THE INFLUENCE OF GREEN MARKETING MIX ON CONSUMER PURCHASING DECISIONS ON TUPPERWARE PRODUCTS BY THE PEOPLE OF LHOKSEUMAWE CITY

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Abstract

Issues regarding the environment have become a problem for the wider community and have resulted in changes in consumer preferences to become more inclined to use environmentally friendly products. This is an opportunity for companies to make environmentally friendly products and use more environmentally friendly raw materials. The aim of this research is to analyze and determine the influence of green products, green place, green price and green promotion on purchasing decisions for Tupperware products by the people of Lhokseumawe City. This type of research is quantitative research with a consumer population in Lhokseumawe City. There were 100 respondents, taken using purposive sampling technique. The data source comes from primary data obtained through distributing questionnaires. The data analysis techniques used are descriptive analysis methods and multiple linear regression analysis, classical assumption testing, instrument testing (validity and reliability), hypothesis testing and coefficient of determination and correlation testing and analyzed with the help of the SPSS version 26 application program. The results of this research show that simultaneously green product, green price, green place and green promotion have a positive and significant effect on consumer purchasing decisions for Tupperware products by the people of Lhokseumawe City. Meanwhile, partially the green product variable does not have a significant effect on purchasing decisions. However, the variables green price, green place and green promotion have a significant influence on consumer purchasing decisions for Tupperware products by the people of Lhokseumawe City. Green promotion is the most dominant variable that influences consumer purchasing decisions with a t value of 6.467.

Keywords: ***Green Marketing Mix, Purchase Decisions***

1. INTRODUCTION

Environmental damage is a problem that is currently receiving attention from the wider community, especially the Indonesian people, starting from the problem of air pollution, water pollution and most phenomenally, the problem of waste. Environmental damage becomes a big problem when the amount of waste continues to increase and it is difficult to recycle it. In Indonesia, according to data from the Ministry of Environment and Forestry (KLHK), in 2020 the total national waste production reached 68.7 million tons (Tribun News, 2020). This raises concerns for the community when waste is difficult to recycle.

One type of waste that is difficult to recycle is plastic waste. The use of single-use plastic is very problematic, especially single-use plastic bags which are still frequently and widely used by the public for the reason that they are cheaper and easier to obtain. This is what causes single-use plastic bags to become one of the largest contributors to waste in Indonesia. This phenomenon has made market competitors launch environmentally friendly, durable and high-quality plastic packaging products, including in the food storage container industry. Seeing increasingly fierce competition, consumers must be more selective in choosing and purchasing trusted products or brands that can provide a sense of security and comfort when using them. This can be an opportunity for producers to meet the needs and desires of consumers and produce environmentally friendly products or another term, namely green products. Green products are an alternative for green consumers to use products that are safe for health and the environment (Farahrozi & Verinita,

2020). There is an innovation in business marketing that has been presented by the company with an environmentally friendly concept, namely known as green marketing. Dwianti (2019) stated that green marketing is a marketing strategy that prioritizes environmental sustainability by adding four marketing mix variables (product, price, place/distribution and promotion).

One company that implements a green marketing business concept is Tupperware. Tupperware is a multinational company with a presence in more than 120 countries. Tupperware originates from Grafton, United States, which was founded by Earl Silas Tupper, a chemist who was born in 1907 and began developing the Tupperware product business in 1946. In Indonesia itself, Tupperware has been present since 1991 and offers solutions for household plastic products. high quality. Tupperware is a company that has been involved in making quality plastic products for more than 70 years. Its characteristics are Eco Green Design, Hygienic and environmentally friendly. Not only housewives, but many young people are also interested in using Tupperware products because they are flexible and economical to use.

From a pre-survey that the author conducted on 27 out of 30 respondents, who came from 4 sub-districts in Lhokseumawe City, aged 18-30 years, all of them stated that they chose plastic container products as household necessities and necessities. 25 of them are Tupperware users. Therefore, Tupperware users are interesting as subjects of this research. Tupperware has an important advantage or patent known as the "Burping Seal", namely an air tight seal made from food grade material which is a special characteristic of Tupperware products which makes them very different from similar products. Tupperware offers a lifetime guarantee and a limited warranty to its customers. The limited guarantee only applies to non-plastic products such as cookware, melamine, and diffusers for Trulife essential oil. Meanwhile, the lifetime guarantee applies to Tupperware plastic products with applicable claim conditions. Apart from that, damaged Tupperware products can be recycled into other products such as plastic stools, flower pots, trash cans, etc.

Tupperware has won many awards related to service and environmental conservation efforts. In 2018 Tupperware created the NASA X Tupperware Super Thinking Real project. In this research, it was proven that Tupperware had succeeded in enabling astronauts to grow lettuce and tomatoes in space and these could be eaten by astronauts. Furthermore, on September 9 2019 Tupperware again succeeded in achieving an international achievement from Fast Company with the Design Award (www.tupperware.co.id).

Table 1 Top Brand Index Tupperware the Top Brand Award

Brand	Top Brand Index Value				
	2019	**2020**	**2021**	**2022**	**2023**
Tupperware	52.5%	50.0%	48.5%	46.5%	41.8%
Lion Star	34.4%	28.2%	23.8%	22.9%	25.1%
Claris	5.2%	5.5%	6.0%	5.7%	3.3%

Source: Top Brand Award, 2019-2023

From the table above it can be seen that Tupperware experiences a decline in its index value every year. In 2023, Tupperware only obtained an index value of 41.8%, a decrease of around 4.7% compared to previous years, namely around 2.5% in 2020 and 1.5% in 2021. Even though Tupperware experienced Consecutively decreasing index values, Tupperware remains a plastic container product that is in demand by the public to this day, this is proven by achieving first place in the Top Brand Award. When a company produces a product, it should be adjusted to the needs and desires of consumers, so that the product can compete in the market. This phenomenon occurs because more and more brands and similar products appear on the market which can influence consumer purchasing decisions.

The purchasing decision is the stage in the purchasing decision making process where consumers will actually buy or not (Kotler and Armstrong, 2018). Purchasing decisions are

individual activities involved in making purchases of products offered by sellers (Edyansyah., 2022). The large number of plastic container manufacturers that have emerged means that Tupperware is required to continue to develop innovative marketing strategies to attract consumer attention. One marketing strategy that has an impact on increasing sales volume is implementing a green marketing mix or what is usually called the green marketing mix.

Green marketing mix is a strong strategy by incorporating four parts of the marketing mix and environmental considerations into all marketing activities aimed at achieving a wider market share, improving the company's image, increasing product value, and building consumer awareness to care about the environment (Sugiarto et al. , 2021). Green marketing mix consists of elements where all marketing aspects are linked to the marketing mix concept, namely Green Product, Green Price, Green Place and Green Promotion (Irsalina and Susilowati., 2023).

According to research by Rahman et al. (2017), the products offered by Tupperware show the benefits that consumers feel from the appearance and durability of the product. The green price variable provides evidence that the price of Tupperware can be compared to the products promoted to consumers, the premium price is actually a plus for high quality Tupperware. The green place variable also proves that strategic outlet locations and sales through online shopping sites are important factors that make marketing and consumer shopping easier. Lastly, the green promotion variable shows that the actions taken by Tupperware have a positive and significant influence on purchasing decisions.

This construct associates the reasons for using Tupperware by 25 respondents in the pre-survey, such as firstly because there are green elements contained in the product whose manufacturing process uses the best quality plastic, does not use toxic chemicals, is hygienic, has been clinically tested so it is safe to use and environmentally friendly. Second, the price of Tupperware products is relatively more expensive than similar products. Third, Tupperware products are easy to find because of their strategic location and the many outlets available. And fourth, Tupperware provides a guarantee for product use to its customers. so that if the product is damaged, consumers can exchange it for a new product.

Green marketing mix is one of the factors that is an important indicator in influencing consumer purchasing decisions. Nikmah et al. (2018) stated that the decision to purchase Tupperware products was influenced by green marketing and brand image. Tupperware has succeeded in getting respondents to respond that purchasing decisions are influenced by green marketing activities (Ramadhana et al., 2020). The results of previous research show that respondents have a willingness to protect the environment, responsibility for the environment and learning about green products which influence product purchasing decisions. Based on the explanation above, this research aims to find out how the green marketing mix influences purchasing decisions for Tupperware products by the people of Lhokseumawe City.

2. IMPLEMENTATION METHOD

The population in this research is the general public or users of Tupperware products in Lhokseumawe City, Aceh, Indonesia. This research uses a Non Probability Sampling technique where the sample does not provide the same chance or opportunities for each member of the population (Sugiyono, 2016) so that the sample obtained is 96 butTo facilitate research and because the target population is very large, the sample taken was 100 respondentswhich is calculated using the Lemeshow formula. The sample was then divided into sub-districts according to the percentage of population in each sub-district. Sampling used purposive sampling with the criteria for respondents being people who live in Lhokseumawe City, aged 18 years and over who use and have purchased Tupperware products at least once, both online and offline. This research is quantitative in nature with primary data sources obtained through distributing questionnaires. The Likert scale is used in this research, the data will later be processed and analyzed using SPSS version 26 software to determine the results of hypothesis testing. Mean, median, minimum, maximum and standard deviation values are among the descriptive statistical tests used in this research data analysis technique. The research model is presented below in more detail.

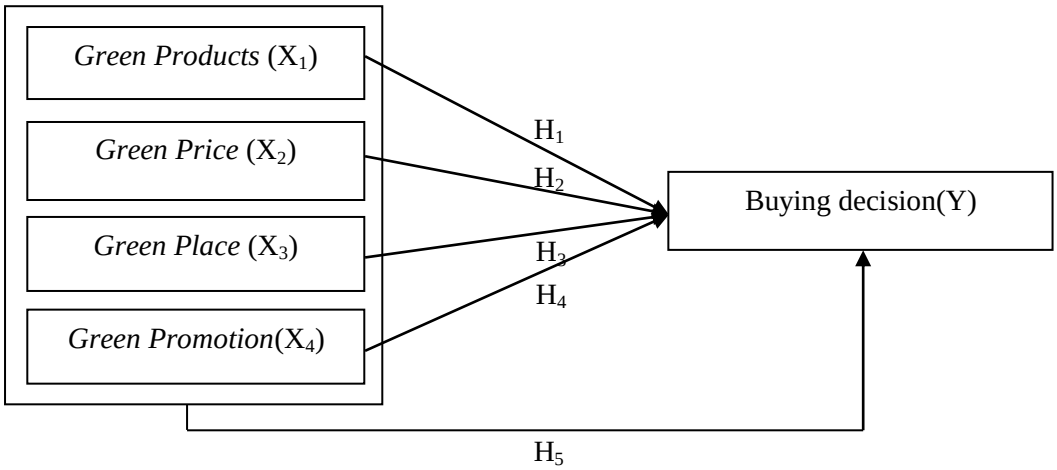

Figure 1 Research Model

H_1 : Green Products have a significant influence on purchasing decisions.
H_2 : Green Price has a significant influence on purchasing decisions.
H_3 : Green Place has a significant influence on purchasing decisions.
H_4 : Green Promotion has a significant influence on purchasing decisions.
H_5 : Green Product, Green Price, Green Place and Green Promotion have a significant influence on purchasing decisions.

3. RESULTS AND DISCUSSION

3.1 Respondent Characteristics

Based on Table 2, which shows responses from 100 respondents, there were significantly more female respondents than male respondents. This can be seen from only 16 male and 84 female respondents. The majority of respondents in this study were between 30 and 35 years old, 41 people (41%), the largest number of respondents came from Banda Sakti sub-district, totaling 52 people (52%), 35 respondents (35%) in this study had the status of employees or private sector employees. , a large number of respondents graduated from S1 as many as 56 people (56%), as many as 19 respondents (19%) who started buying Tupperware products in 2023 and the costs incurred on average were around 400,000 as many as 27 people (27%), and as many as 48 respondents (48%) in this study made purchases once a year.

Table 2 Respondent Profile

	Frequency (N)	Percentage (%)
Gender		
Man	16	16%
Woman	84	84%
Age		
18-23	22	22%
24-29	24	24%
30-35	41	41%
> 35	13	13%
Domicile District		
Banda Sakti	52	52%
Blang Mangat	9	9.%

Muara Dua	15	15%
Muara Satu	24	24%
Work		
Housewife	25	25%
Employees/Private Employees	27	27%
Student/Students	18	18%
Civil servants	20	20%
TNI/POLRI	1	1%
Entrepreneur/Entrepreneur	9	9%
Last education		
SMA/SMK	28	28%
D III	8	8%
D IV	2	2%
S1	56	56%
S2	6	6%
First Year of Purchase		
2015	7	7%
2016	7	7%
2017	7	7%
2018	10	10%
2019	8	8%
2020	14	14%
2021	11	11%
2022	17	17%
2023	19	19%
Frequency of Purchase Costs		
< Rp. 100,000	18	18%
IDR 100,000-IDR 200,000	16	16%
IDR 200,000-IDR 300,000	17	17%
IDR 300,000-IDR 400,000	22	22%
> Rp. 400,000	27	27%
Purchase Frequency		
Once every 1-2 months	10	10%
Once every 2-3 months	8	8%
Once every 3-4 months	14	14%
Once every 4-5 months	20	20%
Once a year	48	48%

Source: 2023 dolah data

3.2 Descriptive Statistics

In accordance with the descriptive statistics results in table 3, it shows that the mean value exceeds the standard deviation value in each variable, which indicates that the data deviation value is small. Therefore, the results of descriptive statistics can be used to provide a comprehensive picture of the data.

Tabel 3 Descriptive Statistik

Items	N	Minimum	Maximum	Mean	Std. Deviation
GP1	100	2	5	4.51	0.659
GP2	100	3	5	4.39	0.601
GP3	100	2	5	4.12	0.700
GP4	100	3	5	4.35	0.626
GP5	100	1	5	4.31	0.706
GPC1	100	1	5	4.41	0.698
GPC2	100	2	5	4.14	0.817
GPC3	100	1	5	4.21	0.868
GPC4	100	1	5	3.29	1,225
GPC5	100	3	5	4.19	0.692
GPL1	100	2	5	4.23	0.737
GPL2	100	2	5	4.42	0.684
GPL3	100	2	5	4.33	0.726
GPL4	100	2	5	4.21	0.729
GPL5	100	1	5	4.11	0.840
GPM1	100	3	5	4.26	0.661
GPM2	100	1	5	4.12	0.756
GPM3	100	1	5	3.80	0.995
GPM4	100	1	5	4.22	0.786
GPM5	100	1	5	4.23	0.815
KP1	100	2	5	4.28	0.780
KP2	100	3	5	4.32	0.680
KP3	100	2	5	4.26	0.733
KP4	100	2	5	4.11	0.840
KP5	100	2	5	4.27	0.763
KP6	100	1	5	4.09	0.900

Source:2023 dolah data

3.3 Validity test

The validity test is used to measure the validity or validity of a questionnaire Ghozali (2018). The test criteria are: If the calculated R value is greater than the table R, it can be concluded that the data in the study is valid, on the other hand, if the calculated R value is smaller than the table R, then the question is invalid . Large (df) = 100-2 then get the number 98, and alpha = 0.05 get Rtable 0.1966. The results of validity testing can be seen in the table:

Table 4 Validity Test Results

Variable	Item Code	Rcount	Rtable	Sig 2 Tailed	Note
Green Products **(X_1)**	GP1	0.693	0.1966	0.002	Valid
	GP2	0.753	0.1966	0.001	Valid
	GP3	0.655	0.1966	0.004	Valid
	GP4	0.743	0.1966	0.002	Valid
	GP5	0.735	0.1966	0.002	Valid
Green Price **(X_2)**	GPC6	0.670	0.1966	0.008	Valid
	GPC7	0.703	0.1966	0.002	Valid
	GPC8	0.775	0.1966	0.001	Valid
	GPC9	0.651	0.1966	0.003	Valid
	GPC10	0.838	0.1966	0.003	Valid
Green Place **(X_3)**	GPL11	0.812	0.1966	0.008	Valid
	GPL12	0.801	0.1966	0.001	Valid
	GPL13	0.801	0.1966	0.002	Valid
	GPL14	0.810	0.1966	0.002	Valid

	GPL15	0.780	0.1966	0.004	Valid
Green Promotion **(X_4)**	GPM16	0.849	0.1966	0.033	Valid
	GPM17	0.816	0.1966	0.017	Valid
	GPM18	0.699	0.1966	0.004	Valid
	GPM19	0.843	0.1966	0.031	Valid
	GPM20	0.867	0.1966	0.001	Valid
Purchase Decision (Y)	KP21	0.748	0.1966	0.003	Valid
	KP22	0.836	0.1966	0.001	Valid
	KP23	0.771	0.1966	0.004	Valid
	KP24	0.717	0.1966	0.002	Valid
	KP25	0.717	0.1966	0.001	Valid
	KP26	0.754	0.1966	0.004	Valid

Source: Data processed 2023

3.4 Reliability Tests

In Table 5 it can be seen that the Cronbach's Alpha value for all variables is above 0.60. This means that the data obtained from the questionnaire answers in this study are reliable and trustworthy, so they are suitable for use in the final stage of the questionnaire. Thus all pointsthe questionnaire indicators were stated to meet very good reliability.

Table 5 Reliability Test Results

Variable	*Cronbach's Alpha*	N of Items	Cut Off	Information
Green Products (X_1)	0.758	5	0.60	Reliable
Green Price (X_2)	0.742	5	0.60	Reliable
Green Place (X_3)	0.858	5	0.60	Reliable
Green Promotion (X_4)	0.858	5	0.60	Reliable
Purchase Decision (Y)	0.846	6	0.60	Reliable

Source: Data processed 2023

3.5 Multiple Linear Regression

Data analysis in this research is quantitative analysis with multiple linear regression equations which function to determine whether or not there is an influence of the dependent variable on the independent variable. The results of the analysis are as follows:

Table 6 Regression Test Results

		Unstandardized Coefficients	
Model		B	Std. Error
1	(Constant)	0.948	1,496
	Green Products	0.070	0.101
	Green Price	0.153	0.076
	Green Place	0.462	0.093
	Green Promotion	0.481	0.074

Source: Data processed 2023

Based on Table 6The following multiple linear regression equation is obtained:

Y = 0.948 + 0.070X1 + 0.153X2+ 0.462X3 + 0.481X4

Based on this equation, it can be interpreted as follows:

1. Constant value (β0) = 0.948. A positive sign means that there is a unidirectional influence between the independent variable and the dependent variable. This shows that if all the

independent variables which include green product (X1), green price (X2), green place (X3), and green promotion (X4) are 0, then the purchasing decision value (Y) remains at 0.948.

2. Green Product coefficient value (β1) = 0.070. This means that if green products experience an increase of 1%, then purchasing decisions will increase by 0.070% assuming other variables are considered constant. A positive coefficient means that there is a positive relationship between green products and purchasing decisions.
3. Green Price coefficient value (β2) = 0.153. This means that if the green price increases by 1%, then purchasing decisions will increase by 0.153% assuming other variables are considered constant. A positive coefficient means that there is a positive relationship between green prices and purchasing decisions.
4. Green Place coefficient value (β3) = 0.462. This means that if the green place experiences an increase of 1%, then purchasing decisions will increase by 0.462% assuming other variables are considered constant. A positive coefficient means that there is a positive relationship between green place and purchasing decisions.
5. Green Promotion coefficient value (β4) = 0.481. This means that if green promotion increases by 1%, purchasing decisions will increase by 0.481% assuming other variables are considered constant. The coefficient is positive, meaning there is a positive relationship between green promotion and purchasing decisions.

3.6 Determination and Correlation Test

The coefficient of determination test (R^2) is used to determine how much the dependent variable (endogenous) can be explained by variations in the independent variables (exogenous). Because the independent variables in this study are more than 2, the coefficient of determination used is Adjusted R Square.

Based on Table 7, the adjusted R^2 test results are 0.899. This value shows that there is a very strong relationship between the four dependent variables and the independent variables. The Adjusted R Square value obtained was 0.799. So it can be concluded that the variables green product, green price, green place and green promotion have an influence of 79.9% on consumer purchasing decisions for Tupperware products by the people of Lhokseumawe City. Meanwhile, the remaining 20.1% was influenced by other variables not examined in this research.

Table 7 Determination and Correlation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.899a	0.808	0.799	1,587	2,205

Source: Data processed 2023

4. Hypothesis Testing

4.1 Partial Test (t Test)

This research uses a confidence level of 5% (α = 0.05%) with (df) = (n-k) = 100-5 = 95, obtaining a ttable value of 1.98525. If the t-statistic value < 1.98525 and Sig value > 0.05, then Ho is accepted and Ha is rejected. If the t-statistic value is greater than or equal to the t-table (t-statistic > 1.98525) and the Sig value < 0.05, then Ho is rejected and Ha is accepted.

Table 8 t Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.948	1,496		0.634	0.528
Green Products	0.070	0.101	0.046	0.689	0.492
Green Price	0.153	0.076	0.134	2,014	0.047
Green Place	0.462	0.093	0.388	4,966	0,000
Green Promotion	0.481	0.074	0.439	6,467	0,000

Source: Data processed 2023

Based on Table 8 it can be interpreted as follows:

1. Influence of Green Product (X_1) on Purchasing Decisions (Y). Known sig value. the green product variable is 0.492 > 0.05 and the t value is 0.689 < table 1.98525. So according to the basis for decision making in the t test, it can be concluded that H1 is rejected, meaning that green products partially have no significant effect in a positive direction on consumer purchasing decisions on Tupperware products by the people of Lhokseumawe City.
2. Influence of Green Price (X_2) on Purchasing Decisions (Y). Known sig value. the green price variable is 0.047 < 0.05 and the tcount value is 2.014 > table 1.98525. So it can be concluded that H2 is accepted, meaning that the green price partially has a positive and significant effect on consumer purchasing decisions for Tupperware products by the people of Lhokseumawe City.
3. Influence of Green Place (X_3) on Purchasing Decisions (Y). Known sig value. the green place variable is 0.000 < 0.05 and the tcount value is 4.966 > table 1.98525. So it can be concluded that H3 is accepted, meaning that the green place partially has a positive and significant effect on consumer purchasing decisions for Tupperware products by the people of Lhokseumawe City.
4. The Influence of Green Promotion (X_4) on Purchasing Decisions (Y). Known sig value. the green promotion variable is 0.000 < 0.05 and the tcount value is 6.467 > table 1.98525. So it is concluded that H4 is accepted, meaning that green promotion partially has a positive and significant effect on consumer purchasing decisions for Tupperware products by the people of Lhokseumawe City.

4.2 Simultaneous Test (F Test)

The F test in this study was carried out with a confidence level of 5% (α = 0.05%) with df1= k-1=5-1= 4; df2 = n-k = 100 – 5 = 95 then the Ftable value is 2.47. If the Fcount value > Ftable then has a simultaneous or simultaneous influence between the independent variables on the dependent variable. Based on Table 6, it is known that the value of Fcount > Ftable, namely 99.684 > 2.47 and has a significance value of 0.000 < 0.05. So it can be concluded that H5 is accepted, which means the independent variable consists of the Green Product, Green Price, Green Place and Green Promotion variables which together have a significant effect on the dependent variable, namely Purchase Decision.

Table 9 F Test (Simultaneous)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1004,729	4	251,182	99,684	0,000b
Residual	239,381	95	2,520		
Total	1244,110	99			

Source: Data processed 2023

5. CONCLUSION

This research provides answers to problem formulations related to the green marketing mix in influencing Tupperware product purchasing decisions among the people in Lhosemawe City, where the green marketing mix is composed of green product, green price, green place and green promotion. The results of this research conclude that the green product variable does not have a significant influence on purchasing decisions. Meanwhile, the green price, green place and green promotion variables have a significant influence on purchasing decisions. However, simultaneously the four variables of the green marketing mix have a significant influence on purchasing decisions. Given the limitations of this study, additional factors are expected to be analyzed in future research, and it is important to recruit a more diverse and large number of respondents to obtain more diverse results to influence purchasing decisions.

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