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GREEN MARKETING, BRAND IMAGE, AND CONSUMER PURCHASE DECISIONS: AN EMPIRICAL STUDY OF STARBUCKS COFFEE MULTATULI MEDAN

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Abstract

This research aims at determining effect of Green Marketing and Brand Image on Buyings Decision with Purchase Intention as an intervening variable in Consumers Starbucks Coffee Multatuli Medan. This research is associative research and the type of data used is quantitative data. The sample in this study consisted of 210 respondents who were consumers of Starbucks Coffee Multatuli Medan. The sampling technique used was accidental sampling technique. The data analysis method used is descriptive statistical analysis and Multiple Linear Regression. The results of this research show that Green Marketing has a positive and significant influence on Purchasing Decisions among Starbucks Coffee Multatuli Medan Consumers, Brand Image has a positive and significant influence on Purchasing Decisions among Starbucks Coffee Multatuli Medan Consumers.

Keywords: Green Marketing, Brand Image, Purchase Decision.

INTRODUCTION

In this era of globalization—characterized by economic growth, a rising population, and accelerating urbanization and industrialization—the volume of waste generated has increased significantly. This is highlighted in the World Bank report, "What a Waste: A Global Review of Solid Waste Management," which notes that global waste generation currently stands at approximately 1.3 billion tons per year and is projected to reach about 2.2 billion tons annually by 2025. This is further supported by data from Rosa Vivien Ratnawati, Director General of Waste, Trash, and Hazardous and Toxic Materials Management (PSLB3) at the Ministry of Environment and Forestry (KLHK), who stated that Indonesia's waste generation in 2021 was estimated at 68.5 million tons. Notably, the national waste composition shows an upward trend in plastic waste, which grew from 11 percent in 2010 to 17 percent in 2021 (www.cnnindonesia.com).

Aware of this situation, many people have become more selective in their product choices, driven by concerns over potential environmental disasters—consequences often linked to consumer behavior that overlooks the negative impacts of environmentally unfriendly products. Environmental advocacy groups—such as Greenpeace Indonesia, Zero Waste Indonesia, and the "Diet Kantong Plastik" (Plastic Bag Diet) movement—have been actively encouraging the public to care more about the environment and to shift their habits. Campaigns led by these organizations have prompted individuals to seek information about the products they use and to increasingly opt for eco-friendly alternatives. This growing public awareness challenges companies to provide products or services that are produced safely and sustainably, ensuring they do not cause harm to the environment or public health.

"Green marketing" has emerged as a strategic response, reflecting a corporate commitment to addressing environmental degradation. Companies are now increasingly producing eco-friendly goods and taking steps to minimize waste. Green marketing serves as an alternative corporate strategy that not only enhances a company's image but also provides value and a competitive advantage. This is because green marketing initiatives foster consumer and market trust in a company's products, driven by the firm's commitment to sustainable development (www.investor.co.id). Green marketing focuses on specific practices that avoid negative environmental impacts. The concept is characterized by a reduction in the use of raw materials and energy, and it is rooted in the natural resource-based view—a theory that emphasizes pollution prevention, product stewardship, and sustainable development. According to the American Marketing Association, green marketing also encompasses the processes of producing, promoting, or packaging products in a sustainable manner. In this context, consumer behavior is

shifting from a cost-oriented perspective toward one that is more sustainability-focused. Targeting environmentally conscious customers offers a distinct advantage for companies employing diverse marketing strategies; conversely, neglecting this market segment could damage a company's long-term image, as the philosophy of green marketing and eco-orientation is closely linked to competitiveness, environmental values, and economic objectives. Companies must be capable of establishing a significant, long-term market role—supported by successful research—while understanding and educating consumers to build brands, products, and services that align with eco-friendly concepts embraced by society (Peattie & Crane, 2005). Growing environmental awareness, increasing consumer interest in eco-friendly products, and a willingness to pay a premium for such goods have motivated companies to adopt green marketing, implement major changes, and pursue innovation (Peattie & Crane, 2005). Starbucks is one example of a company that upholds the concept of green marketing.

One of Starbucks' well-known initiatives to explore innovative ways of fostering an eco-friendly movement is the "Bring Your Own Tumbler" program. Starbucks offers a discount of IDR 5,000 daily, as well as discounts of up to 50% every Thursday and on the 22nd of each month, for customers who purchase beverages using an official Starbucks tumbler. Furthermore, Starbucks has introduced a new option, allowing consumers to use reusable cups made from polypropylene—a recyclable material that can be reused up to 30 times. The goal of this campaign is to encourage more customers to participate in the "Bring Your Own Tumbler" promotion. Last year alone, the "Bring Your Own Tumbler" program saw over 1.9 million transactions involving reusable tumblers, which has had a significant impact on waste reduction (www.djakarta.id). The company has prioritized this initiative in response to growing public awareness regarding environmentally friendly products and their importance for a sustainable future. By involving consumers in a movement to reuse coffee cups, Starbucks is able to divert the equivalent of 109 truckloads of coffee-cup waste annually.

Beyond "green marketing" another key factor consumers consider when deciding whether to purchase a product is brand image. Brand image refers to the perceptions and beliefs held by consumers, as reflected by the associations embedded in their memory (Kotler, 2019). A strong brand image helps a company gain greater recognition among consumers and influences their perspectives and emotions during the purchasing decision-making process. A positive brand image leaves a favorable impression on the public, increasing the likelihood of a purchase; conversely, a negative brand image may cause consumers to reconsider before buying the product. Consumers preparing to make a purchase decision are typically faced with various factors to consider, such as which product to buy, the benefits it offers, its advantages over competitors, and the cost involved. Brand image is one of the key factors consumers weigh when making such decisions. Consequently, Starbucks must maintain and enhance its brand image through a "green marketing" strategy to gain a competitive edge in the market. Fundamentally, this strategy—much like any other—aims to boost a company's sales and profits. By cultivating an image as an environmentally friendly brand, Starbucks can influence consumer purchasing decisions; customers perceive an added value in buying and consuming Starbucks products, which, in turn, drives higher sales and profitability for the company.

Green marketing goes beyond simply promoting eco-friendly products; it requires an organization to adopt an environmental orientation and assume responsibility across its operations, social engagements, and various departments. Today, corporate competition for consumers is no longer limited to a product's functional attributes or utility; it has increasingly become tied to a brand's ability to project a distinct image—signifying a shift in the role of branding. Companies that employ green marketing are well-positioned to offer this unique image, as choosing eco-friendly products allows consumers to satisfy their needs while simultaneously protecting the environment and safeguarding their own health by avoiding potentially harmful products.

Based on the above, the researcher is interested in conducting a study titled The Influence of Green Marketing and Brand Image on Purchasing Decisions among Starbucks Coffee Multatuli Medan Consumers.

LITERATURE REVIEW

2.1 Green Marketing

Green marketing has evolved alongside the "green consumerism" movement—an extension of the broader global consumerism movement—driven by a growing consumer awareness of the right to obtain products that are decent, safe, and environmentally friendly. Rather than demanding products that are perfectly "green," this movement seeks to minimize the environmental damage caused by consumption. It focuses on the efficient use of finite natural resources to ensure a better environment for the future, while encouraging a shift in consumer behavior toward choosing eco-friendly products and reducing the use of single-use items.

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In 1975, the American Marketing Association (AMA) held the first seminar on "ecological marketing," which led to the publication of the inaugural book on the subject, titled *Ecological Marketing*. The AMA defines green marketing as the marketing of products perceived to be environmentally friendly. This encompasses a range of activities, including product adjustments, modifications to production processes, packaging, labeling, advertising strategies, and the promotion of industry-wide compliance with environmental standards in marketing (Yazdanifard, 2011).

There are three common principles used to link a company with the environment (Hakim, 2018). First, a company highlights its products as environmentally friendly. Second, it cultivates a corporate image centered on core business activities that demonstrate environmental concern. Third, the company makes explicit statements regarding its environmental responsibility throughout the production process—for instance, by innovating to reduce waste generated during production.

The concept of "green marketing" can be operationalized through strategic actions within the marketing mix. The marketing mix consists of a set of controllable marketing variables that a company can integrate to elicit a desired response from its target market (Tjiptono, 2018). According to Hasanah et al. (2021), the indicators of green marketing include: *Green Product* (using easily recyclable packaging, ensuring recycled materials can be reused, and minimizing the use of plastic and paper in product packaging); *Green Price* (reflecting a higher price point compared to similar products, with packaging designed from recycled materials that justify the cost); *Green Place* (maintaining an extensive network of accessible retail outlets); and *Green Promotion* (implementing environmentally friendly sales promotion activities).

2.2 Brand Image

Every product on the market possesses a distinct image, intentionally crafted by marketers to differentiate it from competitors in the eyes of consumers. Kotler and Keller (2016) state that "brand imagery describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs." In other words, brand imagery reflects the extrinsic attributes of a product or service, encompassing the methods a brand employs to address the psychological or social needs of its customers.

Citing Ferrinadewi, Menik Wijianty (2016) explains that brand imagery is a perception of a brand—a reflection of a consumer's memory regarding their associations with that brand. This is supported by Warusman and Untarini (2016), who define brand imagery as the collection of associations or impressions that arise in a consumer's mind based on their recollections of a brand. Furthermore, Tjiptono (2011) describes brand imagery as the set of associations and beliefs a consumer holds toward a specific brand. These brand associations consist of the impressions or meanings—such as a logo, a concept, product characteristics, or the emotions experienced by a customer while using a product—that exist within the consumer's mind.

Companies that cultivate a positive brand image for their products or services gain a market advantage, as many consumers become satisfied with and develop trust in those offerings. This is reinforced by Theodora (2015), who notes that a brand image yielding positive outcomes enhances the understanding of consumer decision-making behavior, strengthens consumer trust in the product, and fosters a sustainable competitive advantage. For companies that wish for their products to possess a strong brand image—or one that aligns with their intended brand identity—marketers must understand the positive values associated with their products. They must also leverage supporting elements that help cultivate a positive image, thereby distinguishing their offerings from those of competitors. Based on the definitions provided above, a brand image can be understood as the impression or perception held in a consumer's mind regarding a product. This perception serves as the foundation upon which consumers evaluate and categorize products. To ensure that a brand image develops as intended, a company must identify and utilize the specific elements that contribute to a positive brand image—an image expected to convey qualities that consumers deem significant. According to Keller (as cited in Leliga, 2013), there are three dimensions of brand image: Brand Strength, which refers to the frequency with which a consumer thinks about information related to a brand, as well as the quality of how that information is processed; Brand Favorability, which encompasses a consumer's preference, trust, and sense of affinity toward a brand—making it difficult for other brands to win over consumers who have reached this level of attachment; and Brand Uniqueness, which involves creating a distinct impression and meaningful differentiation from other brands, leaving consumers with no reason not to choose that particular brand.

2.3 Purchase Decision

A purchasing decision is a common consideration for consumers in the process of fulfilling their needs for goods or services. It refers to the actions taken by a consumer to purchase, acquire, and use a product or service. Such a decision typically follows a period of deliberation regarding the appropriateness of the purchase, during which the consumer weighs the information they possess against the reality of the product as observed. A "purchase decision" is defined as a buyer's choice regarding which brand to purchase; it represents the stage in the decision-making process where a consumer actually acquires a product (Kotler, 2019). As the primary actors in the purchasing process, consumers are always a focal point for producers. Purchase decisions are based on information about a product's advantages—information structured in a way that creates a positive impression, ultimately motivating an individual to make a purchase (Tjiptono, 2018). A decision is the selection between two or more alternative options (Schiffman, 2018). In other words, for a decision to be made, alternative choices must be available. Whether choosing between making a purchase or not, selecting between brand X and brand Y, or deciding how to allocate time between tasks "A" and "B," an individual is in a position of making a decision.

A purchase decision is the outcome or subsequent action taken by an individual when faced with specific situations and alternatives, aimed at fulfilling their needs (Effendi, 2016). Making a purchase decision involves an individual selecting from various available alternatives to find a product that meets their specific needs. Human needs are numerous and diverse, and within an economic system, these needs are satisfied through the act of purchasing. Consequently, a need will ultimately lead to a purchase decision.

When consumers intend to purchase a product, they typically go through a five-stage decision-making process. However, consumers do not always follow every stage; they may skip steps they deem unnecessary—for instance, if a need is urgent, a consumer might proceed directly to a purchase without seeking information or evaluating alternatives. The dimensions and indicators of a purchase decision include: problem recognition, information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior.

METHOD

This study employs an associative research design with a quantitative approach. The population consists of Starbucks Coffee consumers, the total number of which is unknown. A sample is a subset of the population, representing its characteristics (Priyastama, 2017). The sample size refers to the number of individuals selected from the population. The sampling method used in this study is non-probability sampling—a technique that does not provide an equal opportunity for every member of the population to be selected (Priyastama, 2017). Since the exact size of the population is unknown, the sample size was determined based on the recommendation by Hair (2010), which suggests a sample size of 100 or greater. Consequently, this study includes 210 respondents—consumers of Starbucks Coffee at the Multatuli, Medan location—who met the established selection criteria. These criteria require respondents to be at least 17 years old and to have made a purchase at least twice. The specific sampling technique employed is accidental sampling, where individuals encountered by chance or incidentally by the researcher are selected, provided they are deemed suitable as data sources (Priyastama, 2017). This approach was chosen because the researcher did not have access to a formal list of consumers; thus, accidental sampling facilitated the distribution of questionnaires among Starbucks Coffee consumers.

RESULTS AND DISCUSSION

Multiple linear regression analysis was conducted to determine the extent of the influence of the independent variables—Green Marketing (X1) and Brand Image (X2)—on the dependent variable (Y), namely Purchasing Decision.

Table 1 Simultaneous Significance Test (F-test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	241.909	2	120.955	20.812	.000[b]
	Residual	244.091	207	5.812		
	Total	486.000	209			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Green Marketing

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Based on Table 1, the calculated F-value (20.812) is greater than the F-table value (3.219), and the significance level (0.000) is less than α (0.05). This indicates that the variables of Green Marketing and Brand Image, taken together, have a significant effect on the purchasing decisions of the millennial generation in the Medan Kota District of Medan City.

With degrees of freedom (df) = n – k = 210 – 3 = 207, the t-table value at an error level of 0.05 is 2.018.

Table 2 Partial Significance Test (t-test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.133	3.214		.041	.967
	Green Marketing	.369	.140	.396	2.638	.012
	Citra Merek	.310	.125	.372	2.481	.017

a. Dependent Variable: Purchase Decision

Based on Table 2, the multiple linear regression equation is obtained as follows:

$$Y = 0{,}133 + 0{,}369X_1 + 0{,}310X_2$$

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

1. The Green Marketing variable (X1) has a regression coefficient (β1) of 0.369 (> 0), with a t-calculated value (2.638) greater than the t-table value (2.018) and a significance level (0.012) less than 0.05. This indicates that the Green Marketing variable has a positive and significant effect on Purchase Decisions; in other words, better Green Marketing leads to a significant increase in Purchase Decisions, and vice versa.
2. The Brand Image variable (X2) has a regression coefficient (β2) of 0.310 (> 0), with a t-calculated value (2.481) greater than the t-table value (2.018) and a significance level (0.017) less than 0.05. This indicates that the Brand Image variable has a positive and significant effect on Purchase Decisions; in other words, a stronger Brand Image leads to a significant increase in Purchase Decisions, and vice versa.

As environmental degradation intensifies, companies are adopting green marketing strategies to capture consumer attention by demonstrating environmental concern. This influences consumer confidence in a product, ultimately shaping their purchasing decisions. Green marketing strategies can foster a positive brand image, which in turn influences consumer perceptions and behaviors, leading to a decision to purchase.

Starbucks employs green marketing strategies to engage consumers through environmental stewardship. Field research conducted among customers at the Starbucks Multatuli Medan outlet reveals that they hold a favorable view of Starbucks' efforts to promote environmental awareness within the community; this indicates that the company's green marketing initiatives have been well-received, particularly among the younger demographic. When consumers perceive that Starbucks is environmentally conscious—for instance, by avoiding the use of plastics or encouraging proper waste disposal—it motivates them to purchase food and beverages from the brand.

These findings align with research by Adhimusandi (2020) as well as Yusiana and Widodo (2016), both of which conclude that green marketing has a positive and significant impact on purchasing decisions.

Brand image is a key factor that consumers consider when making purchasing decisions. In the absence of prior personal experience with a product, consumers are more likely to trust a well-known brand with a strong, positive reputation, which often leads them to choose that brand. Cultivating a positive brand image serves as a powerful tool for companies to attract potential customers and retain existing ones. Positive perceptions naturally contribute to a positive brand image. Since consumers often use brand image as a reference point before making a purchase, companies must strive to build an image that reflects product benefits aligned with consumer needs and desires—thereby ensuring that consumers develop a positive perception of the brand. Starbucks' brand image encompasses a memorable brand identity, convenient service, comprehensive facilities, and an environmentally conscious concept. Field research conducted among customers at the Starbucks Multatuli Medan outlet reveals that they hold a favorable view of Starbucks' efforts to cultivate its brand image in the minds of consumers. This reflects a positive public response, indicating that the Starbucks brand is well-regarded. When consumers perceive a brand positively, it encourages them to purchase food and beverages from that establishment.

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These findings align with research by Febrianti (2021), which concludes that brand image has a positive and significant impact on purchasing decisions.

CONCLUSION

Green marketing has a positive and significant influence on the purchasing decisions of Starbucks Coffee Multatuli Medan consumers. Brand image also has a positive and significant influence on the purchasing decisions of Starbucks Coffee Multatuli Medan consumers. Based on the discussion and conclusions presented, the following recommendations are offered: Starbucks Coffee should consider exploring eco-friendly alternatives to its plastic cups. Furthermore, the company is encouraged to more frequently promote the use of tumblers to incentivize residents of Medan to adopt them. Starbucks Coffee should also work to enhance its brand image among the people of Medan by promoting its eco-friendly products more actively, while simultaneously improving the quality of its offerings and services. It is recommended that Starbucks Coffee maintain its product quality and pursue innovations that utilize more environmentally friendly raw materials, thereby reducing waste that is harmful to the planet. Additionally, the company should focus on improving the quality of its products' taste and the comfort of its outlets. Future researchers are encouraged to explore variables beyond those examined in this study—such as experiential marketing, store atmosphere, and others—to achieve a broader range of findings. Alternatively, should future researchers choose to investigate the same variables, it is recommended that they select a different sample group.

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