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The Effect of *Green Marketing* on Brand Image and Impact on Purchasing Decision (Case Study on Student of The Faculty of Administrative Sciences, Universitas Brawijaya WHO Purchase Tupperware Products)

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Abstract: This research aims to clarify (1) the influence of green marketing to brand image, (2) the influence of green marketing to the purchase decision (3) the influence of brand image to the purchase decision. This type of research is explanatory with quantitative approach. Variables in this research are green marketing, brand image, and purchase decision. The population in this research are students of Faculty of Administrative Sciences 2012/2013 Brawijaya University, who purchase, use the product and know that Tupperware products are green products. This research uses 100 people as sample whisch are chosen by purposive sampling, and use questionnaire as data collection methods. This research also uses descriptive analysis and path analysis methods to analyze the data. The result of path analysis shows that green marketing has the significant influence to the brand image and purchase decision, and also brand image that influence purchase decision significantly. Based on the results of this study, Tupperware Corporation should provide more detailed and accurate information about the products offered through the media, so it will increase the consumer knowledge about the product, especially about green marketing.

Keyword: Green Marketing, Brand Image, Purchase Decision

INTRODUCTION

Environmental damage currently tends to increase and get worse, encouraging people to care more about their environment. Consumer groups who feel responsible for environmental damage are known as *green consumers*. The emergence of this *green consumers* has urged the

industry to have a high sensitivity to the environment so that companies are expected to be able to design and produce a product or service that can be accepted as a *green product* (a product that does not cause negative effects on the environment). In general, *green consumer* behavior is usually shown by consumers who fall into the adult age category.

However, research conducted by Lee (2008) on *opportunities for green marketing: young consumers* proves that environmental attituteds are one of the factors that influence *green purcasing* behavior among teenagers in Hong Kong. Companies that are sensitive to environmental issues will see *green marketing* as a marketing strategy apportunity that can be applied in business strategy. Green marketing is an environmentally sound business strategy. Companies that implement *green marketing* strategies assume that these strategies have the potential to increase sales and can win market competition.

Furthemore, Lee (2008) suggest that International *green marketers* consider teenagers as one of the potential target markets because teenagers have purchasing power, have the power to influence the purchasing decisions of their parents and friends, are open to new things and innovative ideas. Verma and Tanwar (2014: 1), explain that *green marketing* consists of all company activities designed to produce and meet consumer needs by minimizing the impact of environmental damage. This is in accordance with what was stated by Tiwari *et al.* (2011: 1), that *green marketing* refers to a holistic marketing concept where the production, marketing and waste disposal of products and services are carried out in a way that minimizes environmental damage.

Green marketing does not only offer environmentally friendly products, but includes broader offerings such as environmentally friendly production processes and product distribution. *Green marketing* encompasses almost all of a company's activities, including product modification, changing production processes, changing product packaging, and also modifying advertising. It can refer to satisfying the needs and desires of consumers who want to preserve the environment.

Green marketing manipulates four components of marketing mix (product, price, promotion, and distribution) to sell products and services offered from the advantages of environmental maintenance (Byrne, 2003:2). This is in accordance with the opinion of Riviera in Sumarwan *et al* (2012: 2016), that in adopting and implementing a *green marketing* strategy, companies must integrate scological issues into the company's *marketing mix*. The results of research on the effect of *green marketing* strategies on consumer choice through the *marketing mix* approach conducted by Haryadi (2009) show that price, product, place and gender variables affect customer choice. While the variables of promotion, education age and income have no effect on customer choice.

Silvia (2014: 188) in her research concluded that, *green marketing* if developed properly can be an effective marketing method to build a good image. A good image can shape consumer perceptions of the *brand* image a product. Kotler and Keller (2009: 403) state that brand images is the perception and belief held by consumers, as reflected in the associations embedded in consumer memory. Romadon (2014) has conducted research on the effect of *green marketing* on the brand image of Pertamax Series products. The results of his research show that *green marketing* variables have a significant effect on brand image variables, so it can be concluded that a brand image will be created by *green marketing* carried out by companies both from green products and *green pricing*.

A positive brand image can affect the company's products, so that in the end it can trigger product purchases by consumers. This is because a positive company image tends to trigger buyers or consumers to buy the product (Sutisna and Pawitra, 2001: 83). Before making a purchase, consumers usually first pay attention to the choice of products to be purchased and seek information about these products. Some of the things that consumers pay attention to

include product quality, price, location and brand, so that consumers can decide which product to buy.

Research conducted by Silvia (2014) on the effect of *green marketing* on brand image and purchasing decisions on independent consultants at Oriflame Surabaya branch, proves that *green marketing* has a positive and significant influence on purchasing decisions. This means that the concept of *green marketing* in a company has been able to help encourage consumers to make purchasing decisions.

One company that applies the concept of *green marketing* as its marketing strategy is Tupperware Corporation. Tupperware Corporation, based in Orlando, United States, is a multinational company that produces and market quality plastic products for household use. The direct sales system implemented by Tupperware Corporation has allowed the company to grow and be located in more than 100 countries. (http://www.Tupperware.co.id). Tupperware Corporation is a company that has been involved in manufacturing quality plastic products for more than 70 years. Its characteristics are *eco green design, hygienic*, and environmentally friendly. Tupperware products are made from the best quality plastic materials, high quality plastic products, *hygienic,* safe and healthy and airtight, do not contain toxic chemicalas and have met the *standards of* several word bodies such as the American FDA *(Food and Drug Administration), European Food Safety Authority* (Europe), *Japan Food Safety Commision (Japan),* so it is safe to use many times for food and drinks (Food Grade). (http://www.Tupperware.co.id)

Several studies have discussed the interest between *green marketing,* brand image, and purchasing decisions. The results of previous research state that there is a positive relationship related to *green marketing* on brand image and purchasing decisions on environmentally friendly products. Based on this description, an empirical study is needed on the Effect og *Green Marketing* on Brand Imange and its Impact on Purchasing Decisions.

LITERATURE REVIEW
Green Product, Pricing, Marketing, Promotion

Tiwari *et al* (2011: 2), explain that the ecological goal in *green product* planning is to reduce resources consumption and pollution and increase the conservation of scarce resources. Sumarwan *et al (*2012: 235), explain that classifying environmentally friendly products is a product that uses materials that are safe for the environment, energy efficient, and uses materials from renewable resources. Companies always anticipate the impact of environmental damage by always innovating in developing environmentally friendly products. Like motorized vehicles that are always innovating so that more environmentally friendly vehicles are created. Likewise, household products are made of quality plastic so that they do not endanger health and can also last a long time without causing waste.

Tiwari *et al* (2011: 2), explain that price is an important factor of the *green marketing* mix. Most consumers are willing to pay high prices if there is a perception of additional product value. This value increase performance, function, design, visual appeal, or taste. *Green marketers* should use this fact to make provisional considerations for premium pricing. Increased value in a product is accompanied by an increase in the price of the product. This is because in order to obtain the certification, the company must make changes to the product, production process, company hygiene, company concern for the environment, and also waste management.

The America Marketing Associatio (AMA) in Siswanto (2010:64), explains that *green marketing* is product marketing that emphasizes environmental safety. *Green marketing* covers almost all company activities, including product modification, changing the production process, changing product packaging, and also modifying advertising. Grewal and Levy (2010: 128) explain *green marketing* as strategic efforts made by companies to provide

environmentally friendly goods and services to target consumers. Hult *et al* (2012: 21), explain that *green marketing* is a strategic process that involves *stakeholder* assessment to create long-term relationship with customers while maintaining, supporting, and preserving the natural environment in running the company. Hawkins and Mothersbaugh (2016:88-89), explain that *green marketing* as: (1) Development of products whose production, use and disposal processes do not have a harmful impact on the environment; (2) Developing products with a positive impact on the environment; (3) The proceeds from the sale of these products are used for the benefit of environmental organizations or events. Bsed on the explanation above, it can be concluded that *green marketing* is a marketing strategy that applies environmental issues in all company activities including the production process, product design, promoting and distributing products to satisfy consumer needs without the environment. On the other hand, it can also be concluded that the elements of *green marketing* are the same as the elements of the *marketing mix,* namely *product, price, promotion,* and *place.*

Piatie in Baker (2003: 780) explains that conventional marketing is said to be successful if it applies the *marketing mix,* so *green marketing* is considered successful if the company is able to implement an environmentally friendly marketing mix or what is called the *green marketing mix.* This is line with Rivera's opinion in Sumarwan *et al* (2012: 216), explaining that in adopting and implementing *green marketing* strategies companies must integrate ecological issues into the *marketing mix.*

Tiwari *et al* (2011: 2), explains that *green motion* consists of 3 types, namely
a. Campaigns that address the relationship between products/services and the biophysical environment.
b. Campaigns that promote a green lifestyle by highlighting products or services.
c. Campaigns that present a corporate image of environmental responsibility.

The green promotion strategy must start from the problem that consumers do not know and understand the concept of *green marketing.* Companies in conducting promotions, need to provide some understanding of the impact and benefits of environmental awareness, so that consumers can understand the company's goals. This relationship can be a means of building a positive image of the company towards consumers.

Brand and *Brand* Image

According to the directorate general of intellectual property Trademark is "a sign in the form of images, names, words, letters, numbers, color arrangements or combinations of these elements that have differentiating power and are used in trading activities for goods and services" (*www.dgip.go.id/merek*). *The America Marketing Association* (AMA) version of the brand definition, explains that a brand is a name, term, sign, symbol, or other feature that identifies goods or services from a seller or group of sellers and to distinguish from competitors' products (Kotler and Keller, 2009: 258).

Companies create brands with the aim of making it easier for consumers to distinguish and recognize the products to be purchased. Simamora (2006) argues that because of the brand, the public gets a guarantee about the quality of a product, namely by obtaining information related to the brand. As for brand producers it is certainly useful for segmenting the market, attracting consumers to buy products from the brand and providing protection for the products produced.

Aaker in Bibby (2009: 41), argues the brand association is anything mentally related to the brand. Meanwhile, brand image is a set of associations that are usually used to organize in some meaningful way. Brand association and brand image can be interpreted as a way to make it easier for consumers to remember and find out information about a brand, position the brand in consumers' memories, differentiate it from other products, and provide reasons for making purchases.

The series of various associations that consumers remember can from an image of the product brand in the minds of consumers. Kotler and Keller (2009: 403) explain that brand image is the perception that consumers have when they first hear a slogan that is remembered and embedded in the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency in brand image or this is aso called brand *personality* (Rangkuti, 2002: 43).

From the definition of brand image, it can be concluded that brand image is a set of brand associations formed in the minds of consumers to make it easier for consumers to remember and find out information about a brand, position the brand in consumers' memories, differentiate it from other products, and provide reasons for making purchases.

Purchase Decision

Kotler and Armstrong (2008:13) explain that the purchasing decision made by consumers is to buy the most preferred product. Amirullah (2002: 62) argues that purchasing decisions are a process by which consumers evaluate various alternative choices and choose one or more alternative choices and choose one or more alternatives based on certain considerations. Peter and Oslon (2013: 163) argue that purchasing decisions are an evaluation process carried out by potential consumers to combine their knowledge of the choice of two or more alternative products and choose one of them. Based on this understanding, it can be concluded that purchasing decisions are the process of determining consumer choices from various alternative choice that exist for the most preferred product.

Previous Research

Table 1. Previous Research

No	Researcher	Title	Research Results
1	Aristyowati (2015)	*Effect Of Quality Products, Brand Image And Price Towards Purchase Decision*	(1) there is a positive and significant influence between product quality on purchasing decisions, (2) there is a positive and significant influence between brand image on purchasing decisions, (3) there is a positive and significant influence between price on purchasing decisions. The amount of variation in product quality, product image and price in explaining purchasing decisions is 59.8, the remaining 40.2 is explained by other factors not examined.
2	Pawitaningtyas (2015)	The Effect of *Green Advertising* on Brand Image and its Impact on Purchasing Decisions	The results of this study indicate that *green advertising* influences consumers to make purchasing decisions indirectly, but *green advertising* can directly increase positive brand image. This positive brand image will increase purchasing decisions for Aqua products.
3	Kampani 2014	The Effect of *Green Marketing* on Perceived Vaue in Car Purchasing Decisions (Study on Consumers of PT Astra International Tbk-TSO Malang Sutoyo)	The results showed that *green marketing* variables had a direct and significant effect on perceived value variables, perceived value variables had a direct and significant effect on purchasing decision variables, *green marketing variables* had a direct and significant effect on purchasing decisions variables, and *green marketing variables had a significant effect* on purchasing decision variables through perceived value.
4	Silvia (2014)	The Effect of *Green marketing* on Brand Image and its Impact on Purchasing Decisions (Survey on Independent	The results of this study indicate that *green marketing* directly has a significant effect on brand image. Brand image directly has a significant influence on purchasing decisions. *Green marketing* directly has a significant influence on

No	Researcher	Title		Research Results
		Consultants at Surabaya Branch)	Oriflame	purchasing decisions. *Green marketing indirectly has a significant influence on purchasing decisions through brand image.*

Frame Of Mind

Green marketing is a marketing strategy that applies environmental issues in all company activities including the production process, product design, promoting and distributing products to satisfy consumer needs without damaging the environment. Grant (2007: 64) explains that one the goals of *green marketing* is *green*, which has the aim of communicating that the brand or company is concerned about the environment so that it can create a positive image to consumers. *Green marketing* if developed properly can be an effective marketing method to build a good image (Silvia, 2014: 118). A good image can shape consumer perceptions of a product's brand image. Kotler and Keller (2009: 403) explain that brand image is the perception and belief held by consumers, as reflected in the associations embedded in consumer memory.

Purchasing decisions are the process of determining consumer choices from a variety of alternative choices that exist for the most preferred product. Every decision has a structure consisting of seven components. According to Swastha and Handoko (2012: 102), one of these components is a decision about the type of product. Consumers can make decisions to buy an item or use their money for other purposes. *Green marketing* is the right strategy for companies to attract consumer attention.

Research conducted by Silvia (2014), regarding the influence of *green marketing* on brand image and purchasing decisions on independent consultants at Oriflame Surabaya branch, proves that *green marketing* has a positive and significant influence on purchasing decisions. This means that the concept of *green marketing* in a company has been able to help ancourage consumers to make purchasing decisions.

Brand image is a set of brand associations that are formed in the minds of consumers to make it easier for consumers to remember and find out information about a brand, position the brand in consumers' memories, differentiate it from other products, and provide reasons for making purchases. A positive brand image can affect the company or the company's products, so that in the end it can trigger product purchases by consumers. This is because a positive company image tends to trigger buyers or consumers to buy the product (Sutisna and Pawitra, 2001:83).

Before making a purchase, consumers first pay attention to the choice of product to be purchased and seek information about these products. Some of the things that consumers pay attention to include product quality, price, location and brand. It can be concluded that, consumers can decide which product to buy through several criteria. Based on these thoughts, a theoretical frameworg (figure 1) and hypothesis can be drawn.
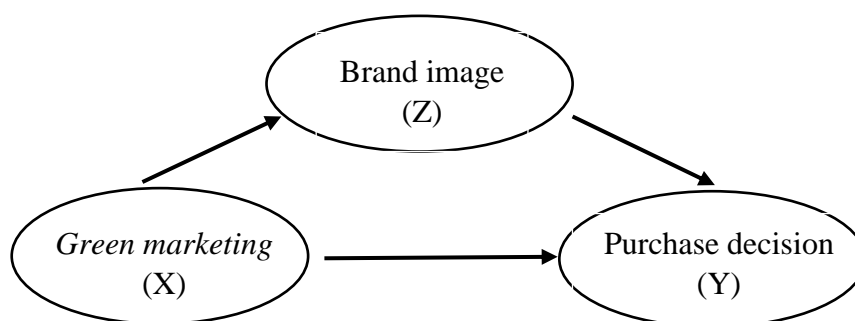

Figure 1. Thinking Framework Model

H₁   : *Green marketing* (X) has a significant effect on Brand Image (Z)
H₂   : Green marketing (X) has a significant effect on Purchasing Decisions (Y)
H₃   : Brand Image (Z) has a significant effect on Purchasing Decisions (Y)

RESEARCH METHOD
Research Variables
Simamora (2004: 26) states that a variable is anything that can have various values or characteristics, properties, or attributes that are measured, or a symbol to which values are given.

The variables contained in this study are mentioned as follows:

a. *Exogenous* Variable
   Exogenous variable in a path model are all variables for which there are no explicit causes or in the diagram there are no arrow pointing towards them. The *exogenous* variable in this study is *Green marketing* (X)

b. *Intervening* Variable (between)
   The Intervining variable (mediator) is the variable that is between the dependent variable and the independent variable, so that the independent variable does not directly affect the change or the emergence of the dependent variable. *The intervining* variable (mediator) in this study is brand image (Z).

c. *Endogenous* Variable
   Endogenous variables are variables that have arrows pointing towards these variables. The endogenous variable in this study is the purchase decision (Y).

Population and Sample
The population used in this study are students of the Faculty of Administrative Sciences who buy, use Tupperware products and know that Tupperware products are environmentally friendly products. Because the population size is not yet known, therefore the determination of the sample in this study used the Machin and Champbell formula (1987) and obtained a sample size of 100 people using a sampling technique in this study using *purposive sampling* technique, which is based on certain characteristics or traits that are thought to have a close relationship with the characteristics or traits that exist in a previously known population.

Data Source and Collection
The study uses primary data source that come directly from the field, the data comes directly from the answers to the questionnaires that have been distributed by researchers to respondents. The primary data of this study were obtained by researchers from quetionnaires that had been distributed to students of the Faculty of Administrative Sciences.

The data collection method in this study is by distributing questionnaires. Researchers distributed questionnaires to students of the Faculty of Administrative Sciences, Universitas Brawijaya with the criteria that these students purchase Tupperware products and understand that Tupperware products are environmentally friendly products. Respondents can fill in directly and choose one of several answers to statements and respondents can choose answers to closed statements in the column provided.

RESEARCH RESULTS
Green Marketing Analysis Results

Indicator	Item	Respondent's Answer											Item average	Average Indicator
		STS (1)		TS (2)		RR (3)		S (4)		SS (5)				
		f	%	f	%	f	%	f	%	f	%			

Indicator	Item	STS (1) f	%	TS (2) f	%	RR (3) f	%	S (4) f	%	SS (5) f	%	Item average	Average Indicator
Green product	X.1.1	0	0	0	0	0	0	47	47	53	53	4,53	4,45
	X.1.2	0	0	0	0	4	4	49	49	47	47	4,43	
	X.1.3	0	0	0	0	2	2	58	58	40	40	4,38	
Green pricing	X.2.1	0	0	1	1	6	6	68	68	25	25	4,17	4,14
	X.2.2	0	0	0	0	15	15	58	58	27	27	4,12	
Green placing	X.3.1	0	0	1	1	13	13	67	67	19	19	4,04	3,94
	X.3.2	0	0	4	4	22	22	59	59	15	15	3,85	
Green promotion	X.4.1	0	0	4	4	31	31	50	50	15	15	3,76	3,78
	X.4.2	0	0	4	4	30	30	48	48	18	18	3,8	
Grand Mean of *Green Marketing* variables													4,12

Description: 1: strongly disagree; 2: disagree; 3: undecided; 4: agree; 5: strongly agree

$X_{1.1}$: Tupperware produts can last a long time; $X_{1.2}$: Tupperware products are safe to use; $X_{1.3}$: Tupperware products are simply packaged; $X_{2.1}$: The price Tupperware products is in accordance with the quality provided; $X_{2.2}$: The price of Tupperware products is in accordance with the guarantee that Tupperware products are environmentally friendly products; $X_{3.1}$: Tupperware Corporation distributors have strategic locations; $X_{3.2}$: Every authorized Tupperware distributor is fully stocked with Tupperware products; $X_{4.1}$: Tupperware Corporation's advertising media contains an invitation to *go green* ; $X_{4.2}$: Tupperware Corporation provides an interesting understanding of the impact and benefits of environmental awareness.

Brand Image Analysis Results

Indicator	Item	STS (1) f	%	TS (2) f	%	RR (3) f	%	S (4) f	%	SS (5) f	%	Item average	Average Indicator
Maker image	Z.1.1	0	0	1	1	15	15	68	68	16	16	3,99	4.01
	Z.1.2	0	0	1	1	17	17	60	60	22	22	4,03	
User image	Z.2.1	0	0	6	6	8	8	62	62	24	24	4,04	4,05
	Z.2.2	0	0	2	2	11	11	66	66	21	21	4,06	
Product image	Z.3.1	0	0	1	1	7	7	45	45	47	47	4,38	4,28
	Z.3.2	0	0	1	1	14	14	51	51	34	34	4,18	
Grand Mean of Brand Image variable													4,11

Description: 1 : strongly disagree; 2: disagree; 3: undecided; 4: agree; 5: strongly agree

$Z_{1.1}$: Tupperware Corporation is a company that cares about that cares about the environment; $Z_{1.2}$: Tupperware Corporation's official distribution network has spread to most parts of Indonesia; $Z_{2.1}$: Using Tupperware products makes me care about environment; $Z_{2.2}$: The existence of authorized sales agents, namely Brand Offices, makes users confident that Tupperware products are quality assured; $Z_{3.1}$: Tupperware products have better quality than other similar products; $Z_{3.2}$: The value brought by Tupperware Corporation is the lifetime warranty of Tupperware products.

Purchase Decision Analysis Results

Indicator	*Item*	Respondent's Answer										*Item average*	*Average Indicator*
		STS (1)		TS (2)		RR (3)		S (4)		SS (5)			
		f	%	f	%	f	%	f	%	f	%		
Purchase decision structure	Y.1.1	0	0	5	5	11	11	61	61	23	23	4,02	4,12
	Y.1.2	0	0	0	0	8	8	63	63	29	29	4,21	
	Y.1.3	0	0	4	4	16	16	60	60	20	20	3,96	
	Y.1.4	0	0	0	0	3	3	62	62	35	35	4,32	
Grand Mean of purchasing decision variables													4,12

Description: 1: strongly disagree; 2: disagree; 3: undecided; 4: agree; 5 strongly agree
$Y_{1.1}$: I buy Tupperware products because they are environmentally friendy; $Y_{1.2}$: I buy Tupperware products because of the unique and attractive product design; $Y_{1.3}$: I buy Tupperware products because official distributors are easy to reach and there are various types of products available; $Y_{1.3}$: I buy Tupperware products because of the availability of money to buy.

Statistical Test Results
The results of testing the effect of *green marketing* have a significant effect on Brand Image. This shows that the hypothesis that *green marketing has a* significant effect on brand image is accepted, as indicated by the Beta coefficient of 0.677, t_{hitung} 9.094

Independent Variable	Dependent Variable	Beta	t	*p-value*	Ket
Green marketing	Brand image	0,677	9,094	0,000	Significant.
R *square* (R^2) = 0,458 n = 100					

The result of testing the effect of *green marketing* on purchasing decisions can answer the second hypothesis in this study H_2 : *green marketing has a* significant effect on purchasing decisions. This shows that the hypothesis that *green marketing has a* significant effect on purchasing decisions is accepted.

Independent Variable	Dependent Variable	Beta	t	*p-value*	Ket
Green Marketing	*Purchase Decision*	0,344	3,522	0,001	Significant
R *square* (R^2) = 0,497 n = 100					

The results of testing the effect of brand image on purchasing decisions produce data that can be used to answer the third hypothesisi : H_3 : brand image has a significant effect on purchasing decisions. The magnitude of the influence of the brand image variable consists of indicators of the manufacturer's image, user image, and product image on purchasing decisions. The coefficient of determination (*R-square)* is 49,7%, while other variables outside the research model area 50.3%.

Variabel independen	Dependent Variable	Beta	t	*p-value*	Ket
Brand image	*Purchase Decision*	0,425	4,384	0,000	Sig.
R *square* (R^2) = 0,497 n = 100					

Relationship between Pathways
The results of the path coefficient calculation obtained in this study produce path coefficients between variables as described in Figure 4.1. Based on all the calculations have

been carried out, this study produces a path coefficient between the variables described in Figure 2. The coefficient of the *green marketing variable* on brand image is 0.677. The coefficient of the brand image variable on purchasing decision is 0.425. The coefficient of *green marketing variables* on purchasing decisions is 0.344.
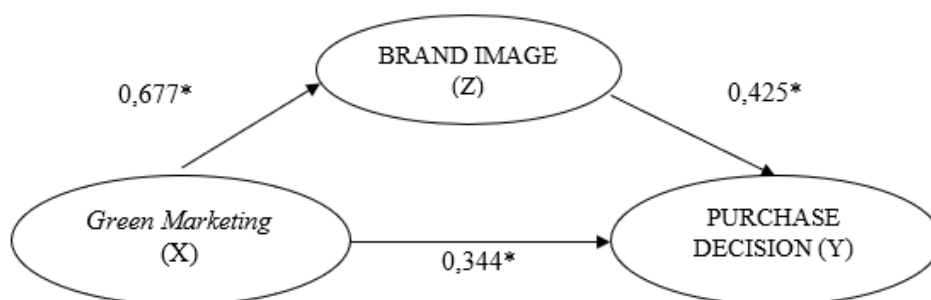

Figure 2. Diagram of Path Analysis Results of *Green Marketing* Variables, Brand Image and Prrchasing Decisions.

CONCLUSIONS AND SUGGESTIONS
Conclusions
Based on the results of data analysis and discussion that has been carried out regarding the influence of *green marketing* on brand image and its impact on purchasing decisions, the following conclusions are obtained:

1. *Green marketing* is proven to have a significant influence on brand image. This means that *green marketing* run by Tupperware Corporation has good prospects to be developed as a choice of marketing methods in the modern era because environmental issues can build a good image.
2. *Green marketing* is proven to have a significant influence on purchasing decisions. This means that *green marketing* at Tupperware Corporation has been able to help encourage consumers to make purchasing decisions.
3. Brand image is proven to have a significant influence on purchasing decisions. This means that a positive brand image on Tupperware Corporation has been able to help encourage consumers to make purchase decisions.

Suggestions
Based on this research, several suggestions are given to complement the results of this study as follows:

1. We should develop and maximize the four indicators of *green marketing,* considering that consumption patterns and customer decision making will change.
2. It is better to maintain product quality and increase promotion to consumers through various media so that it is conveyed to consumers more evenly, especially male consumers.
3. Tupperware Corporation should be able to provide more detailed and accurate information about the products offered through various media so as to increase consumer knowledge of products, especially regarding *green marketing* and make it easier for consumers to evaluate products to assist in decision making.

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