

The Effect of Green Marketing Mix on Tupperware Purchasing Decisions in Yogyakarta City

Green Marketing Mix

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ABSTRACT

This research aims to analyze the influence of the green marketing mix on purchasing decisions for Tupperware products in the city of Yogyakarta. The independent variables used in this study are Green Product, Green Price, Green Place, and Green Promotion, while the dependent variable is purchasing decisions. Employing a causal quantitative approach, data collection involved distributing questionnaires to 100 respondents who had previously purchased Tupperware products in Yogyakarta. The questionnaire items for all variables were validated and proven reliable. Classical assumption tests demonstrated normally distributed data, a regression model without multicollinearity, and no occurrence of heteroscedasticity. The research findings indicate that Green Product, Green Place, and Green Promotion have positive and significant effects on purchasing decisions. However, Green Price does not exhibit a positive and significant impact on purchasing decisions. These results provide valuable insights into the factors influencing consumers' decisions to purchase Tupperware products with a focus on the green marketing mix elements.

Keywords: Green product, Green price, Green place, Green promotion, Purchasing decisions

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran hijau terhadap keputusan pembelian produk Tupperware di kota Yogyakarta. Variabel independen yang digunakan dalam penelitian ini adalah Green Product, Green Price, Green Place, dan Green Promotion, sedangkan variabel dependennya adalah keputusan pembelian. Dengan menggunakan pendekatan kuantitatif kausal, pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 100 responden yang pernah membeli produk Tupperware di Yogyakarta. Item kuesioner seluruh variabel telah tervalidasi dan terbukti reliabel. Uji asumsi klasik menunjukkan data berdistribusi normal, model regresi tidak terjadi multikolinearitas, dan tidak terjadi heteroskedastisitas. Hasil penelitian menunjukkan bahwa Green Product, Green Place, dan Green Promotion berpengaruh positif dan signifikan terhadap keputusan pembelian. Namun Green Price tidak mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian. Hasil ini memberikan wawasan berharga mengenai faktor-faktor yang mempengaruhi keputusan konsumen untuk membeli produk Tupperware dengan fokus pada elemen bauran pemasaran ramah lingkungan.

Kata kunci: Green product, Green price, Green place, Green promotion, Keputusan pembelian

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INTRODUCTION

Environmental issues have become a problem that attracts the attention of practitioners and academics in all fields. In Indonesia, according to Indonesian domestic waste statistics, plastic waste is ranked second at 5.4 million per year or 14% of total waste production (Prima et al., 2022). The Indonesian Ministry of Environment and Forestry (KLHK) stated that the amount of waste in Indonesia reached 29.8 million tons throughout 2021. Of this amount, 17.54 percent is plastic waste (Ilhamalimy et al., 2023). However, many questions arise about plastic that is safe to use as a place for food or drinks. As one alternative is to use environmentally friendly products, in this condition, what is called green marketing emerges (Islam, 2018).

In the midst of public awareness of environmentally friendly products, various companies are competing to create products that emphasize green marketing, one of which is Tupperware. As a multi-national company Tupperware is present in more than 120 countries, including in countries that have more Muslim populations, such as Turkey, Egypt, Saudi Arabia, Bangladesh, Morocco, Lebanon and Malaysia. Tupperware is a company that has been manufacturing quality plastic products for more than 70 years. Its characteristics are Eco Green Design, Hygienic, and environmentally friendly (Aprilianti et al. 2023; Jones, 2008). The difference between Tupperware and other food and beverage equipment products is the green marketing strategy implemented. Several previous studies have proven that green products can influence purchasing decisions, including Aprilianti et al. (2023); Sukraeni & Kusyana (2022).

Green price on Tupperware has a higher price than other household products. This of course can influence purchasing decisions because there are competitors who have lower prices. However, consumers who consider the environment and health are willing to pay higher if there is an additional perception of the quality of a product. Setting the green price will affect consumer considerations and attitudes in making purchasing decisions. The results of research that has been conducted by Nekomahmud & Fekete-Farkas (2020); Rahayu & Day (2017); Ramadhana et al. (2020); Sukraeni and Kusyana (2022) prove that green price can influence consumer purchasing decisions. Given the background explanation, identified phenomena, and existing research gaps, the research endeavors to investigate the impact of the Green Marketing Mix on Tupperware purchasing decisions in Yogyakarta City. This study aims to address several key problem formulations: (1) Does the Green Product exert a positive and significant influence on consumer purchasing decisions for Tupperware products? (2) Does the Green Price have a positive and significant influence on consumer purchasing decisions for Tupperware products? (3) Does the Green Place demonstrate a positive and significant influence on consumer purchasing decisions for Tupperware products? (4) Does the Green Promotion exhibit a positive and significant influence on consumer purchasing decisions for Tupperware products?

The research is motivated by the need to fill gaps in existing literature and contribute to the understanding of consumer behavior in relation to green marketing practices in the context of Tupperware purchases. By addressing these questions, the study seeks to provide valuable insights for both academia and practitioners in the field of marketing, shedding light on the effectiveness of various elements within the green marketing mix in influencing consumer decisions regarding Tupperware products in Yogyakarta City.

LITERATURE REVIEW AND HYPOTHESES

According to Govender & Govender (2016) green place and accessibility to goods or services have an impact on customers, because most customers do not want to go far to buy green products, but will prefer closer alternatives. In a green place, the concern is not only the place but also starts from the place of production process and production equipment, to the distribution of products carried out, so that it can influence consumers in making decisions to buy green products (Zhang & Dong, 2020). Several studies have been conducted by Aprilianti (2023); Cheung & To (2019); Zameer et al. (2020) prove that green place can influence purchasing decisions.

Every month Tupperware regularly updates products, in the form of a catalog in the form of a magazine that is circulated to all distributors and resellers to consumers, indirectly Tupperware promotes (Rizani & Hinggo, 2022). Every month Tupperware regularly updates products, in the form of a catalog in the form of a magazine that is circulated to all distributors and resellers to consumers, indirectly Tupperware promotes (Rizani & Hinggo, 2022). The use of green promotion will influence consumer considerations and attitudes in making purchasing decisions. According to the results of research by Rahayu & Day (2017), Sukraeni and Kusyana (2022) and Aprilianti et al. (2023) state that green promotion has a positive and significant influence on purchasing decisions, this means that the higher the level of green promotion, the more purchasing decisions increase. Based on the literature review above, the framework is determined as in Figure 1.

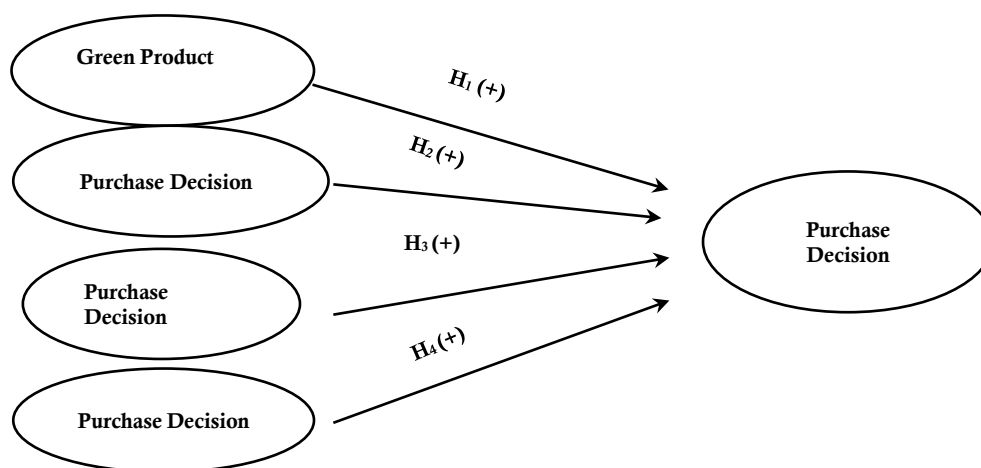


Figure 1. Framework of Thought

Based on the conceptual framework that has been presented, this study formulates four hypotheses as follows:

- H1. Green Product has a positive and significant effect on Tupperware purchasing decisions in Yogyakarta*
- H2. Green Price has a positive and significant effect on Tupperware purchasing decisions in Yogyakarta.*
- H3. Green Place has a positive and significant effect on Tupperware purchasing decisions in Yogyakarta*
- H4. Green Promotion has a positive and significant effect on Tupperware purchasing decisions in Yogyakarta.*

METHODS

This research was conducted in the Special Region of Yogyakarta, for one month from September to October 2023. The Special Region of Yogyakarta is a province with many universities and has a large enough number of students to be used as research objects. This research is a type of quantitative research using the survey method through distributing questionnaires.

The population in this study are all consumers who have purchased Tupperware products in Yogyakarta. The sample in this study were student customers of Tupperware products in Yogyakarta. The sample method used in this study is probability sampling with sampling techniques using *simple random sampling*. Because the population of Tupperware product consumers in Yogyakarta who make purchases is not known in exact numbers, the determination of the number of samples used the Cochran formula with the results of the total sample used was 100 respondents.

RESULTS

Descriptive Analysis of Respondents

Based on Table 1, the results show that the number of respondents based on gender in this study were 37 men or 37% and 63 women or 63%. Based on this data, this research is mostly dominated by female respondents. Primary data that has been processed gets the results of data on the number of respondents based on age 17-23 years as many as 66 people or 66%. At the age of 24-28 years as many as 24 people or 24% at the age of 29-34 years as many as 5 people or 5%, and age > 34 years as many as 5 people or 5%. Based on this data, this study was mostly dominated by respondents aged 17-23 years, as many as 66 people.

Table 1. Characteristics of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	63	63,0	63,0	63,0
	Male	37	37,0	37,0	100,0
	Total	100	100.0	100.0	
Age	17-23 years old	66	66,0	66,0	66,0
	24-28 years old	24	24,0	24,0	90,0
	29-34 years old	5	5,0	5,0	95,0
	>34 years old	5	5,0	5,0	100,0
	Total	100	100.0	100.0	100.0
Jobs	Civil Servant/Army/Police	8	8,0	8,0	12,0
	Student	54	54,0	54,0	66,0
	Self-employed	12	12,0	12,0	78,0
	Private Employee	22	22,0	22,0	100,0
	Others	4	4,0	4,0	4,0
	Total	100	100.0	100.0	
Monthly Income	<1 million	32	32,0	32,0	32,0
	1 - 3 million	32	32,0	32,0	64,0
	1.1 - 5 million	27	27,0	27,0	91,0
	>5.1 million	9	9,0	9,0	100,0
	Total	100	100.0	100.0	
Purchase Intensity	1-5	78	78,0	78,0	78,0
	>5	22	22,0	22,0	22,0
	1.1 - 5 million	100	100,0	100,0	100,0
	Total	100	100.0	100.0	

The number of student respondents was 54 people or 854%, civil servant respondents were 8 people or 8%, then private employee respondents were 22 people or 22%, and self-employed people were 12 people or 12%. While other respondents amounted to 4 people or 4%. Based on this data, this study was mostly dominated by student respondents, namely 54 people. Apart from gender, age and occupation, respondents in this study also sought primary data from respondents in the form of characteristics based on monthly income. The number of respondents with monthly income of less than 1 million was 32 people or 32%, then respondents with monthly income of 1 million to 3 million were 32 people or 32%. Respondents with monthly income of 3,100.000 - 5,000.000 were 27 people or 27%. Meanwhile, with a monthly income of more than 5 million as many as 9 people or 9%. Based on this data, this study was mostly dominated by respondents with monthly income of less than 1 million and 1-3 million, namely 32 people. It is found that the number of respondents based on the intensity of purchases in the past year in this study were purchases of 1-5 per year as many as 78 people or 78% and purchases of > 5 showed 22 pieces or 22%. Based on this data, this study is mostly dominated by respondents who buy products as much as 1-5 in this month.

Instrument Test Results

Based on Table 2, it can be seen that each statement item on the Green Product (X₁), Green Price (X₂), Green Place (X₃), Green Promotion (X₄), and Purchasing Decisions (Y) variables shows a significance value smaller than 0.05, namely <.001, which means

that the statement items in the Green Product variable are declared valid. So it can be concluded that all statements in the questionnaire can be used to measure each variable.

Table 2. Research Questionnaire Validity Test Results

Variable	Statement	Sig	Criteria	Cronbach's Alpha	Description
Green Product				0.889	Reliable
	X1.1	<0.001	0.05		Valid
	X1.2	<0.001	0.05		Valid
	X1.3	<0.001	0.05		Valid
	X1.4	<0.001	0.05		Valid
Green Price	X1.5	<0.001	0.05		Valid
				0.896	Reliable
	X2.1	<0.001	0.05		Valid
	X2.2	<0.001	0.05		Valid
	X2.3	<0.001	0.05		Valid
Green Place	X2.4	<0.001	0.05		Valid
	X2.5	<0.001	0.05		Valid
				0.930	Reliable
	X3.1	<0.001	0.05		Valid
	X3.2	<0.001	0.05		Valid
Green Promotion	X3.3	<0.001	0.05		Valid
	X3.4	<0.001	0.05		Valid
	X3.5	<0.001	0.05		Valid
				0.901	Reliable
	X4.1	<0.001	0.05		Valid
Purchasing Decision	X4.2	<0.001	0.05		Valid
	X4.3	<0.001	0.05		Valid
	X4.4	<0.001	0.05		Valid
				0.915	Reliable
	Y1.1	<0.001	0.05		Valid
	Y1.2	<0.001	0.05		Valid
	Y1.3	<0.001	0.05		Valid
	Y1.4	<0.001	0.05		Valid

The reliability test in this study was used to measure the reliability value of an instrument. A reliable instrument is an instrument that when used several times to measure the same object, will produce the same data (Sugiyono, 2017). Measurement for the reliability test used Cronbach's Alpha. The reliability test results show that the Green Product (X1) variable has a reliability value of 0.889, the Green Price (X2) variable has a reliability value of 0.896, the Green Place (X3) variable has a reliability value of 0.930, while the Green Promotion (X4) variable has a reliability value of 0.901 and the Purchasing Decision (Y) variable has a reliability value of 0.915. All variables, both independent and dependent variables, have a Cronbach's Alpha value greater than 0.60. This means that all statement items in the questionnaire for all variables are declared reliable.

Classical Assumption Test Results

Measurement of normality using the one sample Kolmogorov Smirnov method with the test results. Based on Table 3, it can be seen that the value of Asym Sig. (2-tailed) value is 0.104, which means it is greater than 0.05. This means that the residual data in the study is normally distributed so that the data is suitable for use. So it is concluded that this research data is normally distributed or the assumption of normality is met.

Based on Table 4, it can be seen that the independent variable Green Product has a tolerance value of 0.214. Then Green Price with a tolerance value of 0.233, the Green Place variable is 0.148 and the Green Promotion variable has a tolerance value of 0.191. if the VIF value does not exceed 10 and the tolerance value > 0.05 then in the regression model it is stated that there is no multicollinearity. So the multicollinearity test results for this study state that the independent variables do not occur multicollinearity.

Table 3. Normality Test Results of Research Variables

One-Sample Kolmogorov-Smirnov Test		
	N	Unstandardized Residual
Normal Parameters ^{a,b}	Mean	100
		0.0000000
	Std. Deviation	1
	Absolute	0.122
Most Extreme Differences	Positive	0.122
	Negative	-0.117
Kolmogorov-Smirnov Z		1,215
Asymp. Sig. (2-tailed)		0.104
Monte Carlo Sig.(2-tailed)		0.097

a. Test distribution is Normal.

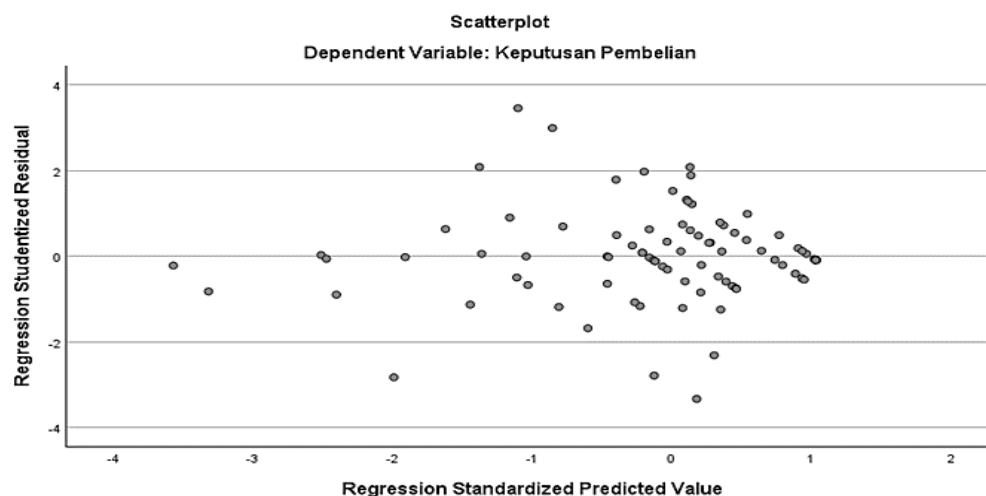
b. Calculated from data.

c. Lilliefors Significance Correction.

Table 4. Multicollinearity Test Results Research Variables

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.363	0.778		0.467	0.642		
1 Green Product	0.317	0.077	0.377	4,135	<0.001	0.214	4,672
Green Price	0.014	0.069	0.018	0.201	0.841	0.233	4,286
Green Place	0.288	0.088	0.358	3,265	0.002	0.148	6,760
Green Promotion	0.16	0.102	0.205	2,119	0.037	0.191	5,249

Heteroscedasticity Test

**Figure 2.** Scatter Plot of Heteroscedasticity Test Results

Based on Figure 2, it can be seen that the points spread above and below the number 0 on the Y axis and do not form a certain pattern. So it can be concluded that this study does not have heteroscedasticity. This means that the residual variance value of the residuals from one observation to another is fixed.

Descriptive Analysis of Variables

The data processing shows (Appendix 1) that the statement with the highest average value “In my opinion, Tupperware products are safe products.” is 4.28 with a very high category. Meanwhile, the statement with the lowest average value is “In my opinion, Tupperware products are made from materials that are easy to recycle”, which is 4.01 in the high category. Overall, the Green Product variable has an average value of 4.14 with a high category. Moreover, the data processing shows that the statement with the highest average value “In my opinion, Tupperware products are environmentally friendly

products that match the price and quality” is 4.17 with a high category. Meanwhile, the statement with the lowest average value is “In my opinion, Tupperware products are environmentally friendly products that are affordable”, which is 3.81 with a high category. Overall, the Green Price variable has an average value of 4.00 with a high category.

The data processing shows that the statement with the highest average value is “In my opinion, Tupperware is an environmentally friendly product that suits the needs of local consumers”, which is 4.13 in the high category. Meanwhile, the statement with the lowest average value is “In my opinion, Tupperware products are available at stores that sell environmentally friendly products”, which is 4.02 with a high category. Overall, the Green Place variable has an average value of 4.07 with a high category. The data processing shows that the statement with the highest average value is “In my opinion, Tupperware products help increase consumer awareness about environmental issues”, which is 4.14 in the high category. Meanwhile, the statement with the lowest average value is “In my opinion, Tupperware products provide information about the environment”, which is 4.04 with a high category. Overall, the Green Promotion variable has an average value of 4.08 with a high category. The data processing shows that the statement with the highest average value is “I buy Tupperware products because I feel confident in these products”, which is 4.32 in the very high category. Meanwhile, the statement with the lowest average value is “I will buy Tupperware products again in the future”, which is 4.01 in the high category. Overall, the purchasing decision variable has an average value of 4.14 in the high category.

Multiple Linear Regression Results

Table 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.363	0.778		0.467	0.642		
1 Green Product	0.317	0.077	0.377	4,135	<0.001	0.214	4.672
Green Price	0.014	0.069	0.018	0.201	0.841	0.233	4.286
Green Place	0.288	0.088	0.358	3,265	0.002	0.148	6.760
Green Promotion	0.16	0.102	0.205	2,119	0.037	0.191	5.249
R=	0.912						
R Square=	0.831						
Adjusted R Square=	0.824						
Std. Error of the Estimate=	1,582						

Based on the results of data processing contained in Table 5, the constant value (β_0) of 0.363 indicates that the independent variables, namely Green Product, Green Price, Green Place, and Green Promotion are considered constant. In other words, if there is no value in the Green Product (X_1), Green Price (X_2), Green Place (X_3), and Green Promotion (X_4) variables, then statistically, the purchase decision (Y) will have a value of around 0.363.

Furthermore, the regression coefficient values for each independent variable are as follows: Green Product (0.377), Green Price (0.018), Green Place (0.358), and Green Promotion (0.205). These positive values indicate that a one-unit increase in each independent variable will lead to an increase in purchasing decisions. For example, if Green Product increases by one unit, the purchasing decision will increase by 0.377. The same applies to Green Price, Green Place, and Green Promotion with their respective regression coefficients.

The results of decision making at the significance level show the interpretation of the t value and significance for each variable (Table 7). First, the Green Product variable (X_1) has a t value of 4.135 with a significance of less than 0.001. With a significance smaller than 0.05, the first hypothesis is accepted, indicating that Green Product has a positive and significant effect on purchasing decisions for Tupperware products in Yogyakarta. Second, the Green Price (X_2) variable has a t value of 0.201 with a significance of 0.841,

which is greater than 0.05. This indicates that the second hypothesis is rejected, and the Green Price variable has no positive and significant effect on purchasing decisions for Tupperware products in Yogyakarta.

Third, the Green Place variable (X3) shows a t value of 3.265 with a significance of 0.002, smaller than 0.05. Therefore, the third hypothesis is accepted, indicating that Green Place has a positive and significant effect on purchasing decisions for Tupperware products in Yogyakarta. Fourth, the Green Promotion variable (X4) has a t value of 2.119 with a significance of 0.037, smaller than 0.05. Thus, the fourth hypothesis is accepted, indicating that Green Promotion has a positive and significant effect on purchasing decisions for Tupperware products in Yogyakarta.

Moreover, based on the results of the coefficient of determination test, the coefficient of determination is 0.824. This means that the independent variable (Green Product, Green Price, Green Place and Green Promotion) affects the dependent variable (purchase decision) by 82.4%. While the remaining 17.6% is influenced by other research variables not examined in this study.

Table 6. f Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1170.421	4	292,605	116,910	<0.001 ^b
Residuals	237,769	95	2,503		
Total	1408,190	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Green Product, Green Price, Green Place and Green Promotion

The result of f count is 116.910 and f table (with the f test formula: $f(k: n-k) = F(3: 100-3) = f(3: 97) = 2.70$) and Significance value <0.001 at the significance level of 0.05. Thus the Sig. value <0.001 <0.05 and the value of F count > F table ($116,910 > 2.70$), then H_0 is rejected and H_a is accepted, it can be concluded that the Green Product, Green Price, Green Place and Green Promotion variables simultaneously have a significant effect on the purchasing decision variable (Table 6).

DISCUSSION

The Effect of Green Product on Purchasing Decisions

The Green Product variable (X1) obtained a t value of 4.135 with a significance of <0.001. The significance value is smaller than 0.05. This indicates that H_0 1 is rejected, H_a 1 is accepted. The results of this hypothesis mean that the Green Product variable has a positive and significant effect on purchasing decisions for Tupperware products in Yogyakarta. This means that if the Green Product as the independent variable increases, the purchasing decision as variable Y as the dependent variable will also increase. The results of this study are in line with previous research conducted by Amoako et al. (2020), Sukraeni and Kusyana (2022), and Aprilianti et al. (2023) which states that the green product variable has a positive and significant effect on purchasing decisions.

The Effect of Green Price on Purchasing Decisions

The Green Price variable (X2) obtained a t value of 0.201 with a significance of 0.841. The significance value is greater than 0.05. This shows that H_0 2 is accepted, H_a 2 is rejected. The results of this hypothesis mean that the Green Price variable does not have a positive and significant effect on purchasing decisions for Tupperware products in Yogyakarta. This means that if the Green Price as increases, the purchasing decision as variable Y as a variable does not experience the same increase. The results of this study are not in line with research previously conducted by Wang et al. (2019); Sun & Wang (2020); Sukraeni and Kusyana (2022) which state that the green price variable has a positive and significant effect on purchasing decisions.

The Influence of Green Place on Purchasing Decisions

The Green Place variable (X3) obtained a t value of 3.265 with a significance of 0.002. The significance value is smaller than 0.05. This indicates that H_0 3 is rejected, H_a 3 is accepted. The hypothesis results mean that the Green Place variable has a positive and significant effect on the decision to purchase Tupperware products in Yogyakarta. This means that if Green Place as the independent variable increases, the purchasing decision as variable Y as the dependent variable will also increase. The results of this study are in line with previous research conducted by Aprilianti (2023); Mahmoud et al. (2017); Mappesona et al. (2020) which state that the green place variable has a positive and significant effect on purchasing decision variables.

The Effect of Green Promotion on Purchasing Decisions

The Green Promotion variable (X4) obtained a t value of 2.119 with a significance of 0.037. The significance value is greater than 0.05. This indicates that H_0 4 is rejected, H_a 4 is accepted. The results of this hypothesis mean that the Green Promotion variable has a positive and significant effect on purchasing decisions for Tupperware products in Yogyakarta. This means that if Green Promotion as the independent variable increases, the purchasing decision as variable Y as the dependent variable will also increase. The results of this study are in line with previous research conducted by Sukraeni and Kusyana (2022); Aprilianti et al. (2023); Rivaldo et al. (2022) which states that the Green Promotion variable has a positive and significant effect on purchasing decision variables.

CONCLUSION

Based on the results of research and discussion, several conclusions can be drawn. First, green products have a positive and significant influence on purchasing decisions for Tupperware products in Yogyakarta. This means that consumers tend to be influenced by aspects of green products in making purchasing decisions. Second, green price does not have a significant influence on purchasing decisions. This shows that the green price aspect is not the main factor influencing consumers in choosing Tupperware products. Third, green place has a positive and significant influence on purchasing decisions, indicating that environmentally friendly sales locations can influence consumer decisions. Fourth, green promotion also has a positive and significant effect on purchasing decisions. This indicates that promotions that focus on sustainability and are environmentally friendly can increase consumer interest. As suggestions, future research is recommended to increase the number of samples, use other variables, and explore new indicators in order to obtain more in-depth and diverse research results.

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Appendix

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Appendix 1. Descriptive Assessment of Variables

No	Green Product Statement	Average	Category
1	In my opinion, Tupperware products are safe products.	4,28	Very High
2	In my opinion, Tupperware products are made with a resource-saving tang process	4,12	High
3	I think Tupperware products are made from materials that are easy to recycle.	4,01	High
4	In my opinion, Tupperware products are made with environmentally friendly processes	4,15	High
5	In my opinion, Tupperware products do not pollute the environment	4,16	High
Average		4,14	High
No	Green Price Statement	Average	Category
1	In my opinion, Tupperware products are environmentally friendly products that are affordable.	3,81	High
2	I am willing to buy Tupperware products because they are environmentally friendly	4,13	High
3	In my opinion, Tupperware products are environmentally friendly products that match the price and quality.	4,17	High
4	In my opinion, Tupperware products, which are environmentally friendly products, have prices that are equivalent to products that are not environmentally friendly.	3,81	High
5	In my opinion, the price of Tupperware products is in accordance with their environmentally friendly benefits.	4,08	High
Average		4,00	High
No	Green Place Statement	Average	Category
1	In my opinion, Tupperware manufacturers are environmentally friendly companies.	4,09	High
2	In my opinion, Tupperware manufacturers provide a variety of eco-friendly products	4,08	High
3	I think Tupperware products are available in stores that sell eco-friendly products	4,02	High
4	In my opinion, Tupperware is an environmentally friendly product that suits the needs of local consumers	4,13	High
5	In my opinion, Tupperware products are sold by environmentally friendly agents	4,04	High
Average		4,07	High
No	Green Promotion Statement	Average	Category
1	In my opinion, Tupperware products promote a green lifestyle	4,12	High
2	In my opinion, Tupperware products express environmental responsibility.	4,04	High
3	In my opinion, Tupperware products provide information about the environment.	4,04	High
4	I think Tupperware products help raise consumer awareness about environmental issues.	4,14	High
Average		4,08	High
No	Purchase Decision Statement	Average	Category
1	I buy Tupperware products because I feel confident in the product	4,32	Very High
2	I buy Tupperware products because I am used to buying environmentally friendly products.	4,02	High
3	I give recommendations to others about Tupperware products	4,15	High
4	I will buy more Tupperware products in the future	4,01	High
Average		4,14	High

