every decrease (as it shows a - sign) of one unit or value of dimension 3, it will produce a decrease of 0.128 towards H&M Indonesia Customers' Purchase Decision (Y).

d. Another finding from Table 46 is that when the 5 dimensions are calculated together, dimensions 2, 4, and 5 appear to not have any influence on variable Y. As highlighted in the table, dimension 2 has a Sig. of 0.308, dimension 4 has a Sig. of 0.816, and dimension 5 has a Sig. of 0.915, where all values are above 0.05, meaning that they have no influence.

From the comparison of the 5 dimensions of variable X, it can be seen that the only 2 dimensions that resulted in an influence when computed simultaneously are dimension 1 (green

advertising) and dimension 3 (social media) as their Sig. value is below 0.05. It is important to note that the difference between dimension 1 (green advertising) and dimension 3 (social media) can be seen in the B value, whereby dimension 3 (social media) is negative at -0.128. This means that the influence occurs in a negative relationship, whereby if X increases, Y decreases. In this case, if social media increases, H&M Indonesia Customers' Purchase Decision decrease. This is an odd case because commonly and realistically speaking, a customer's purchase decision should be aided by the presence of social media – meaning the more posts one sees on a brand's social media account(s), the more exposure is obtained, the higher the chance the viewer is more likely to make a purchase decision. This point was made based on the research results conducted by Angelyn and Kodrat (2021) where it was found that social media has a significant positive influence on purchase decisions

4. Conclusion

Based on the data processing and questionnaire analysis, the conclusions of this research a Case Study on H&M Conscious Collection are, that there is a correlation between H&M Conscious Collection towards H&M Indonesia Customers' Purchase Decision. The correlation strength between H&M Conscious Collection towards H&M Indonesia Customers' Purchase Decisions is strong with a score of 0.683. There is an influence of H&M Conscious Collection on H&M Indonesia Customers' Purchase Decisions. The influence magnitude of H&M Conscious Collection on H&M Indonesia Customers' Purchase Decisions is moderate with a score of 0.485. The dimension of H&M Conscious Collection (X) that has the most influence on H&M Indonesia Customers' Purchase Decisions is dimension 1, called Green Advertising.

Companies big or small should be aware of both the short-term and long-term effects and implications of executing a green marketing campaign. Brands should be advised and take into consideration just how powerful green promotional messages can be in influencing a certain target audience's purchase decision. With that being said, companies must understand how to communicate these green promotional messages correctly–without having it framed exaggeratedly, but still being truthful. Similarly, brands must also have a grasp on how to execute improved green strategies to support their brands optimally. Businesses of all industries must be reminded to never engage in acts of greenwashing as it will eventually lead to detrimental effects one way or another. Therefore, with this point in mind, companies should be mindful that being green and sustainable should be done correctly and genuinely. Brands must understand and be advised of utilizing a suitable social media platform to optimally communicate with their target audience and target market. The criteria in platform selection should depend on the demographics of the audience as well as brand positioning. In addition to utilizing suitable social media platforms, brands must be able to also engage with their target market and target audience as well, such as collaborating with key opinion leaders that suit their brand personality in educating them and building brand conversation.

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