

THE EFFECT OF GREEN MARKETING MIX ON PURCHASE DECISIONS FOR TUPPERWARE PRODUCTS IN EAST ACEH DISTRICT.

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Received : 25 September 2025

Published : 17 November 2025

Revised : 05 October 2025

DOI : <https://doi.org/10.54443/ijset.v5i1.1320>

Accepted : 23 October 2025

Link Publish : <https://www.ijset.org/index.php/ijset/index>

Abstract

This study aims to determine the influence of the green marketing mix on purchasing decisions for Tupperware products in East Aceh Regency. The data used in this study are primary data. The sampling technique used purposive sampling with a sample size of 140. The conclusion of the theory above is fulfilled. The method used to analyze the relationship between the independent variable and the dependent variable is the multiple linear regression method. The results of the study indicate that partially Green product has a positive and significant effect on the decision to purchase Tupperware products. Green price has a positive and significant effect on the decision to purchase products. Green place has a positive and significant effect on the decision to purchase Tupperware products. Green promotion has a positive and significant effect on the decision to purchase Tupperware products.

Keywords: *Green Product, Green Price, Green Place, Green Promotion, Purchase decision*

INTRODUCTION

Environmental awareness has become one of the most significant issues shaping today's society. It is the awareness of the intimate relationship between humans and the natural environment around them. This phenomenon is crucial because it encompasses an understanding of the impact of human activities on the planet and the actions that can be taken to protect and preserve it. In the modern era, environmental awareness has increased significantly. Some factors that have driven this increased awareness include the increasing visibility of climate change, natural disasters affecting various parts of the world, and greater media coverage of environmental issues. Environmental awareness also encompasses an understanding of issues such as sustainability, natural resource conservation, waste management, and pollution. Environmental awareness encompasses not only understanding but also concrete action. Many individuals and organizations have strived to reduce their negative impact on the environment by adopting more sustainable behaviors and practices. This includes reducing the use of single-use plastics, using renewable energy, and participating in environmental conservation campaigns. Environmental awareness has also influenced the business world and marketing. Many companies are integrating sustainable practices into their operations and using green marketing to attract environmentally conscious consumers. In this increasingly environmentally conscious society, environmental awareness is the foundation for positive actions to protect the earth for future generations.



Figure 1.1 Percentage of consumers who consider environmental factors when purchasing products (Source: GreatEdu, 2023)

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One of the resulting concepts is the "go green" program, which is related to eco-friendly, meaning it doesn't harm the environment. This concept gave rise to green marketing as a refinement of the "go green" concept. Green marketing refers to ecological, phosphate-free, recyclable, ozone-friendly, and environmentally friendly products (Sivesan et al., 2013). Over time, many companies have adopted the concept of green marketing. One area that utilizes this concept is household appliances, particularly those made from plastic. Plastic household appliances are an innovation that simplifies everyday life. For example, plastic jars can be used to store food safely and prevent damage. Furthermore, kitchen utensils such as plastic spoons, forks, and plates are lightweight, easy to clean, and durable. The use of plastic in household appliances also helps reduce costs, and many companies are now contributing to environmental conservation efforts by reducing the use of non-environmentally friendly materials. One company that implements green marketing is Tupperware.

Tupperware Brands Corporation (NYSE: TUP) is a leading global consumer products company that designs innovative, functional, and environmentally responsible products (The Ticker). The Tupperware Company is a leading company in the field of plastic containers for storing and serving high-quality food and beverages. Tupperware is a plastic container product that is in demand by the public to date, this is proven by achieving first place in the Top Brand Award. The Top Brand Award is an award given to brands that achieve the TOP predicate. The following is the Top Brand Index data for 2019-2022

Table 1
Product Data

Brand Name	Year				
	2018	2019	2020	2021	2022
Tupperware	35.67	33.20	33.60	32.70	25.00
Claris	5.9	2.90	5.00	6.60	6.90
Maspion	2.39	3.80	3.60	2.40	2.30

Source: Topbrand Award, (2023)

In the 2018 Top Brand Award, Tupperware received the highest score of 35.67%, but from 2019 to 2022 Tupperware experienced a decline in the Index value of 10.6%. In contrast to Claris which continued to increase from 2018 to 2022. Although Tupperware experienced a decline in the index value, Tupperware was able to maintain its first position. This is because Tupperware is a plastic container product that in the production process uses non-toxic chemicals, in addition, Tupperware provides a lifetime guarantee for its customers, meaning Tupperware will replace products damaged in normal use, all damage will be replaced except melting due to exposure to fire or very hot objects such as pans or frying pans that cause damage. This makes Tupperware able to compete with other plastic products and is still in demand today. Tupperware uses green marketing strategies to raise consumer awareness and ensure that its products are safe to use and do not negatively impact the environment. Once consumers are aware, they will naturally make decisions to choose products that utilize green marketing concepts. Therefore, it is crucial for marketers to guide consumers in making purchasing decisions, as consumer behavior is also changing due to the trend of green marketing. Green marketing mix strategies are not only becoming popular but also providing an environmentally friendly lifestyle for consumers.

Table 2 Percentage of Tupperware Product Sales in Various Countries

Country	Sales (2021-2022)
Asia Pacific	31%
Europe	30%
North America	19%
South America	18%

Source: Tupperware Brands Corporation, (2023)

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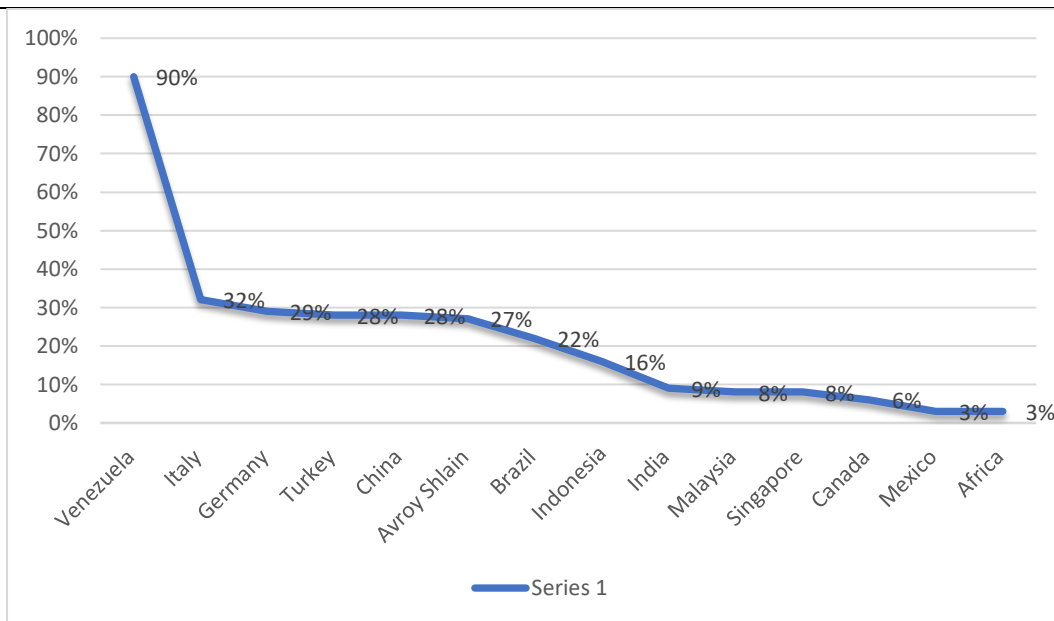


Figure 1 Tupperware sales in several countries

The image shows that people worldwide are accepting Tupperware products, leading to a growing awareness of the use of products that utilize green marketing concepts. Increasing consumer awareness of the dangers of products containing excessive amounts of chemicals is driving consumers to seek safer alternatives. Companies are challenged to engage consumers in product selection and purchase, while ensuring customer satisfaction with the products and services they provide. *Green marketing* Green marketing is a company's strategy for implementing several green marketing mixes, including green products, green prices, green promotions, and green places. The first mix is green products. According to Firmansyah et al. (2019), a green product is a product that does not damage the environment and natural resources, and does not cause pollution. The next step in the green pricing mix is pricing a company based on environmental considerations, setting a higher price than other products. This means charging a higher price for an eco-friendly version of a product, contributing to the environment through the price. Within a company, the price of goods or services determines market demand. Price can influence a company's competitive position.

The third element of the green marketing mix is green place. According to Kotler and Keller (2019), place reflects a company's activities in producing products aimed at consumers or target markets. Companies that want to achieve their goals optimally must position their products in the minds of consumers. The location must be aligned with the adopted concept. By implementing an environmentally friendly concept, the location used must appear clean and free from production waste from the company's factory. The fourth is green promotion. Green promotion is a promotion aimed at changing public perceptions of environmentally friendly products using media such as electronic media (television and the internet). This means advertising these products without harming the environment, prioritizing electronic media advertising over print media. Companies must convey messages about their environmental responsibility through their products, packaging, and packaging disposal.

LITERATURE REVIEW

Table 3
Previous researchers

No	Title	Researcher Name	Equality	Difference
1	<i>Green Marketing and Tupperware Product Purchasing Decisions in the Malikussaleh University environment (2023)</i>	Aprilianti, Naufal Bachri, Sapna Biby, Muchsin	Using green product, green price, green place and green promotion as independent variables and purchasing decision as dependent variable.	Number of Samples, Research Location
2	<i>The Influence of Green Marketing on Purchasing Decisions at Starbucks Outlets in Bandung City</i>	Ilham Agung Pancoro, Dinda Zuliestiana, SE., MM (2018)	Using green product, green price, green place and green promotion as independent variables and purchasing decision as dependent variable.	Different research objects
3	<i>The Influence of Green Marketing Mix on Purchase Intention of KFC Lawu Plaza Madiun Consumers</i>	Zahra Ayudia Pramisti, Naning Kristiyana, Wahna Widhianingrum (2022)	Both use green product, green price, green place and green promotion as independent variables and purchasing decision as dependent variable.	The objects and locations of the research are different.
4	<i>The Influence of Green Marketing Mix on Consumer Purchasing Decisions for Tupperware Products in West Jakarta</i>	Fellycia Chandra and Hetty Karunia Tunjungsari (2019)	Both use green product, green price, green place and green promotion as independent variables and purchasing decision as dependent variable.	The research locations are different.
5	<i>The Influence of Green Marketing Mix on Purchase Intention: The Mediating Role of Environmental Knowledge</i>	Thoria Omer Mahmoud, Siddig Balal Ibrahim, Abdel Hafiez Ali, Abbas Bledy(2017)	Using green product, green price, green place and green promotion as independent variables and purchasing decision as dependent variable.	The research location/place is not the same
6	<i>The Influence Of Green Marketing Mix On Green Purchase Intention In Using Eco-Friendly Products</i>	Yuary Farradi, Mora, Indra Kusumawati, Wahyu Widodo (2021)	Both use the green marketing variable as the independent variable and the purchasing decision as the dependent variable.	Not using the same research object

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Conceptual Framework

A conceptual framework is a description of the relationships between research variables. According to Sugiyono (2017), a conceptual framework is a relationship that theoretically connects various research variables, including the dependent variable and the independent variable that will be measured or observed through the research process.

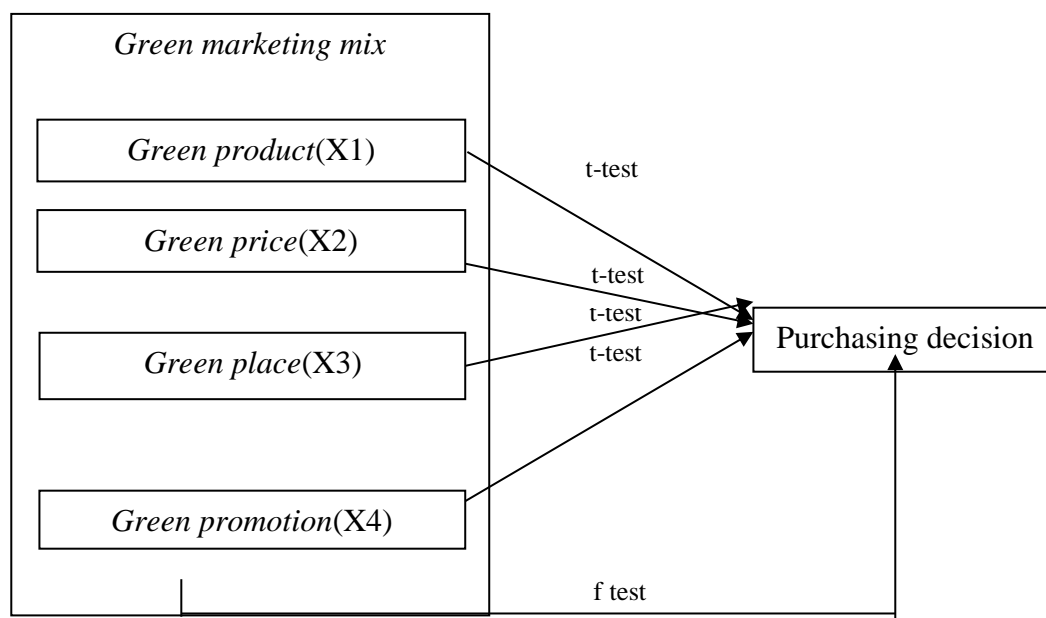


Figure 2 Conceptual Framework

Hypothesis

A hypothesis is a temporary answer to a research problem. Based on this problem formulation, the temporary hypothesis is:

- H1: It is suspected that green products tested partially have a positive influence on the decision to purchase Tupperware products in East Aceh Regency.
- H2: It is suspected that Green Price, when tested partially, has a positive effect on the decision to purchase Tupperware products in East Aceh Regency.
- H3: It is suspected that Green Place has a partial positive influence on the decision to purchase Tupperware products in East Aceh Regency.
- H4: It is suspected that Green promotion in partial testing has a positive influence on the decision to purchase Tupperware products in East Aceh Regency.
- H5: It is suspected that green product, green price, green place and green promotion are tested simultaneously to have a positive influence on the decision to purchase Tupperware products in East Aceh Regency.

METHOD

The object of this research is Tupperware products, the reason for choosing Tupperware as the object is because Tupperware is a well-known and environmentally friendly company. The research location is in East Aceh Regency. According to Sugiyono (2018) population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study is all customers who have purchased or used Tupperware products in Lhokseumawe City. The population size cannot be known precisely so it is infinite. Sample According to Sugiyono (2018) a sample is part of the number and characteristics possessed by the population. Meanwhile, sample size is a step to determine the size of the sample taken in conducting a study. The sample formulated by Hair et al, (2010) recommends a minimum sample size of 100-200 observations depending on the number of estimated indicators. The guideline is 5-20 times the number of estimated indicators. In this study, five variables were estimated: green product, green place, green place, green promotion, and purchasing decisions. Therefore, the sample size was 10 x 14, or 140, to meet the theoretical recommendations. Because the population in this study was large, several samples were taken to represent the population.

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The sampling method in this study used a non-probability sampling type with a purposive sampling technique. According to Sugiyono (2018), non-probability sampling is a sampling technique that does not provide equal opportunities or chances to each member of the population when being selected as a sample. Meanwhile, purposive sampling technique according to Sugiyono (2018) is a sampling technique that uses certain considerations according to the desired criteria to be able to determine the number of samples to be studied. The data used in this study is primary data, obtained by distributing questionnaires to residents in Lhokseumawe who use or are familiar with Tupperware products. The type of data used in this study is primary data. The main data obtained in this study was by distributing questionnaires, which used a Likert scale in compiling the questionnaire. Data Collection Techniques According to Sugiyono (2017), data collection can be conducted in various settings, from various sources, and in various ways. In this study, the author used a questionnaire as a data collection technique. Data collection was conducted by asking various questions to respondents. A questionnaire is a series of written questions used to obtain information from respondents in the form of reports about themselves or things they know. This type of questionnaire is a closed questionnaire, meaning the answers are already provided so that respondents only have to choose. The questionnaire measurement scale used in this study is the Likert scale. The use of the Likert scale aims to measure the attitudes, opinions, and perceptions of individuals and groups regarding social phenomena (Sugiyono, 2017).

RESULTS AND DISCUSSION

Validity Test Results

Table 4
Validity Test Results

No	Statement Indicators	Mark rhitung	Mark r table	Note
1	Green Product (X1)			
	1. Statement			
	2. Statement	0.858	0.166	Valid
	3. Statement	0.833	0.166	Valid
		0.814	0.166	Valid
2	Green Price (X2)			
	1. Statement 1	0.873	0.166	Valid
	2. Statement 2	0.791	0.166	Valid
3	Green Place (X3)			
	1. Statement 1	0.878	0.166	Valid
	2. Statement 2	0.845	0.166	Valid
4	Green Promotion (X4)			
	1. Statement 1	0.596	0.166	Valid
	2. Statement 2	0.820	0.166	Valid
	3. Statement 3	0.756	0.166	Valid
4	Purchase decision (Y)			
	1. Statement 1	0.580	0.166	Valid
	2. Statement 2	0.705	0.166	Valid
	3. Statement 3	0.792	0.166	Valid
	4. Statement 4	0.722	0.166	Valid

Source: Research Results, Data processed 2024

Based on Table 4, the values of all statements of green product (X1), green price (X2), green place (X3), green promotion (X4) and purchasing decision (Y) variables are obtained. To measure the variables in this study, each has

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a large person correlation from the rtable rtable value for $(df) = n - 2 = 140 - 2 = 138$, then the rtable value is 0.166. Based on the results in the table, it can be concluded that all statement indicators in this study are declared valid.

Reliability Test Results

Table 5
Reliability Test Results

Variables	Cornbach's Alpha	Information
Green Product(X1)	0.841	Reliable
Green Price(X2)	0.854	Reliable
Green Place(X3)	0.872	Reliable
Green Promotion(X4)	0.789	Reliable
Purchase decision (Y)	0.778	Reliable

Source: Research Results, Data processed 2024

Based on the Table5 it is seen that the value *Cornbach's Alpha* from the green product variable (X1) of 0.841, the Cornbach's Alpha value of the green price variable (X2) of 0.854, the Cornbach's Alpha value of the green place variable (X3) of 0.872, the Cornbach's Alpha value of the green promotion variable (X4) of 0.789, and the Cornbach's Alpha value of the purchasing decision variable (Y) of 0.778. From these results, it shows that the Cornbach's Alpha results of each variable are > 0.60 , so all variables can be declared reliable. All of this shows that all statement items used are able to obtain consistent data.

Normality Test Results

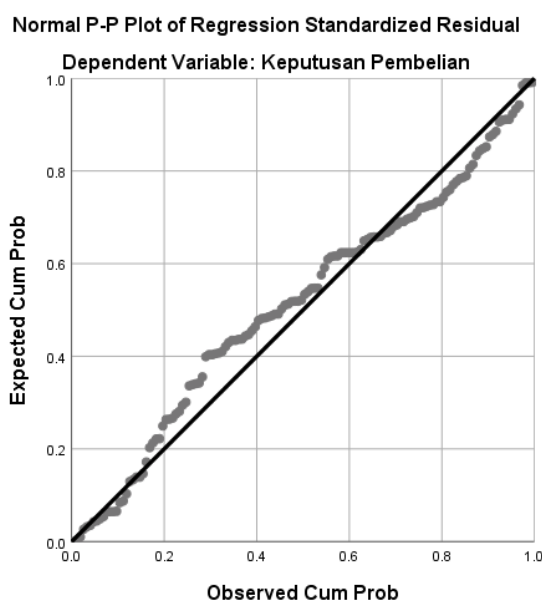


Figure 3 Normality Test

Figure 4.1 shows that the data is spread around the diagonal line and follows the direction of the diagonal line. Therefore, it can be concluded that all data in this study are normally distributed.

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Multicollinearity Test Results

Table 6
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
<i>Green Product</i>	0.806	1,240
<i>Green Price</i>	0.802	1,247
<i>Green Place</i>	0.833	1,201
<i>Green Promotion</i>	0.729	1,373

Source: Research Results, Data processed 2024

From Table 6, it can be seen that the green product variable (X1) has a total tolerance value of 0.806 and a VIF value of 1.240. The green price variable (X2) has a total tolerance value of 0.802 and a VIF value of 1.247. Meanwhile, the green place variable (X3) has a tolerance value of 0.833 and a VIF value of 1.201, and the green promotion variable (X4) has a tolerance value of 0.729 and a VIF value of 1.373. From the table above, it can be concluded that all variables have a VIF value <10 and a tolerance value >0.10 . This indicates that there is no multicollinearity and this test can be used in this research model.

Heteroscedasticity Test

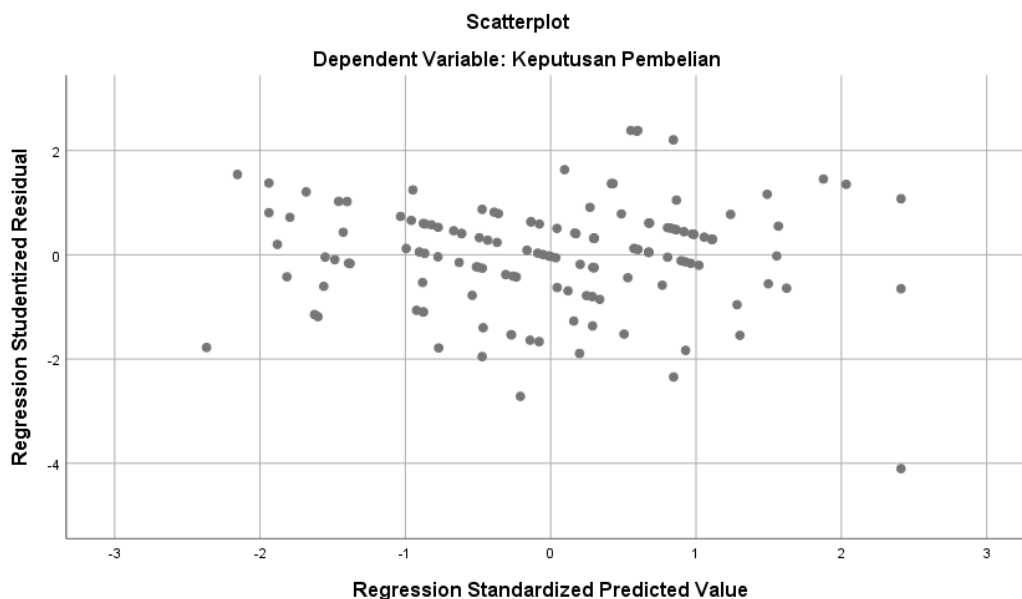


Figure 4 Heteroscedasticity Test Results

From Figure 4, it can be concluded that the data used in this study does not exhibit heteroscedasticity. This is evident because the points in the figure are spread above and below the number 0 on the Y-axis and do not form a specific pattern.

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Multiple Regression Analysis Results

Table 6
Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,165	.316		3,689	.000
	<i>Green product</i>	.120	.058	.161	2,074	.040
	<i>Green Price</i>	.161	.054	.233	2,997	.003
	<i>Green Place</i>	.138	.055	.191	2,494	.014
	<i>Green Promotion</i>	.254	.084	.246	3,015	.003

a. Dependent Variable: Purchase decision

Source: Research Results, Data processed 2024

Based on the output in Table 6 above, it can be seen that the value is obtained from the multiple linear regression analysis equation below:

$$Y = 1.165 + 0.120 X1 + 0.161 X2 + 0.138 X3 + 0.254 X4$$

Where:

- Y = Buying decision
- X1 = Green Product
- X2 = Green Price
- X3 = Green Place
- X4 = Green Promotion

1. The constant value of 1.165 means that if the variables green product (X1), Green Price (X2), Green Place (X3) and Green Promotion (X4) have a constant value or zero, then the Tupperware purchasing decision is 1.165.
2. The regression coefficient of the green product variable has a positive value of 0.120, meaning that an increase in green products will increase Tupperware purchasing decisions by 0.120.
3. The regression coefficient of the green price variable has a positive value of 0.161, meaning that an increase in the green price will increase the Tupperware Purchase Decision by 0.161.
4. The regression coefficient of the green place variable has a positive value of 0.138, meaning that increasing green places will increase Tupperware purchasing decisions by 0.138.
5. The regression coefficient of the green promotion variable has a positive value of 0.254, meaning that an increase in green promotion will increase Tupperware purchasing decisions by 0.254.

Results of Correlation Coefficient (R) and Termination (R2)

Table 7
Results of Correlation Coefficient Test and Termination

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.586a	0.344	0.324	0.44695

b. Dependent Variable: Buying decision

Source: Research Results, Data processed 2024

Based on Table 7 above, the correlation coefficient (R) value of 0.586 indicates that there is a moderate relationship (correlation) between the variables green product, green price, green place, and green promotion on the decision to purchase Tupperware products. While the coefficient of determination (R Square) is 0.344, meaning that the variables green product, green price, green place, and green promotion have the ability to explain their influence

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on the decision to purchase Tupperware products by 34.4%. The remaining 65.6% is influenced by other factors outside this study.

Simultaneous Test

Table 8
Simultaneous Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14,128	4	3,532	17,682	.000b
	Residual	26,968	135	.200		
	Total	41,096	139			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Green Promotion, Green Place, Green Product, Green Price

From the results of SPSS data processing which is also used to see the F table value obtained from the degree of freedom (df) for a 2-way partial test on a sample of 140, $df = N - k$, namely $140 - 5 = 135$ with $df_1 = 4$ and $df_2 = 135$ for the hypothesis with an F value at a significance of 5% or 0.05, then the F table value obtained is 2.438. The results of the study indicate that green products, green prices, green places and green promotions influence the decision to purchase Tupperware products, so that the H5 hypothesis is accepted.

The Influence of Green Products on Tupperware Product Purchasing Decisions in East Aceh Regency

Based on the results of the research that has been carried out, the results obtained are that *green products* has a significantly smaller value than the significance level used and obtains a positive coefficient value. This indicates that green products have a positive and significant effect on purchasing decisions for Tupperware products. The results of this study indicate that the hypothesis stating that green products have a positive and significant effect on purchasing decisions for Tupperware products is accepted or H1 is accepted. The results of this study show that *green product* has a direct impact on improving consumer purchasing decisions. Green products emphasize the direct and tangible benefits provided by more environmentally friendly designs, such as energy efficiency or recycled content, rather than emphasizing environmental attributes alone. The results of this study are in line with research conducted by Pancoro and Dinda (2018) which concluded that green products influence purchasing decisions. The results of this study are also in line with research conducted by Daryanto et al. (2018), Wibowo (2015), and Arifandi (2014) which showed that products have a positive effect on purchasing decisions. The results of this study are also in line with previous research conducted by Johar (2016), which states that products influence consumer purchasing decisions.

The Influence of Green Price on Tupperware Product Purchasing Decisions in East Aceh Regency

Based on the results of the research that has been carried out, the results obtained are that *green price* has a significantly smaller value than the significance level used and obtains a positive coefficient value. This indicates that green price has a positive and significant effect on purchasing decisions for Tupperware products. The results of this study indicate that the hypothesis stating that green price has a positive and significant effect on purchasing decisions for Tupperware products is accepted or H2 is accepted. The results of this study indicate that green pricing has a direct impact on increasing consumer purchasing decisions. The use of the green concept in pricing is because, in determining the price is influenced by the costs incurred by the company in each of its activities such as additional costs for more environmentally friendly production processes, additional costs for waste processing to prevent environmental pollution, and additional costs for technological updates that take into account the impact of the use of said technology. Price is a sensitive matter that consumers consider when deciding to buy a product. The results of this study are in line with research conducted by Ilham Agung Pancoro and Dinda Zuliestiana (2018), which concluded that green products have a positive and significant effect on product purchasing decisions.

The Influence of Green Place on Tupperware Product Purchasing Decisions in East Aceh Regency

Based on the results of the research that has been carried out, the results obtained are that *green place* has a significantly smaller value than the significance level used and obtains a positive coefficient value. This indicates that green place has a positive and significant effect on purchasing decisions for Tupperware products. The results of this study indicate that the hypothesis stating that green place has a positive and significant effect on purchasing

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decisions for Tupperware products is accepted or H3 is accepted. *Green place* Green space is a product distribution process that involves establishing factories in various locations close to marketing areas to avoid environmental damage. This includes product packaging for transport to distribution sites that minimizes waste and raw material use, and product transportation to distribution sites should be geared toward minimizing environmental damage, energy consumption, and pollution. The study's findings align with those of Pramisti and Widhianingrum (2022), which concluded that green space has a positive and significant impact on product purchasing decisions.

The Influence of Green Promotion on Tupperware Product Purchasing Decisions in East Aceh Regency

Based on the results of the research that has been carried out, the results obtained are that *green promotion* has a significantly smaller value than the significance level used and obtains a positive coefficient value. This indicates that green promotion has a positive and significant effect on purchasing decisions for Tupperware products. The results of this study indicate that the hypothesis stating that green promotion has a positive and significant effect on purchasing decisions for Tupperware products is accepted or accepted H4. According to Kotler and Armstrong (2001), promotion reflects activities that communicate product advantages and persuade consumers to buy them. Therefore, promotion is a component used to provide and influence the market for a company's products (Octoviani, 2011). Kotler and Keller (2009) state that promotion involves sales promotion, advertising, sales force, public relations, and direct marketing. According to Kotler and Keller (2009), advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising can be a cost-effective way to distribute messages, whether for the purpose of building brand preference or educating people. Sales promotions offer an incentive to buy, while advertising offers a reason to buy. In line with the rise of the global green movement and the increasing public attention to environmental issues, many companies have chosen environmental advertisements through electronic or print media as a technique to introduce their products to environmentally responsible consumers. The goal of environmental advertisements is to influence consumer purchasing behavior by encouraging them to purchase products that do not harm the environment and to direct their attention to the positive consequences of their purchasing behavior, for themselves and the environment (Rahbar and Wahid, 2011).

CONCLUSION

Based on the primary data obtained from the questionnaire distribution, a validity test will be conducted to determine whether respondents' answers to the statements are valid or not. Furthermore, a reliability test will be conducted to determine the consistency of respondents' answers over time. The results of the validity and reliability tests indicate that all statements from each variable are declared valid and reliable. To determine the results of the classical assumptions including normality tests, multicollinearity tests, and heteroscedasticity tests, the results show that in the multiple linear regression model, there is no correlation between independent variables and there is no heteroscedasticity and it has a normal distribution.

From the results of the discussion, the following conclusions can be drawn:

1. *Green product* has a positive and significant influence on Tupperware product purchasing decisions. This indicates that increasing green product awareness will further improve purchasing decisions.
2. Green price has a positive and significant effect on product purchasing decisions. This indicates that increasing green price will further increase purchasing decisions.
3. Green places have a positive and significant influence on Tupperware product purchasing decisions. This indicates that increasing green places will further improve purchasing decisions.
4. Green promotion has a positive and significant impact on Tupperware product purchasing decisions. This indicates that increasing green promotion will further improve purchasing decisions.

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