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The Effect of Green Marketing, Corporate Social Responsibility and Brand Image on Purchase Decisions

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ABSTRACT. Recent years, consumers are starting to pay attention to green products to reduce the environmental problems. As the scope of this research, this study focus on the effects of green marketing, corporate social responsibility and brand image on purchase decision in consumers of product Tupperware in the regulation of Sragen. This type of research used in this study is quantitative. The population in this study is consumers of product Tupperware in the regulation of Sragen. The sampling technique used was the method of purposive sampling with a sample size of 100 respondents. The data analysis technique used answers the research questionnaire was multiple linear regression analysis. The results of this study are 1) green marketing has a positive and significant effect on purchase decisions in consumers of Tupperware products in the regulation of Sragen. 2) corporate social responsibility has a positive and significant effect on purchase decisions in consumers of Tupperware products in the regulation of Sragen 3) brand image has a positive and significant effect on purchase decisions in consumers of Tupperware products in the regulation of Sragen.

Keywords: Brand Image, Corporate Social Responsibility, Green Marketing, Purchase Decision

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1. Introduction

The issue of the environment is a problem that is being highlighted by the wider community. The most serious problem of air pollution and water pollution is garbage. Garbage becomes a big problem when the amount of waste is increasing and it is difficult to recycle. The increasing amount of waste has made people realize that the products they use every day can increase the amount of waste. This is an opportunity for companies to compete fiercely to meet consumer needs and desires (Agustin et al., 2015).

Manufacturers gradually started making products that did not harm the environment. Companies or producers that apply environmental concerns in various production activities will produce new phenomena in marketing which are usually accompanied by an environmentally friendly marketing strategy (green marketing). Green marketing recommends the use of environmentally friendly products, such as refillable, ozone friendly, healthy food, phosphate free, and recyclable products. In addition, green marketing can be implemented in an environmentally friendly way to meet customer needs, wants and demands by protecting the environment and society (Welford, 2020). By adopting a strategy of conserving resources and being environmentally friendly at all stages of the value chain, companies can satisfy humanity's growing environmental concern (Johri and Sahasakmontri, 1998).

Green marketing program or environmentally friendly marketing is now a movement for producers or companies that are committed to developing environmental marketing. In

practice, companies or producers that have implemented concepts to reduce the management or recycling of waste, especially packaging materials, containers and packaging made of plastic or Styrofoam, a food or beverage product must go through a process of activities: reduce, reuse and recycle (Widelia et al., 2015). Apart from environmental issues, the problem of brand image is also one of the things that companies need to pay attention to. The brands here have characteristics that differentiate one product from another. Without a positive and strong brand image, customers will not buy a product, especially an environmentally friendly product (Yulianti, 2020).

A good corporate image will positively influence consumer perceptions and preferences. A good company image helps the company increase its growth and profitability. With the views and thoughts of consumers on a product, of course, will lead to purchasing decisions. A purchase decision is when consumers form an intention to buy a product of their choice (Eka et al., 2013). In taking an environmentally friendly product, Consumers will of course consider several aspects such as the marketing carried out, the responsibility of the company and the brand image of a product.

One company that applies environmentally friendly marketing and corporate social responsibility is Tupperware. Tupperware appears amid the awareness of potential consumers of quality products. As a brand that applies green marketing in its products, it uses three principles, namely reuse, reduce, recycle (www.tupperwarebrands.com, 2020).

Tupperware also carries out various activities that reflect corporate social responsibility activities including Tupperware

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green living which is present as a form of awareness of environmental issues, with a focus on inviting all people to reduce single-use packaging waste (plastic food wrapping bags, beverage bottles), disposable packaging and styrofoam) and smarter in the use of plastics (www.tupperware.co.id, 2020).

2. Materials and Methods

This study aims to determine the effect of green marketing, corporate social responsibility and brand image on purchasing decisions. The conceptual framework is shown in Fig. 1.

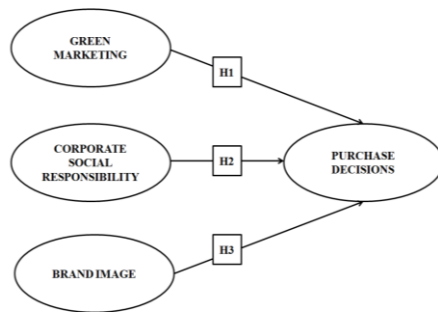


Fig. 1 Conceptual framework

From the conceptual framework above, it can be explained as follows:

H1: The Effect of Green Marketing on Purchase Decisions

H2: The Effect of Corporate Social Responsibility on Purchase Decisions

H3: The Effect of Brand Image on Purchase Decisions

2.1 Research Site

This research was conducted for 2 months, from December 2020 to January 2021, the research was conducted in the Sragen area using consumer respondents who bought Tupperware products in Sragen. This research was conducted quantitatively by distributing questionnaires. The questionnaire is divided into two parts, namely, the first part is a statement of the identity of the respondent. The second part is a statement of all variables using closed questions and a sympathetic scale (Likert).

2.2 Sample Collection and Research Methods

The population in this study includes 20 sub-districts in Sragen district, including the sub-districts of Gemolong, Gesi, Gondang, Jenar, Kalijambe, Karangmalang, Kedawung, Masaran, Miri, Mondokan, Ngrampal, Plupuh, Sambirejo, Kontakman, Sidoharjo, Sragen, Sukodono, Sumberlawang, Tangen, and Tanon.

The sample in this study was 100 samples from all consumers who had bought Tupperware products in Sragen Regency. The sampling technique is a sampling technique. The sampling technique in this study is non-probability sampling. Non probability sampling is a sampling technique that does not know the size of the population members selected to be the sample (Ferdinand, 2014). Selection of population members using the sample method purposive. Purposive sampling is a purposive sampling technique that is used subjectively by determining specific criteria for the sample.

Measurement of the sample in this study can be done using a Likert scale. The Likert scale is a scale used to measure attitudes, perceptions of individuals and groups regarding social phenomena. In this scale generally contains five responses from respondents in the questions posed by researchers in the questionnaire. The tool used to analyze the data was the SPSS version 23 software.

3. Results and Discussion

Validity test is used to measure whether a questionnaire is valid or not (Ghozali, 2013). A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. If $R_{count} > R_{table}$, it means that the question item is declared valid. Meanwhile, if the value of $R_{count} < R_{table}$, then it is declared invalid.

Table 1
Validity Test Results

Variable	Indicator	Rcount	Rtable	Information
Green Marketing	GM. 1	0.735	0.1966	Valid
	GM. 2	0.709	0.1966	Valid
	GM. 3	0.752	0.1966	Valid
	GM. 4	0.755	0.1966	Valid
	GM. 5	0.688	0.1966	Valid
Corporate Social Responsibility	CSR. 1	0.572	0.1966	Valid
	CSR. 2	0.761	0.1966	Valid
	CSR. 3	0.746	0.1966	Valid
	CSR. 4	0.750	0.1966	Valid
	CSR. 5	0.718	0.1966	Valid
	CSR. 6	0.765	0.1966	Valid
	CSR. 7	0.677	0.1966	Valid
Brand Image	BI.1	0.858	0.1966	Valid
	BI. 2	0.800	0.1966	Valid
	BI. 3	0.821	0.1966	Valid
Purchase Decisions	KP.1	0.807	0.1966	Valid
	KP. 2	0.831	0.1966	Valid
	KP. 3	0.834	0.1966	Valid
	KP.4	0.781	0.1966	Valid

Source: Data Processed Using SPSS 23 (2021)

In Table 1 above shows that all items from the green marketing, corporate social responsibility, brand image, and purchasing decisions have a value of $r_{count} > r_{table}$. Thus, it can be stated that all instruments/statements used in the questionnaire are valid.

Reliability relates to measurement accuracy. A measurement result is said to be reliable if it can be trusted, then the results of the measurement must be consistent. It is said to be consistent if several measurements of the same subject are not different. The reliability test criterion is if the value of (Cronbach's Alpha) 0.7 then the research instrument is said to be reliable, otherwise if the value of (Cronbach's Alpha) < 0.7 then the research instrument is said to be unreliable (Ghozali, 2013).

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Conclusion
Green Marketing	0.913	0.700	Reliable
Corporate Social Responsibility	0.927	0.700	Reliable
Brand Image	0.911	0.700	Reliable
Purchase Decision	0.910	0.700	Reliable

Source: Data Processed Using SPSS 23 (2021)

In Table 2 above shows that the variables of green marketing, corporate social responsibility, brand image, and purchasing decisions have a Cronbach Alpha value > Critical Value (0.70). So, it can be stated that all the questionnaires used in this study are reliable.

To test the presence or absence of the influence of the independent variable on the dependent variable, it is done by comparing the values of t_{count} and t_{table} and the criteria for the level of significance, if $t_{count} > t_{table}$ and the significance is < 0.05 , it means that the independent variable has a positive and significant effect on the dependent variable (Ghozali, 2013).

Table 3.

The value of t_{count} and the significance of the variables of Green Marketing, Corporate Social Responsibility and Brand Image

Variable	Std.		Beta	t	Sig. 1
	B	Error			
Green Marketing	,282	,076	,308	3,714	,000
Corporate Social Responsibility	,159	,052	,253	3.029	,003
Brand Image	,547	,114	,381	4,803	,000

a. Dependent Variable: Purchase Decision
Source: Data Processed Using SPSS 23 (2021)

The Effect of Green Marketing on Purchasing Decisions

The purpose of the discussion in this section is the effect of green marketing on purchasing decisions. According to (Desanto et al., 2018) that green marketing has a positive influence on purchasing decisions. The results in this study indicate that the green marketing variable has a t_{count} value of $3.714 > t_{table}$ (1.983) with a probability value of 0.000, which means that it is smaller than 0.05, so H1 is accepted, which means that there is a positive and significant effect of the green marketing variable on purchasing decisions. This can strengthen the results of research conducted by (Nurhayati et al., 2016) and (Balawera, 2013) which explains that green marketing has a positive and significant effect on purchasing decisions.

It can be interpreted that green marketing can improve purchasing decisions for consumers of Tupperware products. The majority of respondents are interested in buying Tupperware products after seeing its promotion of environmentally friendly products. So that the Tupperware company must maintain and even increase product promotion in order to make consumers more confident about its products. Companies with green marketing concepts are preferred by consumers. Especially consumers who are starting to behave in an environmentally friendly manner.

The Effect of Corporate Social Responsibility on Purchasing Decisions

The purpose of the discussion in this section is the effect of

corporate social responsibility on purchasing decisions. According to (Nurhayati et al., 2016) stated that corporate social responsibility has a positive effect on purchasing decisions. The results in this study indicate that the corporate social responsibility variable has a t_{count} of $3.029 > t_{table}$ (1.983) with a probability value of 0.003 which means less than 0.05, so H2 is accepted, which means that there is a positive and significant influence of the corporate social responsibility variable on purchasing decisions. This can strengthen the results of research conducted by (Balawera, 2013) and (Widelia et al., 2015), which explains that the corporate social responsibility variable has a positive and significant effect on purchasing decisions.

It can be interpreted that corporate social responsibility can improve purchasing decisions for consumers of Tupperware products. With the existence of corporate social responsibility in the form of social responsibility from the company, it is hoped that it can create a consumer decision in buying a product. The strongest indicator that explains corporate social responsibility on purchasing decisions is the service provided. So that the Tupperware company must maintain or even improve the quality of Human Resources of the members who sell products so that consumers still have the desire and feel satisfied with the services performed.

The Effect of Brand Image on Purchasing Decisions

The purpose of the discussion in this section is the effect of corporate social responsibility on purchasing decisions. According to (Yulianti, 2020), brand image has a positive effect on purchasing decisions. The results of this study indicate that the brand image variable has a t_{count} value of $4.803 > t_{table}$ (1.983) with a probability value of 0.000, which means that it is smaller than 0.05, so H3 is accepted, which means that there is a positive and significant influence of the brand image variable on purchasing decisions. This can strengthen the results of research conducted by (Sari et al., 2014) and (Desanto et al., 2018) who explains that the brand image variable has a positive and significant effect on purchasing decisions.

It can be interpreted that brand image can improve purchasing decisions for consumers of Tupperware products. The majority of respondents really pay attention to the brand in buying a product. It is proven that brand image has the highest effect on purchasing decisions compared to other variables tested in this study. This means that the higher the brand image applied by the company, the more it will increase the purchasing decision. The corporate image indicator is an indicator that most influences purchasing decisions. Many consumers feel that Tupperware has a good brand reputation. So the Tupperware company must maintain this, with a good brand reputation consumers will prioritize buying Tupperware products.

4. Conclusion

Green marketing has a positive and significant effect on purchasing decisions on consumers of Tupperware products in Sragen Regency. This is evidenced by the value of $t_{count} > t_{table}$ and probability < 0.05 ($3.714 > 1.983$ and $0.000 < 0.05$). Corporate social responsibility has a significant positive effect on purchasing decisions on consumers of Tupperware products in Sragen Regency. This is evidenced $t_{count} > t_{table}$ and probability < 0.05 ($3.029 > 1.983$ and $0.003 < 0.05$). Brand image has a significant positive effect on purchasing decisions on consumers of Tupperware products in Sragen Regency. This

is evidenced by the value of $t_{count} > t_{table}$ and probability < 0.05 ($4.803 > 1.983$ and $0.000 < 0.05$).

There is a need to expand the object of research, not just one district, so that it can be used as a reference for generalizing problems. The need to add other independent variables that influence purchasing decisions related to environmentally friendly products such as Tupperware.

The Tupperware company is expected to be able to increase consumer awareness of starting to behave in an environmentally friendly manner, because according to research results that green marketing can affect purchasing decisions. In addition, the research results show that the corporate social responsibility program can affect purchasing decisions. Tupperware companies are expected to have an influence on changing their consumer behaviour to become consumers who care more about the environment. The results of the research on brand image have an effect on purchasing decisions so that the Tupperware Company is expected to be able to maintain and even improve the quality of environmentally friendly products.

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