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Increasing Brand Awareness: Health Knowledge, Environmental Focus and Green Innovation

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Abstract

This study's objective is to establish, evaluate, and advance health information that can serve as a mediator between green innovation, brand awareness, and an environmental focus. The nature of this investigation is causal. Each individual in the sample was 200. Using SEM (partial least squares), the data was processed (PLS). Health Knowledge, Environmental Focus Variable, and Green Innovation all influence brand awareness, according to the findings of this study. Nevertheless, the impact of the health knowledge variable as a mediating factor between environmental focus and brand awareness is non-significant. With the intention of increasing customer brand awareness for green firms, this research suggests that business professionals should be guided toward environmentally focused initiatives and green innovation. A corporation or organization can encourage consumers to utilize itself by gaining greater recognition from them through the promotion of brand awareness.

Keywords: Brand awareness, Environmental focus, green innovation, Health Knowledge

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Introduction

An average positive growth rate of 9.3 percent over a seven-semester period generates intense competition, prompting educational institutions to offer a variety of learning processes in an effort to attract more students; this marketing concept is known as "positioning." Positioning is also reflected in the school's nomenclature (in marketing science, hereinafter called the brand). Brands are names and symbols that have the ability to increase or decrease the value that organizations and consumers attribute to a product or service (Aaker, 2014).

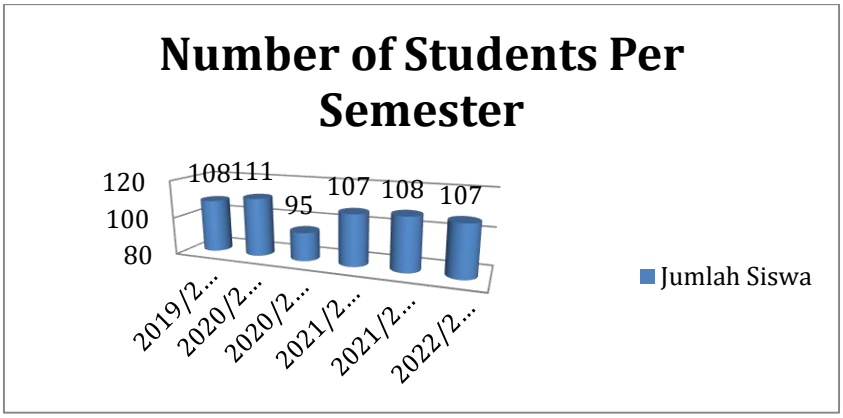

Figure 1. Number of Students Per Semester at Global Talent School

Global Talent School & Studio was previously called Nature School. This name change is to increase public awareness of Global Talent School. The school management organization Global Talent Islamic School & Studio claims to not only use nature as a learning object but also as a place for children to share their experiences as well as form children's character. However, there has been no research that shows that there is an influence of green innovation and environmental focus on brand awareness of Global Talent & Studio School.

Green innovation involves generating new ideas and promoting creativity in products, services, processes, and procedures (Afridi et al., 2020). How the adoption of green innovation practices convinces users that it improves environmental quality is a gray area of research. The concept of green innovation has been researched in manufactured products (Khan et al., 2022), hotels (Tanford, 2020) and tourism (Han, 2020) but has not been researched in natural schools.

Environmental pollution and depletion of natural resources have long been recognized as vital problems. International organizations, governments, and some advocacy groups have forced business companies to carry out their responsibilities regarding this issue. Thanks to these pressures and changes in society's value systems, many business organizations have begun to approach these issues from a strategic perspective and pay much attention to environmental issues (Alniacik & Yilmaz, 2012; Kautish, 2020). Likewise, natural schools also focus on the environment. This can be seen from the learning atmosphere not in the classroom but outside the classroom. To increase the school community's closeness to nature, outdoor activities also improve the fine and gross motor systems in children's

development. Students are also taught to reduce the use of plastic materials in food packaging.

It is strongly suspected that the number of students in schools with a nature concept is static because there are other mediating factors, namely public knowledge regarding children's healthy growth and development, which is still minimal (Hasanah & Ansori, 2014; Wardhani, Jaya, & Fauziyah, 2019). For the most part, parents send their children to school because they want to focus on improving their children's intellectual intelligence, including the use of Artificial Intelligence (AI) education (Yang, 2022), while interests and talents are less of a concern.

Based on the discussion above, it is necessary to study further how to increase public awareness of the Global Talent School brand as a school with a nature concept by involving the variables of brand awareness, green innovation, environmental focus and health knowledge.

Methodology

Data Collecting

Quantitative data was collected via online surveys to facilitate the sampling procedure. Two research assistants have been informed about the correct protocol for distributing survey questionnaires to participants. Located in Palembang, South Sumatera Province.

Measurement

The present study employs a purposive sampling technique to distribute online questionnaires as its data collection method. The criteria for respondents are as follows: 1) the respondent is married 2) the respondent knows about the global talent school. A Likert scale was incorporated into the design of the questionnaire to quantify responses to statements of agreement provided by respondents. There were seven points on the scale: strongly disagree to strongly agree. The population of this study was 1,740,923 based on the number of married couples of childbearing age in South Sumatra taken from South Sumatra data in the latest figures. Sampling was taken using the Lemeshow formula with a confidence level of 95%, a sample of 200 people. Hypothesis testing was conducted in this study utilizing the Structural Equation Model technique, which is a combination of factor analysis and path analysis. Component Based Structured Equation Modeling, which is applicable to research models containing independent, dependent, and intervening variables, was utilized. The PLS method does not necessitate a sizable sample or intercorrelation between constructs or indicators (Hair, Hult, Ringle, & Sarstedt, 2017).

Results And Discussion

Result

In this study, the number of respondents who met the criteria was 200 respondents. Based on table 4.1, the gender of the respondents was dominated by 147 respondents or 87% female, while the remaining were male, namely 53 respondents or 26.5%. If we look at their age, the majority of respondents were aged 26-35 years, namely 137 respondents or 68.5%, while the remaining were aged 17-25 years by 10%, aged 36-45 years by 17.5%, aged 46-55 years by 4% and aged 56 – 65 years and above 65 years is 0%. The employment status of respondents was

dominated by civil servant 74 respondents or 37%, while the rest had employment status as non civil servants, 38 respondents or 19% private employees, 36 respondents or 18%. , entrepreneurs were 26 respondents or 13% and others were 26 respondents or 13%. The characteristics of the respondents in this study can be described as follows:

Table.1 Respondent Characteristics

Description	**Frequencies**		**%**
Total of Respondent	200		100%
Sex	Male	53	26.5%
	Female	147	87%
Age	17 - 25 years	20	10%
	26 - 35 years	137	68.5%
	36 - 45 years	35	17.5%
	46 - 55 years	8	4%
	56 – 65 years	0	0%
	Above 65 years	0	0%
Working Status	Civil Servant	74	37%
	Non-Civil Servant	38	19%
	Private Officer	36	18%
	Businessman	26	13%
	Other	26	13%

Evaluation of the SEM-PLS Measurement Model before testing the model, validity and reliability tests are first carried out with the following measurements (Hair et al., 2017):

1. Internal Consistency is measured by Cronbach's Alpha ($\alpha > 0.60$) and Composite Reability (CR > 0.70).
2. Convergent Validity is measured by Outer Loading (OL > 0.50) and Average Variance Extracted (AVE > 0.50).

The test results can be seen in table 2 as follows:

Table 2. Validity and Reliability Construct Measurements

Item Description	**Outer Loading**	**AVE**	**CR**	**Cronbach's Alpha**
X11	0.622	0.603	0.899	0.863
X12	0.899			
X13	0.876			
X14	0.862			
X15	0.636			
X16	0.711			
X21	0.757	0.632	0.932	0.916
X22	0.782			
X23	0.711			
X24	0.798			

Item Description	Outer Loading	AVE	CR	Cronbach's Alpha
X25	0.801			
X26	0.842			
X27	0.873			
X28	0.788			
X31	0.838	0.763	0.928	0.895
X32	0.920			
X33	0.929			
X34	0.801			
Y1	0.796	0.720	0.939	0.921
Y2	0.814			
Y3	0.797			
Y4	0.900			
Y5	0.919			
Y6	0.858			

In Table 2. Very satisfactory outer loading, AVE, CR and Cronbach's Alpha values were obtained for the SEM-PLS model. In other words, the criteria for internal consistency and convergent validity are met. All outer loadings are still above the cut-off value (0.50), all AVEs are greater than 0.50, all CRs are above 0.70, and all Cronbach's Alphas are above 0.60 (cut-off values).

3. Discriminant validity is measured from Cross Loading (L > Lothers) and Fornell Lacker Criteria (√AVE Yi > Correlation Yi,Yj). A value given in brackets and in bold in Table 3 is the loading factor which is symbolized L.

Table 3. Cross Loading Test Results

Item Description	X1	X2	X3	Y
X11	(0.622)	-0.094	0.396	0.019
X12	(0.899)	-0.180	-0.015	0.000
X13	(0.876)	-0.098	-0.046	-0.045
X14	(0.862)	-0.182	-0.061	0.003
X15	(0.636)	0.270	-0.008	0.045
X16	(0.711)	0.408	-0.189	-0.004
X21	0.357	(0.757)	0.011	-0.035
X22	0.031	(0.782)	-0.116	0.105
X23	0.191	(0.711)	-0.145	-0.232
X24	-0.189	(0.798)	-0.179	0.062
X25	0.122	(0.801)	-0.143	0.034
X26	-0.197	(0.842)	0.327	-0.014
X27	-0.126	(0.873)	0.178	-0.041
X28	-0.129	(0.788)	0.015	0.102
X31	-0.059	0.033	(0.838)	-0.023
X32	-0.112	0.086	(0.920)	0.029
X33	-0.120	0.048	(0.929)	0.029
X34	0.330	-0.189	(0.801)	-0.043
Y1	-0.110	0.385	-0.019	(0.796)

Item Description	X1	X2	X3	Y
Y2	0.115	0.031	-0.102	(0.814)
Y3	-0.063	0.133	0.049	(0.797)
Y4	0.000	-0.172	0.015	(0.900)
Y5	-0.011	-0.112	-0.005	(0.919)
Y6	0.064	-0.210	0.059	(0.858)

In Table 3, it can be seen that each outer loading in the specified construct has a value that is greater than the outer loading in the other constructs (which are in brackets). It is concluded that the discriminant validity of the SEM-PLS model is met. The following also presents the results of the correlation matrix for the Fornell Lacker criteria which can be seen in table 4 below:

Table 4. Correlation Matrix Results

	X1	X2	X3	Y
X1	(0.776)	0.642	0.550	0.386
X2	0.642	(0.795)	0.749	0.592
X3	0.550	0.749	(0.873)	0.474
Y	0.386	0.592	0.474	(0.849)

In Table 4, it can be seen that each row of the matrix produces a value for the √AVE construct which has a value greater than the correlation values of the two different constructs. It is also concluded that the discriminant validity of the SEM-PLS model is met.

4.3 Structural Model Evaluation

Evaluation of the structural model can be done with measurements as follows:

1. Coefficient of Determination (R^2)
2. The magnitude and significance of the path coefficient

The hypothesis results are shown in Table 5 and Table 6 shows the results of hypothesis testing in the direct relationship of several constructs. From the formulated hypotheses, all significant hypotheses were obtained with a p-value < 0.05.

Table 5. Construction Path Relationships

Hypothesized Paths	Estimate	P-value	Result
H1: X1 -> Y	0.124	0.038*	Significant
H2: X2 -> Y	0.517	<0.011*	Significant
H3: X1 -> X3	0.197	0.002*	Significant
H5: X2 -> X3	0.618	<0.001*	Significant
H7: X3 -> Y	0.030	0.337	Not Significant

Note: * denote the two-tail statistical significance at 5%.

Table 6. Mediating Variable Construct Path Relationships

Hypothesized Paths	Calculation	Estimate	Result
H4: X1 -> X3 -> Y	0.197 * 0.030 =	0.00591	Not Significant
H6: X2 -> X3 -> Y	0.618 * 0.030 =	0.01854	Not Significant

Note: * denote the two-tail statistical significance at not close to zero.

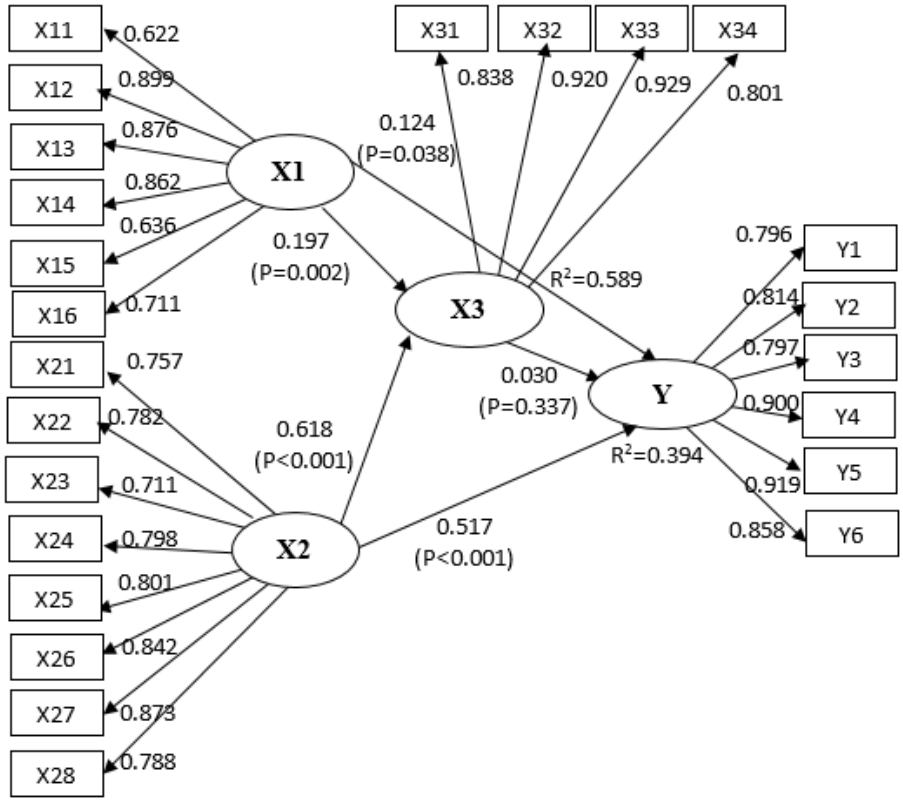

Figure 2. Structural Measurement Model

Below is presented the equation model of the Structural measurement results as follows:

$Y = 0.124\ X1 + 0.517\ X2 + 0.030\ X3 + e\ ,\ R^2 = 0.394$

$X3 = 0.197\ X1 + 0.618\ X2 + e\ ,\ R^2 = 0.589$

The result of the coefficient of determination (R-Square, R^2) of model Other constructs that are not included are represented by structural errors. The result of the coefficient of determination (R-Square, R^2) for model Y was 0.394, meaning that the diversity of the endogenous construct (Y) which was able to be explained by exogenous constructs (X1, by other constructs that are not included in what is represented by structural error. In structural equations, testing produces results and conclusions that:

1. Obtained a significant direct effect of X1 on X3 of 0.197. The higher the value of X1, the higher the value of X3; conversely, the lower the value of X1, the lower the value of X3. In other words, Environmental Focus (X1) has a significant positive effect on Health Knowledge (X3).

2. Obtained a significant direct effect of X2 on X3 of 0.618. The higher the value of X2, the higher the value of X3; conversely, the lower the value of X2, the lower the value of X3. In other words, Green Innovation (X2) has a significant positive effect on Health Knowledge (X3).
3. Obtained a significant direct effect of X1 on Y of 0.124. The higher the value of X1, the higher the value of Y; conversely, the lower the X1 value, the lower the Y value. In other words, Environmental Focus (X1) has a significant positive effect on Brand Awareness (Y).
4. Obtained a significant direct effect of X2 on Y of 0.517. The higher the value of X2, the higher the value of Y; conversely, the lower the value of X1, the lower the value of Y. In other words, Green Innovation (X2) has a significant positive effect on Brand Awareness (Y).
5. It was found that the direct influence of X3 was not significant on Y. The higher/lower the value of X3, the value of Y will not be affected. In other words, Health Knowledge (X3) has no effect on Brand Awareness (Y) through Health Knowledge (X3).
6. Obtained an insignificant indirect effect of X1 on Y of 0.00591 through X3 as an intervening variable. The higher/lower the X1 value, the Y value will not be indirectly affected. In other words, Environmental Focus (X1) has no indirect effect on Brand Awareness (Y) through Health Knowledge (X3).
7. Obtained an insignificant indirect effect of X2 on Y of 0.01854 through X3 as an intervening variable. The higher/lower the X2 value, the Y value will not be indirectly affected. In other words, Green Innovation (X2) has no indirect effect on Brand Awareness (Y) through Health Knowledge (X3). **The overall structural model evaluation can be presented in table 7 as follows:**

Table 7. Model Fit and Quality Indices

Classic Indices	***Value***	**Model Requirement**	**Conclusion**
Average path coefficiest (APC)	<0.001	*P-value* < 0.05	*close fit*
Average R-squared (ARS)	<0.001	*P-value* < 0.05	*close fit*
Average adjusted R-squared (AARS)	<0.001	*P-value* < 0.05	*close fit*
Average block VIF (AVIF)	2.149	*acceptable if* ≤ 5, *ideally* ≤ 3.3	*ideally fit*
Average full collinearity VIF (AFVIF)	2.202	*acceptable if* ≤ 5, *ideally* ≤ 3.3	*ideally fit*
Tenenhaus GoF (GoF)	0.578	*small* ≥ 0.1, *medium* ≥ 0.25, *large* ≥ 0.36	*acceptable fit*
Sympson's paradox ratio (SPR)	1.000	*acceptable if* ≥ 0.7, *ideally* = 1	*ideally fit*
R-squared contribution ratio (RSCR)	1.000	*acceptable if* ≥ 0.9, *ideally* = 1	*ideally fit*
Statistical suppression ratio (SSR)	1.000	*acceptable if* ≥ 0.7	*ideally fit*
Nonlinear bivariate causality directun ratio (NLBCDR)	1.000	*acceptable if* ≥ 0.7	*ideally fit*
Additional Indices	***Value***	**Model Requirement**	**Coclusion**

Standardized root mean squared residual (SRMR)	0.099	*acceptable if* ≤ 0.1	*acceptable fit*
Standardized mean absolute residual (SMAR)	0.079	*acceptable if* ≤ 0.1	*acceptable fit*
Standardized chi-square with 252 degrees of freedom (SChS)	<0.001	*P-value* < 0.05	*close fit*
Standardized threshold difference count ratio (STDCR)	0.960	*acceptable if* ≥ 0.7, *ideally* = 1	*ideally fit*
Standardized threshold difference sum ratio (STDCR)	0.887	*acceptable if* ≥ 0.7, *ideally* = 1	*acceptable fit*

From 15 tests/model goodness indices, good results were obtained for 15 tests/model goodness indices (100% good). In other words, the model is good and suitable for use.

Discussion

Based on the results of model testing and hypotheses which have been described in tables 5 and 6, the following are the results of the discussion of each hypothesis as follows:

Hypothesis 1

Based on Table 5 above, hypothesis testing obtained a positive value of 0.124 environmental focus variable (X1) has a significant influence on brand and a P-value smaller than 0.05, namely with a value of 0.038, so it can be concluded that the awareness (Y). So hypothesis 1 can be accepted. Based on the results of hypothesis 1 testing, it shows that environmental focus is a factor that can influence brand awareness. The results of this research are in line with research conducted (Richey et al., 2014) where the application of an environmental focus on preserving the natural environment, resources, health and helping to protect nature can increase brand awareness and consumer image of an organization.

The natural school concept emphasizes the importance of learning in natural environments, such as forests, parks, and gardens. It believes that children learn best when they are immersed in nature, as it provides endless opportunities for exploration, curiosity, and hands-on learning. This approach encourages a holistic development of the child, fostering a deep connection with the natural world and promoting sustainability. In the natural school concept, the environmental focus is not only making nature an object of learning but also a place for children to build character. This then increases consumer brand awareness of an organization.

Hypothesis 2

Based on Table 5 above, hypothesis testing obtained a positive value of 0.517 and a P-value smaller than 0.05, namely with a value of <0.011, so it can be concluded that the green innovation variable (X2) has a significant influence on brand awareness (Y). So hypothesis 2 can be accepted. Based on the results of hypothesis 2 testing, it shows that green innovation is a factor that can influence

brand awareness. Green innovation involves generating new ideas and promoting creativity in products, services, processes, and procedures (Afridi et al., 2020). The results of this research are in line with research conducted by (Foroudi, 2019; Lin et al., 2021), where the results of this research state that green innovation strategies on brand awareness have a significant influence for companies with high resource development intensity.

Green innovation strategies refer to the development and implementation of environmentally friendly practices and technologies by companies. These strategies are crucial in today's world, as they not only contribute to the sustainability of the planet but also provide companies with a competitive edge. Brand awareness, on the other hand, is the level of familiarity and recognition that consumers have with a particular brand. By incorporating green innovation strategies, companies can enhance their brand awareness and differentiate themselves from competitors by demonstrating their commitment to sustainability and environmental responsibility. In the natural school concept, green innovation is related to strategies implemented by schools in order to protect the environment, such as: implementing electrical energy savings, learning that interacts with nature, having gross and fine motoric facilities, having open classrooms and green fields. Where these things are factors that influence increasing consumer awareness of an organization.

Hypothesis 3

Based on Table 5 above, hypothesis testing obtained a positive value of 0.197 and a P-value smaller than 0.05, namely a value of 0.002, so it can be concluded that the environmental focus variable (X1) has a significant influence on health knowledge (X3). So hypothesis 3 can be accepted. Based on the results of hypothesis 3 testing, it shows that environmental focus is one of the factors that can influence health knowledge. The results of this research are in line with research conducted by (Polonsky, 2011; Wymer & Polonsky, 2015) where environmental organizations that have developed green environmental programs and campaigns can increase public awareness and knowledge about environmental, health and sustainability issues such as environmental degradation and unsustainable business practices. A part from that, research conducted by (Kenkel, 1991) states that environmental focus is related to knowledge about health.

Importance of incorporating environmental education in schools and communities to raise awareness about the impact of the environment on health. By integrating environmental education into school curriculums, students can learn about the connection between human health and the environment from an early age. This knowledge can empower them to make more sustainable choices and advocate for environmental policies that prioritize public health. Additionally, community-based environmental education programs can engage individuals of all ages in learning about the importance of protecting the environment for their own well-being and the well-being of future generations.

Hypothesis 4

Based on Table 6 above, hypothesis testing obtained a positive value of 0.00591, this value is close to 0, so it can be concluded that the health knowledge variable (X3) is not a variable that mediates the relationship between Environmental Focus (X1) and Brand Awareness (Y). So hypothesis 4 is rejected. Based on the

results of hypothesis 4 testing, it shows that environmental focus cannot influence brand awareness through health knowledge. The results of this study are different from research conducted by (Polonsky, 2011; Wymer & Polonsky, 2015) which stated that green environmental campaigns and programs can increase their awareness through one's health knowledge.

For businesses, it highlights the importance of promoting health knowledge and environmental consciousness in order to increase brand awareness and capture a larger market share. In terms of marketing strategies, it suggests that incorporating educational campaigns and information about environmental benefits into brand messaging can be effective in attracting and retaining environmentally-conscious consumers. Future research should explore the specific mechanisms through which health knowledge influences brand awareness, as well as investigate potential moderating variables that may affect this relationship. Additionally, further investigation is needed to understand how different demographics and cultural contexts may impact the link between health knowledge and brand awareness.

Hypothesis 5

Based on Table 5 above, hypothesis testing obtained a positive value of 0.618 and a P-value smaller than 0.05, namely with a value of <0.001, so it can be concluded that the Green Innovation variable (X2) has a significant influence on Health Knowledge (X3). So hypothesis 5 can be accepted. Based on the results of hypothesis 5 testing, it shows that green innovation strategy is a variable that can influence a person's health knowledge. The results of this research are in line with research conducted by (Oyemomi et al., 2019) which states that an organization that has a green innovation strategy will move them to increase knowledge of the green environment. This means that a green innovation strategy is carried out by an organization or company which can be used in the natural school concept.

Implementing green innovation strategies can have a significant positive impact on individuals' health knowledge. By adopting these strategies, individuals can gain a better understanding of environmental health issues and become more aware of the potential health risks associated with certain practices. This increased awareness can lead to individuals making more informed decisions about their health and taking proactive measures to protect themselves and the environment. Overall, the implementation of green innovation strategies can contribute to a healthier and more sustainable future.

Hypothesis 6

Based on Table 5 above, hypothesis testing obtained a positive value of 0.01854 where the value is close to 0, so it can be concluded that the health knowledge variable (X3) is not a variable that mediates the relationship between Green Innovation (X2) and Brand Awareness (Y). So hypothesis 6 is rejected. Based on the results of hypothesis 6 testing, it shows that the green innovation strategy (X2) cannot influence brand awareness (Y) through health knowledge (X3). The results of this hypothesis test are different from previous research which shows that health knowledge can be a mediator of green innovation and brand awareness. This statement is supported by previous studies that cognition is a process of knowing and understanding whose intention is to facilitate assessing the value of information. In the knowledge creation process, organizations must be

flexible in obtaining, connecting, and interpreting information. This can certainly increase brand awareness (Khan et al., 2022; Musgrove et al., 2018)

Hyphotesis 7

Based on Table 5 above, hypothesis testing obtained a positive value of 0.030 and a P-value greater than 0.05, namely a value of 0.337, so it can be concluded that the Health Knowledge variable (X3) does not have a significant influence on Brand Awareness (Y). So hypothesis 7 is rejected. Based on the results of hypothesis 7 testing, it shows that Health knowledge (X3) is one of the factors that can influence Brand Awareness (Y). The results of this study are not in line with research conducted by (Hoang et al., 2022; Schmidt & Redler, 2018b) which states that green brand awareness is influenced by increasing consumer health knowledge. The results of this research show that with the natural school concept, the health knowledge possessed by parents, such as understanding children's motor development and children's nutrition and nutrition, cannot increase their awareness of the school brand with a natural concept. The higher their health knowledge, the higher their awareness of a green organization.

Conclusion

Environmental focus has a significant influence on brand awareness. Green innovation has a significant influence on brand awareness, environmental focus has a significant influence on health knowledge. There is an insignificant influence between the environmental focus on brand awareness through health knowledge as a mediating variable, the green innovation has a significant influence on health knowledge. there is an insignificant influence between the green innovation on brand awareness through health knowledge as a mediating variable. Health knowledge variable does not have a significant influence on brand awareness.

Practical advice from this research is that it is hoped that businesspeople can be oriented towards environmentally focused strategies and green innovation to increase consumer brand awareness in green organizations. By increasing brand awareness, an organization or company can be better known to consumers, which will influence them to use the organization. A green company or organization must be able to further increase health knowledge to be able to influence consumers and increase consumer brand awareness of green organizations. For further research, it is hoped that we can further study and analyze other variables that can influence a person's awareness of green organizations which have not been discussed in this research.

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