



The Effect of Green Marketing on Purchase Decision with Brand Image as Mediating Variable

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Abstract

The purpose of this study is to explain the influence of marketing strategy on purchase decision through brand image as mediation. To test the empirical model, this study used Structural Equation Modeling (SEM) analysis tool. Other analysis tools used include AMOS 21.0, SPSS 16.0 and Microsoft Excel 2007. The number of samples in this study were 140 users of Tupperware in Tasikmalaya. The results of this study indicate that the dimensions of marketing strategy that are green product, green price, green place and green promotion have positive effect on purchase decision and brand image, and brand image mediate the influence of marketing strategy dimensions on purchase decision.

Keywords

Green Product; Green Price; Green Place; Green Promotion; Brand Image; Purchase Decision

INTRODUCTION

Background

Environmental and health problems that are directly and indirectly caused by human activities, whether in the fields of science and technology, agriculture, economics and business, have become central issues in all circles. Concern and awareness of the environment and health, has changed the perspective of life and lifestyle of human and business actor. This is shown in the change of business approach pattern which starts to direct the business with the approach of business activity based on environmental sustainability.

Environmental or green marketing is a new focus in business ventures that is a strategic marketing approach that is beginning to emerge and become the attention of many parties from the late 20th century. This condition requires marketers to be more careful in making decisions that involve environment (Byrne, 2003).

In addition, companies use the term green marketing, in an effort to get a chance to achieve corporate goals. This is evident in the concerns of businesspeople on environmental and health issues with the increasingly environmentally concerned market (Laroche, *et al.*, 2000).

If environmental issues (pollution, species protection, and recyclable products) have an important sense for consumers in choosing

products, and if a company in the market is the only one to offer with an environmental marketing mix among its competitors, then the company must have a high strategic competitive advantage (Cravens, 2000).

One of companies that apply the concept of green marketing as its marketing strategy is Tupperware. Tupperware is a company of quality plastic products. Tupperware products are made from top quality plastic materials, do not contain toxic chemicals and have meet the standards of some world agencies such as the US FDA (Food and Drug Administration), European Food Safety Authority (Europe), Japan Food Safety Commission (Japan), so in addition to safe use repeatedly for food and beverage but also environmentally friendly (tupperware.co.id). Tupperware products that are quite expensive does not discourage the public interest to buy healthy and environmentally friendly products. Tupperware products are in great demand by various circles, both unmarried and married people.

Based on the phenomenon, the researcher wants to know whether the marketing mix based on green marketing concept includes product, price, distribution, and promotion has influence on purchasing decision of Tupperware products for people in Tasikmalaya.

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Problem Formulation

Based on the background of the problem described above, can be formulated research questions as follows:

1. Does green marketing have an influence on purchase decision?
2. Does brand image mediate the relationship between green marketing and purchase decision?

Research Objective

To find out and analyze:

1. Does green product have an influence on purchase decision?
2. Does green price have an influence on purchase decision?
3. Does green place have an influence on purchase decision?
4. Does green promotion have an influence on purchase decision?
5. Does brand image mediate the relationship between green product and purchase decision?
6. Does brand image mediate the relationship between green price and purchase decision?
7. Does brand image mediate the relationship between green place and purchase decision?
8. Does brand image mediate the relationship between green promotion and purchase decision?

Research Function

The results of this study are expected to provide benefits for the development of science, especially in the field of marketing management. And also this research is expected to be used as reference material for further research.

The results of this study are expected to be inputs and development materials for the management of Tupperware as a source of information and formulate appropriate marketing strategies in dealing with corporate problems, especially related to the formation of high consumer purchase decision.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Pride and Farrel (1993) defined green marketing as an effort to design, promote, and distribute non-destructive products. Charter (1992) defines green marketing as a holistic, strategic management process responsibility that identifies, anticipates, satisfies and meets the needs of stakeholders for a reasonable member of the

prize, which does not cause harm to humans or the health of the natural environment.

Charter (1992) defined green marketing as a holistic, management process strategic responsibility that identifies, anticipates, satisfies, and meets the needs of stakeholders to give a reasonable appreciation, which does not cause disadvantage to humans or the health of the natural environment.

The importance of green marketing by Mc. Taggart, Findlay and Parkin (1992) in Polonsky (1994) refers to the economic principle, which states that the economy is a form of one's expenditure in trying to satisfy unlimited desires by using limited resources. Thus, according to Polonsky (1994), it can mean that we have limited resources on earth, with an unlimited desire of the world, so if applied in the company, green marketing can be seen as a marketing activity by utilizing limited resources to meet the satisfaction of the consumer desire so as to achieve the company's sales goals.

The solution can ensure the company's participation in understanding the needs of the society and as a company's opportunity to achieve excellence in the industry (Murray & Montanari, 1986 in Lozada, 2000).

Thus it can be assumed that companies that market their products with environmental characteristics will have a competitive advantage compared to companies that market without responsibility to the environment, this is an attempt to satisfy the needs of their customers as in Mc. Donalds by replacing shell packing with wax paper due to increased consumer concerns related to polystyrene and ozone reduction (Gofford, 1991; Hume 1991).

Several existing research have found that governments and organizations have already done an approach on environmental marketing from a number of perspective deviations, from responsibility of comfort to the pressure on emission level constraints, which all can encourage consumers to adopt items with various levels of green characteristics from various marketing mix approaches (Hawken, *et al.*, 1999 and Kalafatis, *et al.*, 1999).

Green Product

Swastha and Irawan (1996) said that product is a complex nature that can be touched or cannot be touched, including wrapping, color, price, company achievement, and retailers

received by the buyer to satisfy the desires and needs.

Increasing product variety in markets that support sustainable development can undertake the basics of product management as follows:

1. Product can be made from recyclable materials.
2. Product can be recycled or reused.
3. Product is efficient, which conserves water, energy, or gasoline use, saves money, and minimizes the impact of product on the environment.
4. Product packaging is responsible.
5. Product does not contain substances that damage health in humans and animals.
6. Use green labels that enhance product offerings.
7. Product is organic, many consumers are willing to purchase organic products at premium prices that offer quality assurance.
8. Service that rents or lends products, such as library.
9. Product is certified that clearly meets the responsibility criteria on environment.

Labeling of products has a purpose in conveying information to consumers on product attributes (Kotler, 2003). In a study in the United States, Britain, Australia, and South Africa that consumers interpret the information of environmentally-friendly products on different packaging labels to what the marketers meant, for example in a case that the consumer means the product has been labeled environmentally friendly, other consumers are in doubt because the product that promotes environmentally friendly does not in detail inform the criteria of environmentally friendly quality. (Polonsky, *et al.*, 2002).

Green Price

Price is the value of goods and services measured by the amount of money. Based on that value, a person or company is willing to release goods or services owned to other parties. Inside the firm, price of a good or service is a determination for market demand. Price can affect the position of company competition. Price decision should never be made by chance. On a common product, price reduction can increase sales, while on products that carry prestigious images, price increases will increase sales

because high-priced products will show a person's achievement.

According to a survey taken by GHI along with the Roper organization that 82% of Americans said they were willing to pay more for products that could have a better environmental impact (Voss, 1991). Many retailers have put on more environmentally-friendly products at a cost beyond the consumer's ability (Reitman, 1992). Consumers' desire to pay a certain amount of money for environmentally-friendly products is more due to their concern for environmental issues (Laroche, *et al.*, 2001).

The conceptual model proposed by Ottman (1992), Voss (1991), Reitman (1992) concerning consumers' willingness to pay with premium prices for environmentally-friendly products is contrary to research by Capelins and Strahan (1996) explaining that consumers desire to pay with premium prices on environmentally-friendly products is only ranging from 5% to 10% of the price for conventional products (Capelins and strahan, 1996). Furthermore, Polls (2002) described that consumers generally believe that environmentally-friendly products have a high price. This is supported by the study of Polls (2003) in the United Kingdom who found that the premium price of an environmentally-friendly product is negatively related to the consumer's choice on environmentally-friendly products.

Green Place

Place reflects the company's activities that make the product available to target consumers. Part of the distribution task is to choose an intermediary to be used in a distribution channel that physically handles and lifts the product through the channel, meaning that the product can reach the intended market on time.

Location also consistently must be considered in accordance with the intended image. Location must be different from competitors. This can be obtained by in-store promotions and creating attractive displays or using recyclable materials to emphasize environmental excellence and other advantages.

Green Promotion

Promotion reflects activities that communicate product excellence and persuade consumers to buy it. So, this promotion is a component used to provide

and influence the market for the company's products.

Promoting a product and service to gain market can be done with advertising, public relation, sales promotion, direct marketing, and on-site promotion. Intelligent green product sellers will be able to emphasize the credibility of environmentally-friendly products by using sustainable marketing as well as communication tools and practices (Queensland Government, 2002). The key to success of green marketing is credibility. By not exaggerating the environmental excellence of the product or forming unrealistic expectations on the customer, the communication of environmental excellence can be done through credible figures (Haryadi, 2009).

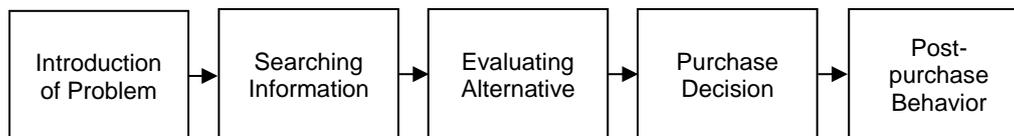
Purchase Decision

According to Engel, *et al.* (1995), consumer behavior is activities that are directly involved in getting, consuming, and depleting products and services including processes that

precede and follow the action. The process of decision-making by consumers is influenced by three factors: consumers as individuals, environmental influences, and marketing strategies conducted by the company. The influence of consumers as individuals in decision making includes consumer needs, consumer perceptions of product characteristics, demographic factors, lifestyle, and personal character. Environmental influences include culture (social norm, religion, and ethnic group), social class, and kinship. The marketing strategy that affects consumers in decision making is the marketing mix of products evaluated by consumers (Mursyid, 2003).

Assael (1992) divided the decision-making process conducted by consumers into five stages: the introduction of needs, information processing, assessing the existing brands, purchasing, and assessment after making a purchase. Stages of decision making process of product purchase decision by consumers can be seen in Figure 1.

Figure 1. Consumer Decision Making Process



Engel, *et al.* (1994) classified the factors affecting consumer purchase decisions into three, namely environmental influence, individual difference, and psychological process.

Psychological factors consist of motivation, perception, learning, and consumer attitude. Motivation is an encouragement to perform an action. Perception is how consumers interpret the stimulus that comes either in the form of image, place, or an object. The logical expansion of the process of motivation and perception is learning. Learning is a process of exploring or extending knowledge based on past experience. According to Engel, *et al.* (1995), attitude is an overall evaluation that enables people to respond to a given object. The purpose of marketing strategy is to meet the customer need and satisfaction. In order to meet the customer need and satisfaction then we must know the consumer preference first. A product can be acceptable depends on the

response of and the way the consumer receives the product. Marketing stimuli consists of primary stimuli caused by the product itself, secondary stimuli caused by symbol, image, and information about the product (Assael, 1995).

Brand Image

Brand is the name, term, sign, symbol, or design or combination of such matters, intended to identify the good and service of a person or group of sellers and to distinguish them from competitor products (Kotler, 2009: 258). Brand image is the overall consumer perception of the brand, judged by the understanding of information from the brand. Therefore, brand image should be able to be identified by consumers and evaluate products and services, reduce risk cost, ensure whether the customer needs are met, and give consumers a satisfaction from product or service differentiation (He, *et al.* 2013: 2). Further, Kotler (2005: 215) defined brand

image as a set of beliefs, ideas, and impressions that a person has for a brand, the attitude and action of the consumer towards a brand is determined by the brand image.

Previous Research

Environmental pollution is increasing rapidly throughout the industrialization of products that is harmful to the environment. When the hazardous components of the product become one of the factors affecting consumer purchase decision, the business world starts to produce environmentally-friendly products or green products and make green product policy (Uydaci, 2002: 113).

Boztepe (2012) conducted a survey on 540 green consumers in 2012. Targeted individuals include respondents aged between 18-65, who were aware of green products and who had purchased green products in the past. According to this study, consumers consider green products as people who minimize the impact on the environment (e.g., energy-efficient, recycled, natural, or organic). Only 30% of consumers consider green practices on product labels and word of mouth is the main source of information about green products for consumers (Ayzel, 2012).

A lower price caused by cost saving will encourage consumers to buy environmentally-friendly products. When product demand is responsive, lower price will be a more successful strategy for the company. The positive nature of the product on the environment can be used as an element of competitive advantage. In the case of higher product price, it is very important to give a promotion that distinguishes green products and also there must be consumers who are ready to pay more for the green products.

In this case, what matters is the price level (Emgin and Turk, 2004). Ayzel conducted a survey on 540 green consumers in 2012. According to this study, consumers who have bought green product feel blocked because it is considered too expensive. Price is the main reason consumers do not buy green products (Boztepe, 2012).

The choice of where and when to make the product is always available that can give a significant influence on the customer. Very few customers only want to buy the product because of the environmentally-

friendly only. Sellers who want to achieve success in selling environmentally-friendly product should position their products widely in the market so that it can be more recognizable (Queensland Government, 2002).

Location also consistently must be considered in accordance with the intended image. Location must be different from competitors. This can be obtained by in-store promotion and by creating attractive display or using recyclable material to emphasize environmental excellence and other advantages.

Song, *et al.* (2001) in Ariawan (2005) stated that changes in the competitive environment and pressures faced by the organization, a synergy must be built by combining firms, distribution channels, and flexible engineering capabilities. Some research has shown that the development of channel relationship quality is the results obtained from the synergy that is built among the company's capabilities and resources and expertise rooted in the concept of product marketing channel success.

A number of previous studies have analyzed the relationship between brand image and consumer attitude. Almuarief (2016) conducted a study on 140 questionnaires in Yogyakarta. According to this research, there is a positive and significant influence of brand image on purchase decision of Ades packaged drinking water. This means that the better the brand image the better and many consumers who do purchase decision.

RESEARCH METHODS

The research method used in this research is survey research method, according to Sugima (2008: 135): "Research by proposing statements to people or subjects and recording the answers to be analyzed critically". This survey method is part of descriptive research and causal research.

Research Object

The object of research is green marketing, brand image, and purchase decision. Research respondents are Tupperware users in Tasikmalaya.

Type and Source of Data

The type of data in this study is divided into 2 parts, namely:

1) Primary data

That is data on green marketing, brand image, and purchase decision obtained directly from the field through interview and filling questionnaire by selected respondents.

2) Secondary data

That is data collected from other parties, existing or available data which are then reprocessed for a particular purpose, this data is in the form of history and condition of market, literature, articles, and scientific papers considered relevant to the topic of green marketing, brand image, and purchase decision.

The data collection technique used in this study consists of:

1) Field Research

That is the research conducted directly on the object of research, so it can be known the actual condition by the ways as follows:

- a. Interview that is data collection activities and facts by holding direct questions and answers with respondents regarding green marketing, brand image, and purchase decision.
- b. Questionnaire that is spreading questions on related issues to selected respondents to find out their response to green marketing, brand image, and purchase decision.

2) Library Research

Library research is a method of data collection conducted by studying the literature related to green marketing,

brand image, and purchase decision so that it can be used as the basis of analysis.

Population and Sample

Population in this research is users of Tupperware product in Tasikmalaya. The size of the population cannot be accurately known so it is infinite. Sampling used judgment sampling/purposive sampling where the sampling is based on personal consideration of the researcher concerned (Sugiama, 2008). In this way of sampling, the researcher attempted to find confidence first that the individual chosen as the sample is the right individual.

Determination of the sample size is based on the opinion of Hair (1995: 444) that is for the survey research, the minimum sample size is 100. To further ensure the accuracy in this study, the questionnaires were distributed to 200 respondents.

Analysis Tool

Before conducting data analysis, it is necessary to conduct the validity and reliability test of the distributed questionnaires. The technique used is structural equation model analysis aiming to estimate some separate regression equations but each has a simultaneous or simultaneous relationship. In this analysis, there may be some dependent variables, and this variable is possible to be an independent variable for other dependent variables.

DISCUSSION

Table 1 shows the indicators used in each of the variables, loading factor, reliability based on Cronbach's Alpha value. The results of the analysis show that there are four indicators that have loading factor value < 0.60 that are X15, X20, X21, and X22. Then the four indicators were excluded from the model.

Table 1. Results of Convergent Validity Test

Construct	Item	Internal Reliability	Loading Factor	Construct Reliability
Green Product	X1		0,74424	
	X2		0,76267	
	X3	0,708	0,86634	0,967
	X4		0,82382	
	X5		0,89946	
Green Price	X6		0,74443	
	X7	0,722	0,67041	0,835
	X8		0,64572	
Green Place	X9		0,82883	
	X10	0,862	0,81332	0,950
	X11		0,82298	
Green Promotion	X12		0,83511	
	X13	0,805	0,78769	0,907
	X14		0,67044	
Brand Image	X15		0,43567	
	X16		0,77867	
	X17		0,89235	
	X18	0,864	0,85551	0,991
	X19		0,84173	
	X20		0,35782	
	X21		0,40987	
Purchase Decision	X22		0,43341	
	X23		0,79782	
	X24	0,914	0,86251	0,992
	X25		0,91648	
	X26		0,83485	

The results of the analysis in Table 2 also show that all AVE values are higher than the quadratic correlation between constructs on all relationships between variables. Therefore, it can be concluded

that the test results show that all constructs used have good validity and can be used in the next analysis phase.

Table 2. Results of Discriminant Validity Test

	Price	Promotion	Place	Product	Brand Image	Purchase Decision
Price	0,705					
Promotion	0,020	0,906				
Place	0,000	0,004	0,926			
Product	0,006	0,001	0,151	0,952		
Brand Image	0,003	0,067	0,089	0,251	0,919	
Purchase Decision	0,067	0,064	0,227	0,245	0,121	0,816

Model Fit Test

Goodness of fit test shows that a model is fit to the data used in the research. This can be seen from the existing criteria of Chi-Square, Probability, CMIN/DF, GFI, AGFI, TLI, CFI, and RMSEA. According to

Hair, *et al.* (2010), goodness of fit test is acceptable or the model is categorized fit if at least 5 criteria are met. The result of goodness of fit test can be seen in table 3 below:

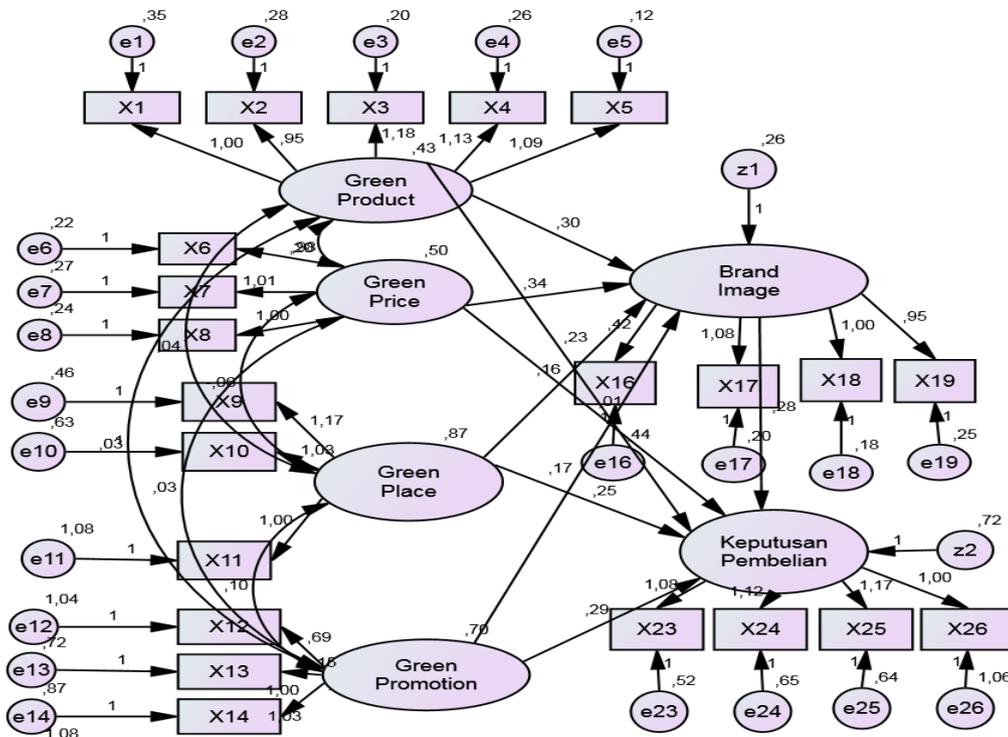
Table 3. Results of Discriminant Validity Test

Goodness of Fit Index	Cut-off Value	Model Analysis Result	Description
$\chi^2 - \text{Chi Square}$	$< \chi^2_{250,207}$ (p 0,05; df 215)	213,591	Good
Probability	$\geq 0,05$	0,514	Good
CMIN/DF	$\leq 2,00$	0,993	Good
RMSEA	$\leq 0,08$	0,000	Good
GFI	$\geq 0,90$	0,888	Marginal
AGFI	$\geq 0,90$	0,856	Marginal
TLI	$\geq 0,95$	1,001	Good
CFI	$\geq 0,95$	1,000	Good

Based on the statistical results of SEM analysis in model-goodness-of-fit test, obtained six criteria included in good category, and two criteria are included in

marginal category. Based on these results, the model in this study as a whole can be categorized as a very good model or fit model category.

Figure 2. Full Model of Structural Equation



Goodness of Fit
 Chi-Square = 213.201 AGFI = 0.806 GFI = 0.808
 Probability = 0.214 TLI = 1.009 RMSEA = 0.000
 CMIN/DF = 0.893 CFI = 1.000 df = 205

Hypothesis Testing

Hypothesis testing is done by looking at the critical value or t_{table} that is by comparing the value t_{table} with t_{count} in the study or comparing the p value with 0.05. The hypothesis is said to be accepted if the value of $t_{table} < t_{count}$ or $p < 0.05$. Based on

the t distribution table, the value of t_{table} in this study is the number of sample of 125 and the significance level of 5% (0.05) is equal to 1.979. While, for the value of t_{count} on the relationship between variables of research can be seen in table 4.

Table 4. Result of Research Hypothesis Testing

			C.R.	t_{table} Value	P
Brand_Image	<---	Green_Product	3.11517	1.9770	.00078
Brand_Image	<---	Green_Price	3.80716	1.9770	***
Brand_Image	<---	Green_Place	2.54119	1.9770	.01037
Brand_Image	<---	Green_Promotion	2.32534	1.9770	.02019
Purchase_Decision	<---	Brand_Image	3.51365	1.9770	***
Purchase_Decision	<---	Green_Product	2.39875	1.9770	.01494
Purchase_Decision	<---	Green_Price	2.39783	1.9770	.01186
Purchase_Decision	<---	Green_Place	2.26110	1.9770	.02079
Purchase_Decision	<---	Green_Promotion	2.29562	1.9770	.02171

DISCUSSION OF RESEARCH RESULT

H1: Green product has a Positive Effect on Purchase Decision

Based on table 4, it is known that the value of C.R. (2.39875) $>$ t_{table} (1.977) and p (0.01494) $<$ 0.05. Therefore, the null hypothesis which states that regression weight is equal to zero can be rejected and this means the effect of green product on purchase decision is positively significant. Thus, the hypothesis stating that green product positively affects purchase decision is **accepted**.

According to respondents' answers, they feel the product used in accordance with the desire and expectation of consumers that is to use environmentally friendly products. They feel comfortable and secure when using products that have been issued by Tupperware. According to respondents' answers, they greatly appreciate the products that have been provided or created by Tupperware. Thus, green product that has been created by the company can be felt directly by them. Respondents also consider the green product in making purchase decision. Thus, it affects them directly in making purchase decision.

These findings also reinforce the notion that an environmentally friendly product strategy implemented by a company can lead to an overall perception to better benefit the brand, thereby supporting

common green marketing approach (Hartmann, 2005: 21).

H2: Green Price has a Positive Effect on Purchase Decision

Based on table 4, it is known that the value of C.R. (2.39783) $>$ t_{table} (1.977) and p (0.01186) $<$ 0.05. Therefore, the null hypothesis which states that regression weight is equal to zero can be rejected and this means the effect of green price on purchase decision is positively significant. Thus, the hypothesis stating that green price positively affects purchase decision is **accepted**.

In general, respondents said that they were satisfied with the price set by the company, because they could see and feel themselves better quality than other products they have purchased. Respondents also said they did not feel hesitant in making purchase decision because with the same price tariff consumers could choose products that all use environmentally friendly concepts that suit their tastes. So that consumers felt the affordability of the price to buy Tupperware products.

This means that the green price predetermined by the company can directly influence the purchase decision. The results of this study are in line with the statement of Emgin and Turk (2004).

H₃: Green Place has a Positive Effect on Purchase Decision

Based on table 4, it is known that the value of C.R. (2.26110) > t_{table} (1.977) and p (0.02079) < 0.05. Therefore, the null hypothesis which states that regression weight is equal to zero can be rejected and this means the effect of green place on purchase decision is positively significant. Thus, the hypothesis stating that green place positively affects purchase decision is **accepted**.

In general, respondents said they felt a very memorable experience in purchasing Tupperware products. According to respondents' answers, they were easily aware of new Tupperware products by many Tupperware resellers in Tasikmalaya.

Based on the results in this study, means that the green place that Tupperware has done can directly affect the creation of purchase decision. The results of this study are in line with the statement of Queensland Government (2002), sellers who want to achieve success in selling environmentally friendly products should position their products widely in the market so that they can be more recognizable and can drive purchase decision.

H₄: Green Promotion has a Positive Effect on Purchase Decision

Based on table 4, it is known that the value of C.R. (2.29562) > t_{table} (1.977) and p (0.02171) < 0.05. Therefore, the null hypothesis which states that regression weight is equal to zero can be rejected and this means the effect of green promotion on purchase decision is positively significant. Thus, the hypothesis stating that green promotion positively affects purchase decision is **accepted**.

According to respondents' answers, they knew the promotions made by Tupperware through the implied messages of every use of product material issued by Tupperware.

The results of this study are in line with Shrum, *et al.* (1993) conducting a study on 3,690 people. According to the study, it is showed that women who tend to buy green products are more skeptical on the trust in advertising.

H₅: Brand Image has a Positive Effect on Purchase Decision

Based on table 4, it is known that the value of C.R. (3.51365) > t_{table} (1.977) and p (0.0000) < 0.05. Therefore, the null hypothesis which states that regression weight is equal to zero can be rejected and this means the effect of green brand image on purchase decision is positively significant. Thus, the hypothesis stating that brand image positively affects purchase decision is **accepted**.

H₆: Brand Image Mediates the Relationship between Green Product and Purchase Decision

The test of the mediation influence between intervening variables and dependent variable was done by Sobel's formula calculation. Based on the results of these calculations, the value of Z count of 2.28 is greater than Z table of 1.96 with significance of 0.05, so it can be concluded that the brand image mediates the causal relationship between green product and purchase decision.

H₇: Brand Image Mediates the Relationship between Green Price and Purchase Decision

The test of the mediation influence between intervening variables and dependent variable was done by Sobel's formula calculation. Based on the results of these calculations, the value of Z count of 2.19 is greater than Z table of 1.96 with significance of 0.05, so it can be concluded that the brand image mediates the causal relationship between green price and purchase decision.

H₈: Brand Image Mediates the Relationship between Green Place and Purchase Decision

The test of the mediation influence between intervening variables and dependent variable was done by Sobel's formula calculation. Based on the results of these calculations, the value of Z count of 2.09 is greater than Z table of 1.96 with significance of 0.05, so it can be concluded that the brand image mediates the causal relationship between green place and purchase decision.

H₉: Brand Image Mediates the Relationship between Green Promotion and Purchase Decision

The test of the mediation influence between intervening variables and dependent variable was done by Sobel's formula calculation. Based on the results of these calculations, the value of Z count of 2.28 is greater than Z table of 1.96 with significance of 0.05, so it can be concluded that the brand image mediates the causal relationship between green promotion and purchase decision.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the discussion in the previous above, it can be drawn some conclusions as follows:

1. Green product has significant effect on purchase decision of Tupperware consumers in Tasikmalaya.
2. Green price has significant effect on purchase decision of Tupperware consumers in Tasikmalaya.
3. Green place has significant effect on purchase decision of Tupperware consumers in Tasikmalaya.
4. Green promotion has significant effect on purchase decision of Tupperware consumers in Tasikmalaya.
5. Brand image has significant effect on purchase decision of Tupperware consumers in Tasikmalaya.
6. Brand image mediates the relationship between green product and purchase decision.
7. Brand image mediates the relationship between green price and purchase decision.
8. Brand image mediates the relationship between green place and purchase decision.
9. Brand image mediates the relationship between green promotion and purchase decision.
10. Overall the results of this study indicate the influence of green product, green price, green place, green promotion, and brand image on purchase decision. The existence of this significant influence explains the indication

that the better the green product, green price, green place, green promotion, and brand image then Tupperware purchase decision in Tasikmalaya will be better too.

Suggestion

The suggestions that can be given are as follows:

1. Green product, green price, green place, and green promotion have strong influence on purchase decision. Therefore, the products must be designed according to the needs of consumers, developed with the best, always follow the existing development, and given superior service to consumers.
2. The process of image development is not easy. One of the triggers that can quickly form an image is product quality, fast service, signage, and more. The company should always make continuous improvement on factors that can improve the company image.

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