



The influence of green marketing and attitude on purchase decisions of msme products with brand image as mediation

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ABSTRACT

This research is based on the importance of Green Marketing and Attitude to Purchase Decisions for MSME Products. Problem One form of consumer demand is the desire for health due to the increasing spread of diseases transmitted through food, therefore food producers produce products that contain healthy organic food ingredients, do not contain additional chemicals and are safe for consumption. The aim of the research is to analyze the influence of green marketing and attitude on purchasing decisions for MSME products with brand image as a mediator. The method of analysis of this research is quantitative research. The design of this research uses a cross sectional design method with a sampling technique using purposive sampling. This study uses data analysis with the Partial Least Square (PLS) approach. The research results of green marketing and attitude do not influence purchasing decisions, brand image is unable to moderate green marketing and attitude towards purchasing decisions and brand image influences purchasing decisions.

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INTRODUCTION

The Consumers Union, adopted a 'green' consumerism resolution during the 1991 World Congress calling on consumers worldwide to recognize the value of biodiversity in nature and multi-directionality in culture, and to integrate the concepts of ecological awareness and green consumption into their evaluation of goods and services and their purchasing decisions. Therefore, bound by their commitment to social responsibility and sustainable operations, companies around the world are starting to pursue green production, design and promotion to gain a competitive advantage in the global green market (Chang et al., 2019). Companies have begun to emphasize that their products are recyclable, low-pollution and resource-saving, promote environmentally friendly consumption behavior, and explore green market opportunities to create a green corporate culture. Green marketing processes to ensure the sustainability of marketing operations are fast becoming mainstream (Papadas et al., 2019). Understanding the factors that influence consumer purchase intentions and decisions is necessary to increase the suitability between environmentally

friendly products and consumer needs and to increase market competitiveness (Jaiswal & Kant, 2018).

Due to the increasing severity of global warming in recent years, governments have vigorously implemented environmental or green policies aimed at protecting the environment. Consequently, this policy indirectly forces companies to take more social responsibility and introduce ethical marketing principles into their operations. The promotion of green consumption with the support of suitable green policies has attracted increasing attention and support from the public, leading to the popularization of 'green marketing' (Sofwan & Wijayangka, 2021). The American Marketing Association (AMA) defines 'green marketing' as 'the development and marketing of products deemed safe for the environment'. The concept of green marketing is broad and includes market responsiveness in product design, production processes, packaging improvements, and advertising methods (Hati & Kartika, 2015).

To find out consumer purchasing decisions for MSME products, researchers conducted a pre-survey of 30 MSME consumers in the city of Medan. Pre-Survey results on purchasing decisions for MSME products in the city of Medan.

The pre-survey results explain that 36% of consumers buy MSME products because they are environmentally friendly and 64% of consumers do not buy MSME products because they are environmentally friendly. This shows that the decision to purchase MSME products because they are environmentally friendly products is not optimal. In addition, consumers also pay attention to the image of the product that consumers will buy, which can affect consumers' desire to buy the product. The better the product image, the more interested consumers will be to buy the product. If consumers do not have knowledge about a product, then consumers will tend to trust brands that are liked or well known so that consumers will make purchasing decisions about that product.

Formulation of the problem, One of the consumer purchasing decisions for products traded by MSMEs is paying little attention to environmental issues. Environmental damage, the increasingly serious issue of global warming, and the difficulty of obtaining natural resources will slowly make consumers more environmentally conscious. Admittedly, the attention of consumers in Indonesia. That's why aspects of green marketing, attitude and brand image are important when people try to make changes in choosing the products they buy.

The implication of this research is that green marketing strategies and attitudes towards MSME consumers have not been realized. Limited information causes knowledge about the application of green marketing in sales to be limited, consumers buy MSME products considering the brand.

Novelty , All previous research discussed green marketing but only on one particular product from one company. This research uses a moderating variable, namely brand image and also the sample is MSMEs where there are various types of products. The research method used is also path analysis using the Smart-PLS application.

RESEARCH METHOD

Types of research

The type of research used in this research is quantitative.

Data source

Source of data used in the research process is primary data. Primary data is data obtained from the field or obtained from respondents, namely consumers of MSME products.

Method of collecting data

Field study (field research), is a technique carried out by going directly to the research field to obtain data related to the research. In this study, researchers used two data collection methods, namely questionnaires and interviews.

Population and Sample

The population selected in this study is all MSME consumers in Tebing Tinggi City, Serdang Bedagai Regency. This research uses a non-probability sampling method using the Snowball Sampling technique or chain reference sampling, defined as a non-probability sampling technique where the sample has characteristics that are rarely found. It is a sampling technique, in which existing subjects provide referrals to recruit the required sample for research studies. Research variable.

Dependent Variable:

Buyer's Decision, Purchasing decisions are a person's activities that are directly related to making purchasing decisions for products offered by the seller (sarah dan Sutar, 2020) . (Khotimah & Arifin, 2021) states that purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.

Independent Variable:

a. Green Marketing

According to (Genoveva & Syahrivar, 2020) green marketing is also part of the company's overall strategy because it must implement conventional marketing. Where the green marketing mix differs from the conventional marketing mix lies in the environmental approach. The green marketing mix consists of: 1) Green Products, 2) Green Prices, 3) Green Places, and 4) Green Promotions. By increasing consumer awareness of the environment, choosing green products has become part of the green consumer lifestyle (Guspul, 2018).

b. Attitude

Attitude is a process of determining a positive or negative value towards something related to the attitude or behavior they feel. These perceived things can be in the form of products, services, advertising, brands or other things that can be assessed by consumers (Kucuk et al., 2020). This understanding is in line with (Jaiswal & Kant, 2018) which states that attitude is an attitude that can be said to be a person who has a positive or negative assessment based on each person's behavior in various activities.

Moderating Variables:

Brand Image

(Fadjar, 2016) states that brand image is the observations and beliefs held by consumers, as reflected in associations or in consumer memories. (Khotimah & Arifin, 2021) stated that brand image is the perception and beliefs held by consumers, as reflected by associations embedded in consumer memories.

Data analysis

In this research, data analysis uses the Partial Least Square (PLS) approach. PLS is a component or variant-based Structural Equation Modeling (SEM) equation model. The data collection method uses a questionnaire with a modified Likert scale consisting of 4 answer choices, namely point 4 Strongly Agree (SS), point 3 Agree (S), point 2 Disagree (TS), and point 1 Strongly Disagree (STS). The data analysis technique used in this research is multiple linear regression analysis, with stages:

a. convergent validity

The convergent indicator validity test is used to assess convergent validity, namely the loading factor value must be more than 0.7 for confirmatory research and the loading factor value

between 0.6-0.7 for exploratory research is still acceptable and the average variance extracted (AVE) value must be greater than 0.5 (Prana Ugiana Gio, Irna Triannur Lubis, Wida Akasah, Rezzy Eko Caraka, 2022).

b. discriminant Validity.

Discriminant validity is related to the principle that measures (manifest variables) of different constructs should not be highly correlated. The cross loading value for each variable must be >0.70 (Sugiyono, 2018).

c. average variance extracted (AVE)

It is recommended that the AVE value be greater than 0.50, meaning that 50% or more of the variance of the indicator can be explained .

d. Composite Reliability and Cronbanch Alpha.

Reliability tests are carried out to prove the accuracy, consistency and precision of the instrument in measuring the construct. The rule of thumb that is usually used to assess construct reliability is that the composite reliability value must be greater than 0.7 for confirmatory research and a value of 0.6-0.7 is still acceptable for exploratory research .

e. Coefficient of determination/RSquare value.

In assessing the structural model with PLS, we start by looking at the R-Square value for each endogenous latent variable as the predictive power of the structural model. R-Square values of 0.75, 0.50 and 0.25 can be concluded that the model is strong, moderate and weak.

f. Hypothesis test.

Hypothesis testing functions to test research hypotheses, where the t test can be seen from the results of the Path Coefficient test, which will provide an estimate of the influence between variables and provide very useful significant information regarding the relationship between research variables. The hypothesis is accepted when the significance level is smaller than 0.05 or the t-value exceeds the critical value (Lubis & Ningsi, 2022). The t statistics value for the 5% significance level is 1.96.

The multiple regression model is formulated in the following form.

$$Y1 = a + \beta1X1 + \beta2X2 + e \quad (1)$$

$$Y2 = a + \beta1X1.Z + \beta2X2.Z + e \quad (2)$$

Information :

Y = Purchase Decision

Z = Brand Image

X1 = Green Marketing

X2 = Attitudes

E = Error

RESULTS AND DISCUSSIONS

In this research, hypothesis testing uses partial least squares (PLS) analysis techniques, with the Smart PLS 4.0 program. The following is a schematic of the PLS program model being tested

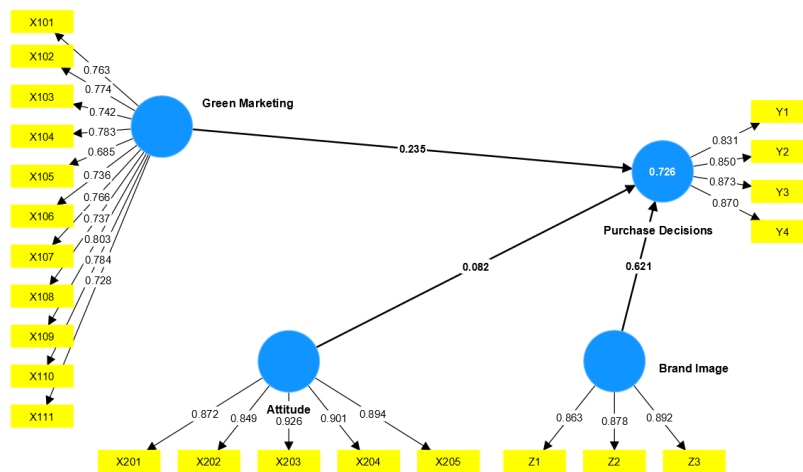


Figure 1. Display of the PLS Algorithm calculation output after reduction

Based on Figure 1, it can be concluded that the expected cross loading value is greater than 0.7, so that the discriminant validity requirements with the cross loading method have been fulfilled. Indicator reliability aims to assess whether the latent variable measurement indicators are reliable or not. Reliability testing can also use internal consistent reliability which aims to measure how capable the indicator is of measuring its latent construct. The tools used to assess this are composite reliability and Cronbach alpha. The following is a table of composite reliability and Cronbach alpha values.

Table 2. Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude	0.934	0.944	0.950	0.790
Brand Image	0.851	0.853	0.910	0.770
Green Marketing	0.924	0.927	0.936	0.570
Purchase Decisions	0.878	0.879	0.916	0.733

Table 2 shows that Cronbach's Alpha is above 0.7 and composite reliability is 0.6-0.7, indicating high reliability of the measuring instrument, meaning that the measures for each construct are highly correlated.

Hypothesis Results

Whether or not a proposed hypothesis is accepted, it is necessary to test the hypothesis using the bootstrapping function in smartPLS 4.0. The hypothesis is accepted when the significance level is smaller than 0.05 or the t value exceeds the critical value.

Table 3. Path coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P value (P values)
Attitude -> Purchase Decisions	0.095	0.097	0.099	0.962	0.336
Brand Image -> Purchase Decisions	0.646	0.45	0.085	7,617	0.000
Green Marketing -> Purchase Decisions	0.196	0.119	0.115	1,706	0.088
Brand Image x Attitude -> Purchase Decisions	-0.130	-0.133	0.122	1,062	0.288
Brand Image x Green Marketing -> Purchase Decisions	0.091	0.096	0.116	0.54375	0.433

Based on Table 3, it can be seen that the most dominant factor influencing purchasing decisions is Brand Image with the highest path coefficient of 0.646. Based on this table, the following structural equation can be formed:

$$\text{Purchase Decisions} = -0.068\text{Green marketing} + 0.095\text{ Attitude} + 0.646\text{Brand Image} + 0.091\text{Brand Image} \\ \times \text{Green Marketing} - 0.130\text{ Brand Image} \times \text{Attitude}$$

Green Marketing has no effect on Purchasing Decisions. It can be seen that the P value is $0.088 > 0.05$ indicating that the green marketing variable has no effect on purchasing decisions, meaning that green marketing has no significant influence on purchasing decision making for MSMEs.

Attitude has no effect on Increasing Purchasing Decisions. It can be seen that the P value is $0.336 > 0.05$ indicating that the attitude variable has no effect on purchasing decisions. meaning that attitude has no significant influence on purchasing decisions for MSMEs.

Brand Image influences Purchasing Decisions. It can be seen that the P value is $0.00 < 0.05$, indicating that the Brand Image variable influences purchasing decisions, meaning that Brand Image has a significant influence in purchasing decision making for MSMEs.

Green Marketing has no influence on Purchasing Decisions through brand image. It can be seen that the P value is $0.433 > 0.05$ indicating that the green marketing variable has no effect on purchasing decisions through brand image, meaning that brand image cannot moderate the relationship between green marketing and purchasing decisions.

Attitude has no influence on increasing purchasing decisions through brand image. It can be seen that the P value is $0.288 > 0.05$ indicating that the Attitude variable has no effect on Purchase Decisions through brand image, meaning that brand image cannot moderate the relationship between attitude and purchase decisions.

Discussion

The influence of green marketing on purchasing decisions

Green marketing strategy is one of the right approaches for businesses to attract customer attention to make purchasing decisions (Putra & Prasetyawati, 2021). An effective green marketing strategy can make consumers have a positive perception about a product, which can have an impact on consumer behavior that causes them to make purchasing decisions. According to (Ariani & Rahmidani, 2020), green marketing is the use of marketing tools that enable change to achieve organizational and individual goals by taking action to maintain, protect and conserve resources. The results of hypothesis testing I show that the green marketing variable has no effect on purchasing decisions on MSME products. This means that purchasing decisions for MSME products will not be better if green marketing is done well. This is not in line with research conducted (Savitri et al., 2016) which shows that green marketing has an effect on purchasing decisions.

The effect of attitude on purchasing decisions

Consumer attitude towards purchasing decisions shows that the consumer attitude variable has no influence on purchasing decisions (Rahmawati, 2019). Respondents consider consumer attitude to be a determining factor in purchasing decisions. Attitude is in the form of consumer feedback when consumers are more willing to make purchasing decisions for MSME products (Elvierayani & Choiroh, 2020).

The influence of brand image on purchasing decisions

The image that customers have about the goods they are going to buy can influence their desire to buy those goods. The better the product description, the more interested consumers will

be in buying the item. If customers don't know about a product, they are more likely to trust a well-liked or well-known brand when they decide to buy the product. According to (Rahman et al., 2017) brand image includes what consumers think or feel when they hear or see the name of a brand or basically what they know about the brand. The results of testing hypothesis III show that the brand image variable influences MSME product purchasing decisions. In other words, if the brand image is improved, purchasing decisions for MSME products will be better. Previous study by (Hanifah et al., 2019), who found that brand image influences purchasing decisions, supports these findings. Consumer decisions to purchase environmentally friendly goods must be influenced by a strong brand image. By improving the brand image, this has an impact on increasing purchasing decisions for MSME products, so that MSMEs will be better at enhancing their brand image by providing detailed and broad explanations about their products.

The influence of green marketing on purchasing decisions through brand image

Companies that implement green marketing strategies can build a positive brand image to influence consumer purchasing decisions (LESTARI et al., 2022). If green marketing is developed well, it can be an effective marketing method for building a good image. A good image can shape consumer perceptions of the brand image of a product. A positive brand image can influence a company or its products which can ultimately stimulate consumers to buy a product (Rahman et al., 2017). If implemented, green marketing for purchasing decisions is explained through the brand image of MSME products. These findings are supported by the findings of previous research conducted by (Karlina & Setyorini, 2021). This research concludes that green marketing has a positive and significant effect on brand image, then brand image can encourage purchasing decisions and brands (Mikraj et al., 2023) play a positive and significant role in influencing the relationship between green marketing variables and purchasing decisions. Therefore, MSMEs, especially the MSME Products segment, are strengthening green marketing to improve brand image and influence consumer purchasing decisions for MSME Products.

The influence of attitude on purchasing decisions through brand image

This attitude is accepted by consumers based on their views on the product and the learning process, both from experience and from other people. Consumer attitudes can be positive or negative towards certain products (Kurnia et al., 2022). This influence means that brand image is one of the factors that influences purchasing decisions. With a good brand image, people will trust the brand image more so that more people will choose that brand (Putra & Prasetyawati, 2021). People will make purchasing decisions based on various considerations. There are several factors that can influence people to make purchases.

CONCLUSION

The research results of green marketing and attitude do not influence purchasing decisions, brand image is unable to moderate green marketing and attitude towards purchasing decisions and brand image influences purchasing decisions. This research can be developed by subsequent researchers with different variables related to purchasing decisions. The limitation of the research is that the data collection method in this research is only through distributing questionnaires using Google Form so that the data received by researchers is subjective.

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