

The Role of Green Products, Green Packaging, and Brand Loyalty in Influencing Green Purchase Decisions

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Abstract

Green marketing practices have gained significant attention due to increasing consumer awareness regarding health-conscious and environmentally friendly products. This research aims to analyze the impact of green product, green packaging, and brand loyalty on the purchasing decisions of green milk "Frisian Flag". Questionnaires were distributed to 100 consumers who consumed "Frisian Flag" green milk in Yogyakarta, Indonesia, and multiple regression analysis was conducted to test the research hypothesis. The analysis proves that green products do not have a significant effect on the decision to purchase green milk. However, green packaging and brand loyalty have significant positive influences on the decision to purchase "Frisian Flag" green milk. These findings indicate that environmentally friendly products are not a determining factor in the decision to purchase "Frisian Flag" green milk. The dominant factors influencing green milk purchase are green packaging and brand loyalty. Therefore, firms should allocate more investment for green packaging and developing brand loyalty to gain better competitive advantage.

Keywords:

Green Product, Green Packaging, Brand Loyalty, Green Purchase Decisions

INTRODUCTION

Business competition in the consumer goods industry is very tight, thus encouraging companies to be able to produce products that suit consumer needs and wants. Nowadays consumers are increasingly aware of the importance of consuming products that are safe for health and environmentally friendly. Changes in consumer behavior in choosing products and the development of environmental issues are some of the factors that encourage green marketing practices in business.

Green marketing involves marketing environmentally friendly products, including modifying products, changing production processes and product packaging, and even changing promotional methods (Hawkins and Mothersbaugh, 2010). Green marketing not only emphasizes environmentally friendly products but also enhances consumer lifestyles by changing their behaviors, ultimately driving overall sales growth and company performance (Newman, 2011). The increase in consumer awareness towards preserving the environment which are evident by the changing in their lifestyle, has driven many producers to switch to using materials that have no negative impact on the environment (Situmorang, 2011). Several factors drive the implementation of green marketing, such as changing customer preferences,

government regulations, and the need for companies to position themselves with an environmentally friendly image (Mukonza et al., 2021).

Green marketing has had a positive impact on consumers, companies and the environment. This encourages environmental conservation efforts by companies by ensuring that the products produced do not have an adverse effect on the environment (Raghavendra & Kushwaha, 2021). Now, consumers found it easier to choose green products that align with their needs and preferences due to rising green marketing practices. The change in consumer behavior has become one of the focal points for marketers to be more vigilant in studying consumer behavior, particularly in making purchasing decisions for green products.

However, more evidence is needed to confirm the factors that affect customers' purchasing decision on green products such as "Frisian Flag". Previous studies found inconclusive evidence about the factors influencing green purchasing decision particularly among Indonesian consumers. Therefore, this study aims to analyze the influence of green product, green packaging, and brand loyalty positively affected green purchasing.

LITERATURE REVIEW

Green Purchasing Decision

Green purchasing decisions can be measured by the frequency of purchasing green products in the future, recyclability of product waste, the level of negative impact a product has on the environment and health (Tan et al., 2019). Green purchasing decision was previously measured based on recognition of needs, information search, alternative evaluation, purchase decision, and post purchase behavior (Kotler & Keller, 2016); Randika et al., 2023).

Green Product

Among the factors that determine green purchase decisions is green product (Govander, 2016; Suhailily & Darmoyo, 2019). Green products are produced from non-toxic materials in a manufacturing process that caused less adverse impact on the environment and obtain certification from recognized organizations (Kumar & Ghodeswar, 2015). Green products have been proven to reduce harmful side effects, decrease toxic substances, address health issues, promote recycling, and increase environmental friendliness (Eneizan et al., 2016; Sandran et al., 2020). Green products indicate products that are environmentally friendly with characteristics made from natural or environmentally friendly ingredients, recyclable, safe for consumption, do not cause pollution, and are free from animal testing (Dangelico & Vocalelli, 2017).

Environmental pollution awareness stimulates the consumers to behave in a more socially responsible manner towards the environment; thus, influence their purchasing decisions for environmentally friendly products (Tan et al., 2019). As consumers realized the negative impacts of unsustainable consumption on the environment, they tend to adjust their actions by engaging in pro-environmental behaviors (Dianti & Paramita, 2021). Previous studies explain that green products have a positive influence on consumers to make green products purchase (Okadiani et al., 2019; Khayru et al., 2021). Consumers' green purchasing decisions will increase if the product is safe for health and does not harm the environment (Sandran et al., 2020). Apart from causing lesser risk to the environment, green products also results in higher living standards to consumers and community. However, there is also an evidence that green products are not significant in influencing green purchasing decisions (Masturoh, 2017).

Green Packaging

Consumers in making green purchasing decisions also pay attention to packaging. Green packaging is defined as packaging that uses good material sources with a safe use cycle and can be reused or recycled (Pavan, 2010; Barber, 2010). Green packaging is part of a company's effort to attract consumer purchasing interest through environmentally friendly packaging (Draskovic et al., 2009). It is an important attribute which influences consumer preferences and purchasing decisions (Agyeman, 2014). Simmonds & Spence (2017) further reveal that packaging not only serves as the primary product protector but also influences consumer perception and buying behavior.

Research proves that green packaging significantly influences green purchasing decisions. Products with packaging that is recyclable, reusable and does not contain harmful materials will encourage consumers to purchase green products (Isa & Yao, 2013). The more attractive the green packaging of a product, the more it will drive consumer purchasing decisions. When consumers buy product, they prefer environmentally friendly product packaging. Consumers are more inclined to buy environmentally friendly products that are packaged using materials that are less harmful to the environment. This statement is confirmed by previous studies which revealed the significant relationship between green purchasing decisions with environmentally friendly packaging and environmentally friendly attitudes (Prakash & Pathak, 2016; Wandosell et al., 2021). On the other hand, prior studies show that green packaging is not a factor that significantly influences green purchasing decisions (Kong et al., 2014; Damayanti & Nuvriasari, 2021; Mahmoud et al., 2022). This findings imply that not all consumers are conscious about their environment.

Brand Loyalty

Consumer attention towards environmentally friendly products and packaging is currently high, indicating that consumers have a high tendency to be loyal towards products that support environmental issues (Maniatis, 2016). Therefore, loyalty towards green products and green marketing which is represented by green product and green packaging could influence consumers' green purchasing decisions (Damayanti and Nuvriasari, 2021). Consumers who are loyal towards green brands exhibit positive attitude, more commitment and stronger intention to repurchase products from the green brands. Brand loyalty to green products is shown through indicators of green product superiority, making green products the main choice, green product image, green product quality, satisfaction with green products and willingness to recommend green products to other consumers (Paramita & Saputri, 2022).

In general, building strong and positive brands leads to certain brand preferences among customers, which can lead to brand loyalty over time (Kwan et al., 2019). Consumer loyalty to a product brand is important because loyal consumers are less likely to switch to other brands for similar products. Preliminary research indicates that consumers who are loyal to green brands made more green purchases, and stronger consumer loyalty towards a product brand leads to increased purchasing decisions (Rizwan & Siddiqui, 2014; Nazim et al., 2020).

Green marketing practices have been widely adopted by companies, including PT. Frisian Flag Indonesia, which produces Frisian Flag milk. According to the assessment by the Ministry of Industry on 2018, PT. Frisian Flag Indonesia has received recognition for green industry practices and maintained a level 5 rating for implementing environmentally friendly and energy-saving production systems for products and packaging that in line with environmental preservation agenda. With the increasing consumer trend of using environmentally friendly products and considering the lack of current understanding about

the determinants of green purchasing decisions, an investigation should be conducted to confirm the influence of green marketing practices on green purchasing decisions. Accordingly, the objective of this study is to identify the influence of green product, green packaging, and brand loyalty on the green purchasing decisions of Frisian Flag Milk.

METHODS

This study embarked on an empirical research with a quantitative approach. The purposive sampling technique was utilized to select a sample size of 100 respondents among the Frisian Flag Milk consumers in Yogyakarta, Indonesia.

Data were collected using survey techniques with questionnaire instruments. The questionnaire was measured on a 5-level Likert scale ranging between Strongly Disagree (score 1) and Strongly Agree (score 5). The questionnaire met the validity requirement where all questionnaire items had a significance value of <0.05 and fulfilled the reliability test as indicated by the Cronbach alpha value > 0.6 .

Indicators of green purchasing decisions include: recognition of needs, information search, alternative evaluation, purchase decision, and post purchase behavior (Kotler & Keller, 2016); Randika et al., 2023). The green product indicators consist of safe for the ecosystem, environmentally friendly products, product quality, raw materials for organic products, and the product raw materials are harmless (Dianti & Paramita, 2021). Indicators of green packaging include: packaging can be recycled, packaging can be reused, packaging materials are not dangerous, and environmentally friendly packaging materials (Damayanti and Nuvriasari, 2021).

The analytical tool used in this study was multiple regression analysis which had previously been tested on classical assumptions to ensure that the OLS linear regression model is valid as an estimation tool. The classical assumption tests conducted were the tests for normality, multicollinearity test, and heteroscedasticity.

RESULT AND DISCUSSION

Respondents' Profiles

The profiles of the 100 research samples were grouped by gender, age, occupation and monthly income are shown in Table 1.

Table 1. Respondents' profiles

Criteria	Frequency	%
Gender		
Male	37	37%
Female	63	63%
Total	100	100%
Age		
17 – 20	30	30%
21 – 30	43	43%
31 – 40	19	19%
> 40	8	8%
Total	100	100%

Occupation		
Student	48	48
State Civil Apparatus	8	8
Private sector employee	8	8
Entrepreneur	34	34
Other	2	2
Total	100	100%
Income/Month		
< IDR 1,500,000	47	47%
IDR 1,500,000 - 3,000,000	35	35%
IDR 3,000,000 – 4,500,000	10	10%
IDR 4,500,000 – 6,000,000	4	4%
> IDR 6,000,000	4	4%
Total	100	100%

Validity Test

Table 2 shows the validity test results using the person correlation technique. It can be explained that the indicators for each research variable produce a calculated R value > R table, thus all indicators are declared valid.

Table 2. Validity test

	R Value	R Table	Conclusion
Green Product (X1)			
X1.1	0.848	0.195	Valid
X1.2	0.836	0.195	Valid
X1.3	0.858	0.195	Valid
X1.4	0.861	0.195	Valid
X1.5	0.817	0.195	Valid
Green Packaging (X2)			
X2.1	0.871	0.195	Valid
X2.2	0.822	0.195	Valid
X2.3	0.845	0.195	Valid
X2.4	0.859	0.195	Valid
Brand Loyalty (X3)			
X3.1	0.814	0.195	Valid
X3.2	0.772	0.195	Valid
X3.3	0.828	0.195	Valid
X3.4	0.711	0.195	Valid
X3.5	0.788	0.195	Valid
X3.6	0.699	0.195	Valid
Green Purchase Decision (Y)			
Y.1	0.795	0.195	Valid
Y.2	0.782	0.195	Valid
Y.3	0.653	0.195	Valid
Y.4	0.822	0.195	Valid
Y.5	0.865	0.195	Valid

Reliability Test

Reliability testing shows that all research variables produced Cronbach alpha values > 0.7, indicating that the variables (green product, green packaging, brand loyalty and green purchase decision) are reliable.

Table 3. Reliability test

Variables	Cronbach Alpha	Criteria	Conclusion
Green Product (X1)	0.894	0.7	Reliable
Green Packaging (X2)	0.863	0.7	Reliable
Brand Loyalty (X3)	0.853	0.7	Reliable
Green Purchase Decision (Y)	0.843	0.7	Reliable

Multiple Linear Regression Test

The global test results in Table 5 shows that the Adjusted R Square value for the model is 0.867. It indicates that the contribution of the independent variables (green product, green packaging and brand loyalty) on the dependent variable (green purchasing decisions) is equal to 86.7%. Meanwhile, the remaining 13.3% of the variation in green purchasing decisions could be explained by other factors not included in this research.

Table 5. Determination coefficient test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.933 ^a	.871	.867	1.097	1.764

Based on Table 4, the regression equation shows that green packaging (*p*-value=0.018) and brand loyalty (*p*-value=0.000) have a positive and significant influence towards green purchase decisions at a significance level of 0.05. However, green product (*p*-value=0.841) did not have a significant influence on green purchase decisions at a significance level of 0.05.

Table 4. Multiple linear regression test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.222	.883		-1.384	.170
	Green Product	.015	.074	.016	.202	.841
	Green Packaging	.195	.081	.160	2.407	.018
	Brand Loyalty	.727	.061	.793	11.839	.000

Thus, the regression equation can be formulated as follows:

$$Y = -1.222 + 0.195X_1 + 0.727X_2$$

Where

Y = green purchasing decisions

X₁ = green packaging

X₂ = brand loyalty

DISCUSSION

Green Product and Green Purchase Decision

The findings of this study revealed that only one of the dependent variables, i.e., green product, failed to significantly influence the green purchase decision of Frisian Flag Milk. This statement proves that green product is not a factor influencing the green purchase decision. Green product does not affect purchasing decisions because consumers in purchasing Frisian Flag milk are based more on the needs and suitability of consuming the product so they do not pay attention to the "green" element in the product. This finding bolstered the study conducted by Mardiyah et al. (2022), and Putra and Djunaid (2023). Consumers who lack knowledge about green products often ignore these factors when purchasing products. Consumers who concern about the sustainability of the environment and possess related knowledge will be more likely to purchase green products (Varah et al., 2021).

Even though green products failed to significantly influence the decision to purchase Frisian Flag Milk, firms should continue to conduct green initiatives for maintaining and improving green products' quality. These efforts can be made by maintaining the quality of the natural (non-chemical) ingredients used in dairy products so as to eliminate side effects that are harmful to body health. Apart from that, product attributes in the form of product design can emphasize the "green" or "environmentally friendly" element, thereby strengthening the image of Frisian Flag Milk as a green product that is safe for consumption in the long term.

Green Packaging and Green Purchase Decision

The multiple regression analysis confirmed that green packaging significantly and positively influencing green purchase decision of Frisian Flag Milk. It proves that the more product packaging supports the environmental friendliness, the more likely the consumers will decide to make green purchasing. Green packaging of Frisian Flag Milk is demonstrated through environmentally friendly packaging by choosing paperboard for packaging and straws that use high technology and are coated with aluminum foil to keep the milk hygienic and packaging labeled with FSC (Food Safety System Certification) as proof of Frisian Flag Milk packaging has been certified by the Organization for Standardization. In addition, respondents considered that Frisian Flag milk packaging was recyclable, reusable, and the packaging material was not dangerous. This study reinforces previous research conducted by Lutfie et al. (2017), and Fadhila and Astuti (2022). Green packaging not only has an impact on consumer purchasing decisions but also contributes to increasing competitive advantage and company performance (Maziriri, 2020).

Brand Loyalty and Green Purchase Decision

This study further verified that the green purchase decision of Frisian Flag Milk was positively and significantly influenced by brand loyalty. This finding proves that more loyal customers towards green brands purchase more green products, whereas disloyal customers

purchase less green products. Consumer brand loyalty to Frisian Flag Milk is shown through their willingness to repurchase, being reluctant to switch to other milk brands, having a high level of preference for the brand and willingness to recommend the brand to other potential consumers. These findings provide valuable insights for Frisian Flag and other similar brands in the dairy industry to strategically focus on promoting environmentally friendly products and packaging, as well as cultivating brand loyalty. By emphasizing and communicating the brand's commitment to sustainability, implementing innovative eco-friendly packaging solutions, and strengthening brand-consumer relationships, Frisian Flag can effectively influence consumers' purchasing decisions that could raise them to a more competitive position in the industry. The results of the current study support previous study conducted by Hameed et al. (2021) which showed that the brand loyalty is a determining factor in green purchasing decisions. Brand loyalty and customer purchasing patterns have a positive relationship. If customers have a low perception of brand loyalty then they will not buy the product or if they buy only a small amount because of urgency. On the other hand, if customers have strong brand loyalty, they will be willing to purchase the product and even be willing to recommend it to other potential consumers (Balmer et al., 2009).

CONCLUSION

The findings in this research explain that green purchasing decisions for consumer products such as milk are significantly influenced by green packaging and brand loyalty, while green products failed to significantly influence green purchasing decisions. The dominant factor that influences green purchasing decisions regarding Frisian Flag milk is brand loyalty. Efforts to strengthen loyalty to the Frisian Flag milk brand can be done by building relationship marketing so that good relationships are maintained with customers, besides that it can also be done through membership marketing promotions so that it can encourage consumers to make efforts to repurchase the product. When purchasing green products, consumer awareness and knowledge regarding green marketing is also required.

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