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The Influence of Green Marketing and Brand Image on Purchasing Decisions

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Abstract: The purpose of this study was to determine whether *green marketing* affects purchasing decisions, to determine *brand image* affects purchasing decisions and to determine the effect of *green marketing* and *brand image* on purchasing decisions for Tupperware on Jalan Buah Batu. The population in this study is the surrounding community who purchased Tuppaware products for 2020 on Jalan Buah Batu Lingkungan I as many as 1718 people, where 94 people were sampled using the slovin formula. The data collection technique used in this study was carried out by distributing questionnaires. The analysis technique used in this research is multiple linear regression, partial test (t test), simultaneous significance test (F test) and the coefficient of determination. The results showed that partially *Green Marketing has a* positive and significant effect on Tupperware Purchasing Decisions, *Brand Image* has a positive and significant effect on Tupperware Purchasing Decisions and simultaneously *Green Marketing* and *Brand Image have* a significant effect on Tupperware Purchasing Decisions on Jalan Buah Batu.

Keywords: *Green Marketing*, *Brand Image* and Purchasing Decisions

INTRODUCTION

The company must have a strategy to be able to compete with its competitors, the strategy to achieve sales targets is known as the marketing mix, because this strategy can be used to influence consumers / customers in buying a product of goods or services. A decision involves a choice between two or more alternative actions Yahya, Dewi, & Shinta (2015).

Purchasing decisions are a series of processes that start from consumers recognizing their problems, seeking information about certain products or brands and evaluating these products or brands on how well each of these alternatives can solve their problems, which then a series of processes leads to a purchase decision. Tjiptono & Chandra (2014).

Many factors can influence consumer purchasing decisions, especially when considering that the behavior of each individual in the buying process is different. Therefore, it is important for companies / marketers, especially those who want to establish or are managing a business business, to be able to better understand consumer behavior and to achieve company

goals, one of which is by implementing a marketing mix strategy, so that businesses can compete.

One of the factors that can influence the level of purchasing decisions can be seen from *green marketing*. The term *green marketing* or green marketing comes to the surface because of the problems faced by the earth such as global warming. *Green marketing* is a new strategy used by business people who think about environmental aspects. The business they run will not only center on the company's profits but also how the company's responsibility to nature. In the end, *green marketing* becomes a strategic opportunity for companies to enter the market. Companies that apply the concept of *green marketing* must use environmental or social messages to get consumers with messages about the environment FuiYeng & Yazdanifard (2015).

According to *Kotler & Keller* (2014) *Green Marketing* is a set of marketing tools that companies use to continuously achieve their marketing objectives in their target markets. In *Green Marketing* there is a set of marketing tools known as the 4Ps, namely *product* (product), *price (*price), *place* (place or distribution channel), and *promotion* (promotion), while in service marketing there are several additional marketing tools such as *people* (people), *physical evidence (*physical facilities), and *process* (process).

The products expected by consumers are not really "green" products, but products that can reduce the impact on the environment and nature. Green consumers are consumers who avoid products that are harmful to the health of themselves and others, products whose production processes cause harm to the environment, products that are produced using disproportionate energy, products that produce non-degradable waste, and products with the use of raw materials derived from endangered animals or plants Setyaningrum, Ari, Udaya (2015).

Apart from green marketing, *brand image* can also influence purchasing decisions, *Brand image* is a set of brand associations formed in the minds of consumers. Therefore, consumer attitudes and actions towards a brand are determined by the brand image, in other words, *brand image* is one of the important elements that encourage consumers to buy a product Pradana et al., (2017).

Brand image is used as a guide by consumers to evaluate products when consumers do not have sufficient knowledge about a product. There is a tendency that consumers will choose products that are well known either through experience using the product or based on information obtained through various sources. The better the *brand image* attached to the product, the more interested consumers will be in buying, because consumers assume that a product with a trusted brand image provides a sense of security when the consumer uses the product to be purchased Pradana et al., (2017).

Tupperware products are also very concerned about environmentally friendly products, where Tupperware is a food and beverage container that is safe, high quality and made from selected plastic materials. The manufacturing process uses high technology and is very detailed so that

difficult to replicate by other manufacturers. Post-production Tupperware is also supported by a very strong *Quality Qontrol. In* addition, Tupperware also provides a lifetime warranty according to applicable provisions.

From initial observations made of consumers who make purchases of Tupperware products who feel that there are still several complaints felt by the public about Tupperware products, including consumers feeling that the products offered still feel expensive when compared to other food and beverage container products, besides that consumers also feel that sometimes Tupperware products are unable to withstand the heat and cold of water so that they can break.

The existence of complaints can also cause consumer expectations to not be met so that it can make consumers not feel satisfied. A product can satisfy consumers if it can be considered to meet their wants and expectations, causing them to make a purchase. This buying interest

will create a high and strong desire when consumers have to meet their needs and realize them in their minds.

LITERATURE REVIEW

Green Marketing

Green marketing is a marketing strategy that pays attention to the environment by utilizing changes in consumer awareness in choosing products that are not only safe for consumers but also safe for the environment, from the manufacturing process, packaging to reaching consumers.

According to Dahlstrom (2011) *Green marketing* is the process of planning and implementing the marketing mix to facilitate consumption, production, distribution, promotion, packaging, and product reclamation in a way that is sensitive or responsive to ecological interests.

According to Ramanakumar & Suma (2012) said that: "Green marketing is an activity taken by companies that are concerned about the environment or green issues by providing environmental goods or services to create consumer and community satisfaction. Other definitions of green marketing as proposed by marketing scholars include social marketing, ecological marketing or environmental marketing.

Green marketing is an activity carried out by a company that cares about environmental problems by distributing goods.

or services that are environmentally good to satisfy the needs of consumers and society Nizam, et al., (2014)

According to Ramanakumar et al. (2012), there are five reasons for organizations or companies to implement the concept of green marketing, namely:

1. Organizations can use green marketing concepts to take advantage of opportunities to achieve their goals.
2. Organizations believe they have a moral obligation to be more socially responsible.
3. Government agencies through their regulations are forcing companies to be more environmentally responsible.
4. Environmental activities by competitors force companies to change their environmental marketing activities.
5. It is the cost factor associated with wasteful disposal, or reduced material use that makes companies change their behavior.

On the other hand, environmental management as a strategic tool not only enhances control and reduces environmental impacts but also

developing business opportunities for company managers. According to Sharma, (2012) The concept of green marketing can be operationalized using the following *marketing-mix* measures:

1. Designing green products,
2. Distribution with green criteria,
3. Green product price,
4. Green publicity

Brand Image

Brand Image can be thought of as a type of association that comes to mind when consumers remember a particular brand. These associations can simply appear in the form of certain thoughts or images that are associated with certain brands, just as when we think about other people.

According to *Kotler & Keller* (2014), *brand image* is the public's perception of the company or its products. Image is influenced by many factors that are beyond the company's control. An effective image will have an effect on three things, namely: first, establishing

product character and value proposals. Second, conveying that character in a different way so that it is not confused with competitors' characters. Third, it provides emotional power that is more than just a mental image. To function, image must be conveyed through every available means of communication and brand contact.

According to Roslina (2010) defines that "*brand image* is a clue that will be used by consumers to evaluate products when consumers do not have sufficient knowledge about a product". There is a tendency that consumers will choose products that are well known either through experience using the product or based on information obtained through various sources. According to Tjiptono & Chandra (2014) that brand image is a series of associations that are perceived by individuals over time, as a result of direct or indirect experience of a brand.

Purchase Decision

Purchasing decisions are a series of processes that start from consumers recognizing their problems, seeking information about certain products or brands and evaluating these products or brands on how well each of these alternatives can solve their problems, which then a series of processes leads to a purchase decision Tjiptono & Chandra (2014).

Furthermore, *Kotler & Keller* (2014) added that the purchasing decision process is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve their problems, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made by consumers and has a long impact after that.

According to Alma (2010), purchasing decisions are: "A consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, promotion, *physical evidence, people and process,* thus forming an attitude towards consumers to process all information and draw conclusions in the form of a response that appears what products will be purchased".

The decision-making process is a behavior that must be carried out in order to achieve goals, and thus solve problems, in other words, the process of solving a problem that is directed at goals. The specific purchasing decision process according to *Kotler & Keller* (2014) consists of the following sequence of events: recognition of need problems, information search, evaluation of alternatives, purchase decisions and post-purchase behavior.

METHOD

This study uses associative research, namely research to determine the relationship between the two (or more) variables. Where the relationship between variables in the study will be analyzed using statistical measures that are relevant to the data to test the hypothesis. Associative research according to Sugiyono (2013) is research that aims to find out the relationship between two or more variables."

In this study, the population was used by researchers to study and then draw conclusions. The population in this study is the surrounding community who purchased Tuppaware products for 2020 on Jalan Buah Batu Lingkungan I as many as 1718 people**.**

The sample is part of the population to be studied. The sample research in this study was carried out by *purposive sampling,* namely the technique of determining the sample with certain considerations tailored to the research objectives or research problems developed.The following are the sample criteria to be used are:

a. Consumers who purchase Tuppaware products around Jalan Buah Batu
b. Consumers who purchase more than 1 Tuppaware product
c. Consumers who make purchases without prior planning in purchasing Tupperware products

Where the number of samples used is based on the *slovin* formula, namely:

$$n = \frac{N}{1 + Ne^2}$$

Description:
n = Number of samples
N = Number of population
e^2 = Standard Error (10%)
Number of people registered in 2020 = 1718

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{1718}{1 + 1718\ (0,1)^2}$$

$$n = \frac{1718}{18,18}$$

$$n = 94$$

By using the formula above, the population of 1718 people and e^2 = 10%, the sample size can be measured to 94 people who purchase Tuppaware.

Data Analysis Technique

According to Sugiyono (2013), data analysis techniques in quantitative research use statistics. In this study, data analysis will use descriptive statistical techniques. According to Sugiyono (2013) descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is.

As it is without intending to make conclusions that apply to the public or generalizations. Data analysis techniques can be carried out in the following stages:

Classical Assumption Test

a. Data normality test

The normality test is used to determine whether in the regression model the confounding or residual variables have a normal distribution or not Ghozali (2018). One of the easiest ways to see residual normality is to look at a histogram graph that compares observed data with a distribution that is close to normal distribution. The normal distribution will form a straight diagonal line, and the residual data plotting will be compared to the diagonal line.

If the distribution of residual data is normal, then the line describing the real data will follow the diagonal line. In principle, normality can be detected by looking at the distribution of data (points) on the diagonal axis of the graph.If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the normality standards.If the data spreads far from the diagonal and / or does not follow the direction of the diagonal line, the regression model does not meet the normality assumption.

b. Multicolonierity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. The method used to assess it is by looking at the value of the *variance* inflation factor (VIF), which exceeds 4 or 5.Juliandi & Irfan (2013). The following are the results of the multicollinearity test.

c. Autocorrelation Test

The autocorrelation test is used if there is a linear correlation between the period t (current) confounding error and the t-1 (previous) confounding error. Determine whether there is an autocorrelation problem with the Durbin-Waston (DW) test with the following conditions:

1) Positive autocorrelation occurs, if the DW value is below -2 (DW < -2)
2) There is negative autocorrelation, if the DW value is above +2 or DW> +2.

d. Heteroscedasticity Test

The Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals of one observation to another is constant, it is called Homoscedasticity and if it is different it is called Heteroscedasticity.

Besides being measured by the *Scaterplot* graph, heteroscedasticity can be measured systematically with the Glejser test. If the independent variable statistically significantly affects the dependent variable, then there is an indication of heteroscedasticity. If the probability of significance is above 0.05, it can be concluded that heteroscedasticity does not occur Ghozali (2018).

Multiple Linear Regression Analysis

This study uses multiple regression tests to test whether there is an influence between brand image and promotion on purchasing decisions, both partially and simultaneously. This multiple analysis technique was carried out with the help of *statistical software,* namely *SPSS* 23 (*Statistical Product and Service Solution*). The equation of multiple regression used in this study is as follows:

In this data analysis method using multiple linear regression analysis with the following model specifications:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Source: Sugiyono (2013) Description:

Y: Purchase Decision Variable
a : Constant
X_1 : *Green Marketing* Variables
X_2 : *Brand Image* Variable
b : Regression coefficient
e : Confounding variable

Test t (Partial Test)

The t statistical test is carried out to determine the effect of each independent variable on the dependent variable. Where the t test looks for tcount and compares it with t_{tabel} whether the independent variable partially has a significant effect or not on the dependent variable.Calculating the significant value of t with the formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r2}}$$

Source: Ghozali (2018)

Where:
t = $_{Thitung}$ value
r = Correlation coefficient

n = Number of samples

Hypothesis testing criteria are:
Ho: $\beta = 0$, meaning that the independent variable has no effect on the dependent variable.
Ha: $\beta \neq 0$, meaning that the independent variable affects the dependent variable.
The basis for decision making in this test is:
1) If $\leq t_{hitung} \leq t_{tabel}$ then Ho is accepted, meaning that *green marketing* and *brand image have* no significant effect on purchasing decisions.
2) If $t_{hitung} \geq t_{tabel}$ then Ho is rejected, meaning that *green marketing* and *brand image has a* significant *effect* on purchasing decisions.

Simultaneous Test (F Test)

The F test is used to test whether the independent variables together have an effect on the independent variables. Where the F test looks for "Fcount" and compares with "$_{Ftabel}$", whether the independent variables simultaneously have a significant influence or not on the dependent variable, the $_{Fcount}$ value can be found by the following formula:

$$F_{count} = \frac{R^2/(k-2)}{(1-R^2)/(N-k)}$$

Source: Ghozali (2018)

Where:
N = number of samples
K = number of variables
R = multiple correlation coefficient
Hypothesis testing criteria are:
Ho: $\beta = 0$, meaning that the independent variable has no effect on the dependent variable.
Ha: $\beta \neq 0$, meaning that the independent variable affects the dependent variable.

The basis for decision making in this test is:
a. If $_{Fhitung} \leq F_{tabel}$ then Ho is accepted, meaning that *green marketing* and *brand image have* no significant effect on purchasing decisions.
b. If $_{Fhitung} \geq F_{tabel}$ then Ho is rejected, meaning that the image of *green marketing* and *brand image* has a significant effect on purchasing decisions.

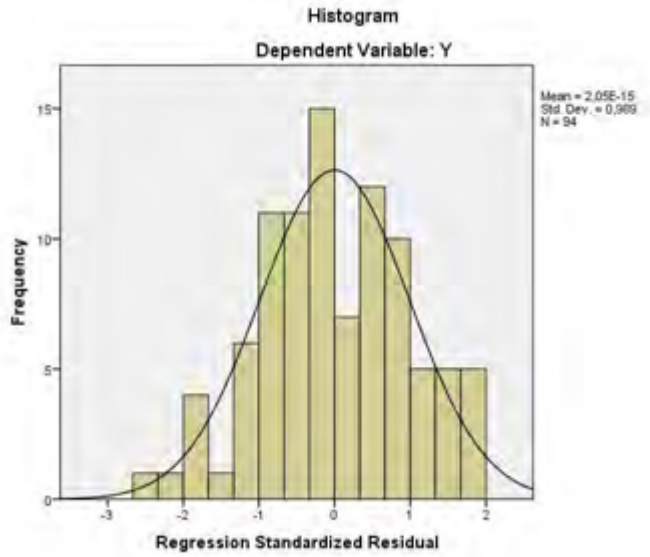
Determinant Coefficient (R^2)

The coefficient of determination (R^2) basically regulates how far it is in explaining the dependent variable. The coefficient of determination is between zero (0) and one (1). A small R2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited.according to Ghozali (2018). The coefficient of determination test (R test^2) is used for the percentage contribution of the influence of the independent variables simultaneously on the dependent variable. The purpose of this test is to see the extent to which purchasing decisions can be explained by the regression equation that will be formed. The formula for measuring the magnitude of the proportion is:
$D = R^2 \times 100\%$
Where:
D = Determinant Coefficient.
R^2 = Multiple Coefficient Value 100% = Contribution Percentage

RESULTS AND DISCUSSION

Normality Test

Normality test to determine the distribution of data towards normal.



Based on the picture above, it is known that the data does not spread around the diagonal line, so there is no normal distribution pattern.

Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,938	2,913		1,695	,093		
	X1	,314	,097	,292	3,248	,002	,592	1,690
	X2	,554	,094	,531	5,907	,000	,592	1,690

a. Dependent Variable: Y

The VIF results show that From the above results, we can conclude that there is no significant multicollinearity problem in this model. However, if the VIF values for x1 or x2 are higher (e.g. above 5 or 10), then it is worth considering measures to address multicollinearity, such as removing one of the variables or using alternative regression techniques such as Ridge Regression or Lasso Regression.

Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,752[a]	,565	,555	1,65663	2,030

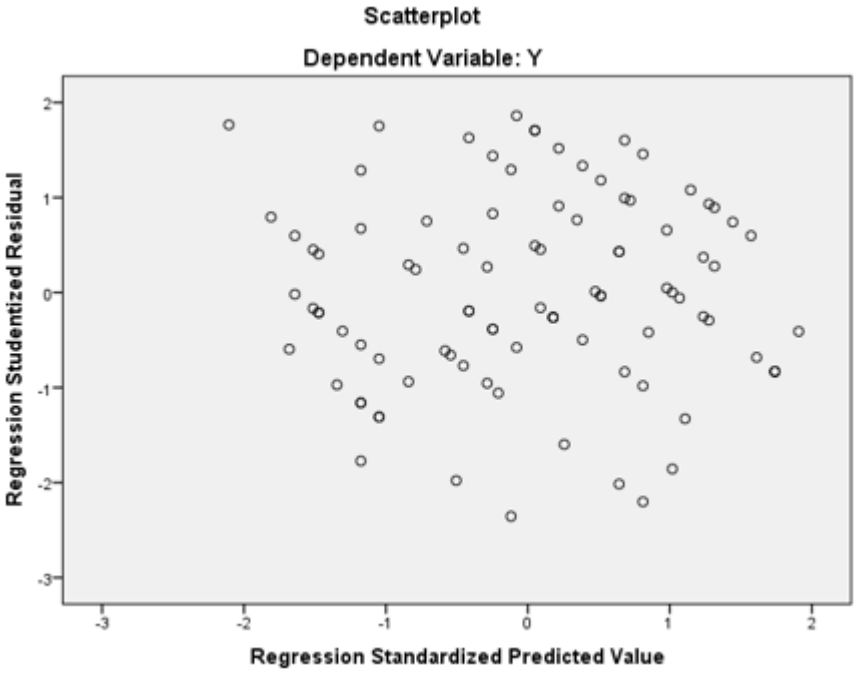
a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Interpretation of the above results, which indicate the presence of positive

autocorrelation in the residuals (although not very strong). Typically, values below 1.5 or above 2.5 may indicate an autocorrelation problem that needs further attention. If the test results indicate the presence of autocorrelation, some solutions that can be considered are: Adding lags of the dependent or independent variable to the model. Using a model designed to handle autocorrelation, such as the ARIMA (Auto Regressive Integrated Moving Average) model. Transforming the data. we can detect the presence of autocorrelation in the residuals of the regression model.

Heteroscedasticity Test



Interpretation of Results The p-value for the test is smaller than 0.05. This indicates that we reject the null hypothesis and conclude that there is heteroscedasticity in the model.we can detect the presence of heteroscedasticity in the residuals of the regression model. In, the results indicate the presence of heteroscedasticity, which means that the variance of the residuals is not constant and corrective measures such as transformation of variables or the use of estimation methods that are robust to heteroscedasticity may be required.

Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,938	2,913		1,695	,093		
	X1	,314	,097	,292	3,248	,002	,592	1,690
	X2	,554	,094	,531	5,907	,000	,592	1,690

a. Dependent Variable: Y

The results of the t test If tcount ≥ ttable then Ho is rejected, meaning that green marketing and green marketing have a positive effect on the results of the t test.

brand image has a significant effect on purchasing decisions.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,938	2,913		1,695	,093		
	X1	,314	,097	,292	3,248	,002	,592	1,690
	X2	,554	,094	,531	5,907	,000	,592	1,690

a. Dependent Variable: Y

Based on Test f If $F_{count} \geq F_{tabel}$ then Ho is rejected, meaning that the image of *green marketing* and *brand image* has a significant effect on purchasing decisions.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	324,395	2	162,197	59,100	,000[b]
	Residual	249,744	91	2,744		
	Total	574,138	93			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficient of Determination $(R)^2$

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,752[a]	,565	,555	1,65663	2,030

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

The coefficient of determination (R^2) value indicates that the regression model explains most of the variation in the data, which suggests that the model has a good fit. However, it is important to consider the adjusted R^2 value, especially if you are using more than one independent variable.

CONCLUSION

Based on the data obtained in research on the Effect of *Green Marketing* and *Brand Image on* Tupperware Purchasing Decisions on Jalan Buah Batu. Respondents in this study amounted to 94 customers, then it has been analyzed, it is concluded as follows: *Green marketing has an* effect on Tupperware purchasing decisions on Jalan Buah Batu. This means that if *green marketing* increases, it will increase Purchasing Decisions, *Brand image* affects Tupperware purchasing decisions on Jalan Buah Batu. This means that if the *brand image* increases, it will increase the Purchasing Decision and *Green marketing* and *brand image* affect the purchasing decision of Tupperware on Jalan Buah Batu.

Suggestions

We recommend that Tupperware companies need to increase the application of *green marketing* not only on products and prices, but also with promotions such as discounts that can

increase public awareness of the importance of environmentally friendly household products. The Tupperware company should be able to communicate the company's environmentally sound goals through CSR (*Corporate Social Responsibility*) programs that involve the general public, so that the *brand image of* Tupperware can be better so that this can be a consideration for the community in making purchasing decisions, especially on environmentally friendly household products. In further research, it is hoped that it will be able to provide more supporting theories, especially regarding *green marketing*. The results of this study can be used as a reference for future researchers to develop this research by considering other variables.

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