

ABSTRACT

The problem of plastic waste in Indonesia is again in the public spotlight. Seeing the development of the problem of plastic waste, it seems that the government must quickly improve its management system. Based on research conducted by Jenna R. Jambeck from the University of Georgia, in 2010 there were 275 tons of plastic waste produced worldwide. About 4.8-12.7 million tons of them are wasted and pollute the sea.

Green products are the right choice to solve these environmental issues. The use of green products is a marketing strategy carried out to build a brand image and mindset of consumers. As did the famous shoe company Converse. Converse processes plastic waste into environmentally friendly sneakers which is named Converse Renew Canvas. The purpose of this study was to determine the effect of green brand image on buying interest in Converse Renew Canvas shoes.

This research uses quantitative methods with the type of causal relationship research. This research was conducted on Converse consumers in Bandung. The types of data needed for this research are primary data and secondary data. Sampling was done by using non-probability sampling method purposive sampling, with the number of respondents taken as many as 100 respondents who use Converse shoes. Then for the analysis technique using simple linear regression analysis and data processing using SPSS version 23 software.

Based on the results of hypothesis testing, it significantly shows that green brand image has an influence on buying interest in Converse Renew Canvas shoes. The results of the coefficient of determination of green brand image have an effect on purchase intention by 42.5% and the remaining 57.5% are influenced by other factors not examined in this study such as product quality, promotion and brand personality.

Keywords : Buying interest, Converse, Converse Renew Canvas, Green brand image