

THE INFLUENCE OF GREEN MARKETING STRATEGY ON PURCHASING DECISIONS WITH EMOTIONAL DESIRE AS A MODERATING VARIABLE

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ABSTRACT

Backgrounds: Researchers believe that a marketing strategy that pays attention to and prioritizes environmental protection aspects can attract the attention of the public, especially environmental observers, those who care about the environment, and so on, to decide to purchase the products we offer by paying attention to environmental aspects. **Objectives** Therefore, this research aims to analyze the influence of Green Marketing Strategy on Purchasing Decisions. Different from previous research, this research adds the Emotional Desire variable as a moderating variable which researchers can strengthen the influence of the Green Marketing Strategy variable on purchasing decisions. **Methods:** This research is quantitative research with an explanatory approach. This research obtained data by distributing questionnaires digitally to 100 producers and 200 consumers who had been involved in the TikTok shop for at least 1 month. The questionnaire contains 8 question items consisting of 4 question items for the Green Marketing Strategy variable, 2 question items for the Purchase Decision variable, and 2 question items for the Emotional Desire variable. The data that was collected in this research was analyzed using the smart PLS 4.0 analysis tool. **Results and Conclusions:** the Green Marketing Strategy variable has a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.018. Apart from that, researchers also believe that good emotional desire can strengthen the direction of this relationship because good desire can support

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consumers to take part in protecting the environment by paying attention to the packaging materials used, product cleanliness, whether the product is hygienic or not, and so on related to environmental sustainability. In line with the statement in the second paragraph, the results of table 3 of the second row of path efficiency show that the Emotional Desire variable can moderate the direction of the relationship between the Green Marketing Strategy variable and Purchasing Decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.000. More significant than direct testing, namely 0.017. Thus the first and second hypotheses in this research can be proven and accepted.

Keywords : Green Marketing Strategy, Purchase Decision, Emotional Desire.

INTRODUCTION

The decision to buy or not to buy is part of the elements contained in individual consumers, where this refers to real physical actions, which can be seen and measured by other people (Nitisusastro, 2012). Peter and James in (Foster, 2016) state that purchasing decisions are a process where consumers make decisions to buy various products and brands starting with recognizing needs, searching for information, evaluating information, making a purchase and then evaluating the decision after purchasing.

(Kotler, 2009) state that the purchasing decision process consists of five stages, namely: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase. At the purchasing decision stage, consumers actually make a purchase. However, sometimes in making this decision there are several factors that can influence the decision making so that it can change purchasing intentions. According to (Philip, 2013) there are two general factors that can intervene between purchasing intentions and purchasing decisions, namely the attitudes of other people and unanticipated situational factors. These two factors can appear suddenly to change purchase intentions. There are seven components in the purchasing decision structure, namely: decisions about product type, product form, brand, seller, number of products, time of purchase, and method of payment. (Handoko, 2010) stated that the purchase decision taken by the buyer is actually a collection of a number of decisions. Every purchasing decision has a structure of seven components, namely: decisions about product type, product form, brand, seller, product quantity, purchase time, and payment method. Apart from product excellence and brand image, companies must also think about the convenience of consumer transactions. Various payment options are a consideration for consumers to make transactions easier.

There are a number of factors that can influence purchasing decisions, including Green Marketing Strategy. The American Marketing Association (AMA) states that an environmentally friendly marketing approach is product marketing that primarily focuses

on environmental safety, combining business activities consisting of packaging modifications, production processes, and green (Yazid, 2013).

According to Polonsky's opinion in (Agustin, 2015) states that green marketing does not only market products in an environmentally friendly manner, but also demands environmental reorientation and responsibility for all areas, activities and departments of an organization, so it can be said that green marketing is a concept that refers on meeting consumer needs by trying to minimize the impact of damage to the environment. The marketing mix is a strategy used by companies to win the competition. Green marketing mix is a conventional marketing mix. In (Govender, 2016) the Green marketing mix can be explained as follows: 1) Green product Diglel and Yazdanifard in Govender (2016) identify a green product as a product that is produced in an environmentally friendly manner, minimizing negative effects on the environment, product and product packaging. made from recycled materials, while preserving natural resources. 2) Green price Abzari et.al in Govender (2016) added that consumers will be willing to pay more provided that the benefits of using a green product are greater than the price. 3) Green promotion Agyeman in Govender (2016) believes that consumer choices for green products are greatly influenced by their packaging. Laroche emphasize that consumers, mostly women, check the labeling of green products to see whether they are produced with recycled materials. 4) Green place Kontik in Govender (2016) states that location and accessibility to goods or services have an impact on customers, because most customers do not want to go far to buy green products, but will prefer alternatives that are closer. Marketers who aim to promote their products successfully must position their products widely in the market.

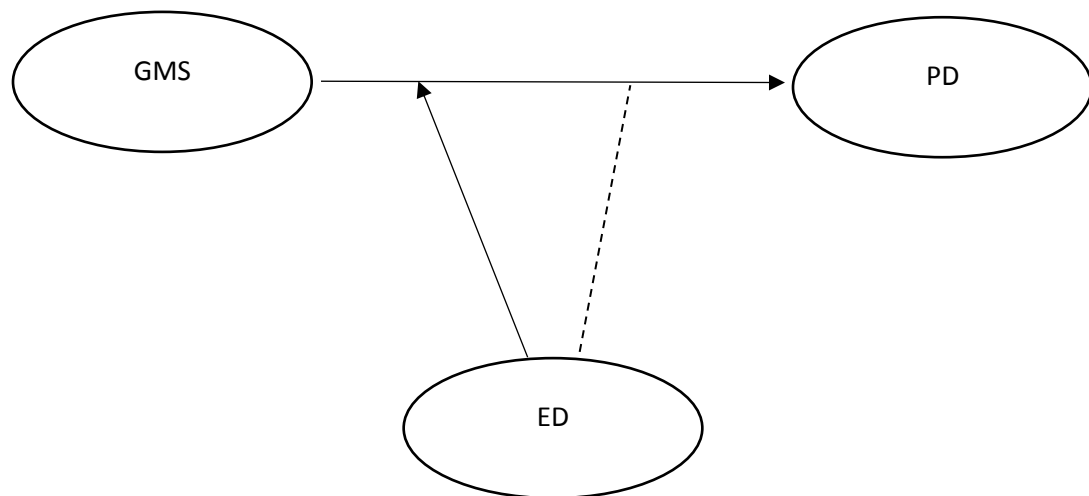
There are a number of studies that show (Yulianti.D.R, 2020); (Rahayu, L. M. P., Abdillah, Y., Mawardi, M. K., Administrasi, F. I., 2017) & (Seferan, 2019) which shows a positive relationship and significant influence on purchasing decisions. Different from previous research, this research adds the Emotional Desire variable as a moderating variable.

METHODS

Researchers believe that a marketing strategy that pays attention to and prioritizes environmental protection aspects can attract the attention of the public, especially environmental observers, those who care about the environment, and so on, to decide to purchase the products we offer by paying attention to environmental aspects (Adrian, J.A., & zeplin, 2017). Therefore, this research aims to analyze the influence of Green Marketing Strategy on Purchasing Decisions (Pratiwi & Setyaky, 2021). Different from previous research, this research adds the Emotional Desire variable as a moderating variable which researchers can strengthen the influence of the Green Marketing Strategy variable on

purchasing decisions (Sidabutar et al., 2016). This research is quantitative research with an explanatory approach. This research obtained data by distributing questionnaires digitally to 100 producers and 200 consumers who had been involved in the TikTok shop for at least 1 month. The questionnaire contains 8 question items consisting of 4 question items for the Green Marketing Strategy variable, 2 question items for the Purchase Decision variable, and 2 question items for the Emotional Desire variable(Hair, 2010). The data that was collected in this research was analyzed using the smart PLS 4.0 analysis tool with the following research model (Devi et al., 2023):

Figure 1



Noted:

GMS : Green Marketing Strategy

PD: Purchase Decision

ED: Emotional Desire

Hypothesis:

H1: The Influence of Green Marketing Strategy on Pruchase Decision

H2: Emotional Desire Can Moderates The Influence of Green Marketing Strategy on Pruchase Decision

RESULTS AND DISCUSSION

Based on the first picture and the research model in this article, it shows that researchers use the Green Marketing Strategy variable as an Independent variable, Purchase Decision as a Dependent variable, and Emotional Desire as a moderating variable. In addition, researchers distributed questionnaires to 100 producers and 200 consumers

who had been involved in TikTok for one month. The questionnaire contains 114 question items which must be validated first with the following results (Gujarati, 2013):

Table 1
Validity Test

Variable	Item Question	Loading Factor
Green Marketing Strategy (X1)	Green marketing strategy has its own market	0.810
	Green marketing can improve purchasing decisions	0.808
	Green marketing can increase consumer interest and curiosity	0.811
	Green marketing is the right idea to market products that not only prioritize profit aspects but also environmental conservation	0.819
Purchase Decision (Y)	Purchasing decisions can be influenced by Green Marketing Strategy	0.834
	Purchasing decisions can be influenced by Emotional Desire	0.841
Emotional Desire (Z)	Emotional Desire can influence Green Marketing Strategy	0.889
	Emotional Desire can influence Purchasing Decisions	0.895

Valid > 0.70

Reliability Test

14 question items consisting of 4 question items for the Green Marketing Strategy variable, 2 question items for the Purchase Decision variable, and 2 question items for the Emotional Desire variable which researchers have asked to 100 producers and 200 consumers who have been involved in TikTokshop for at least 1 month have been declared valid because of the loading value factor is above 0.70. The next stage is the reliability test

to find out the Composite Reliability and Cronbach Alpha values with the following reliability test results (Sarstedt et al., 2014).

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Green Marketing Strategy	0.867	0.826	Acceptable
Purchase Decision	0.898	0.847	Acceptable
Emotional Desire	0.954	0.914	Acceptable

Reliable > 0.70

Path Coefisien

Step by step, the researcher then ensured that the 14 question items consisting of 4 Green Marketing Strategy variable question items, 2 Pruchase Decision variable question items, and the Emotional Desire variable question item had been declared valid. Likewise, the reliability test for the variables Green Marekting, Pruchase Decision, and Emotional Desire has been declared reliable because the Composite Reliability and Cronbach Alpha values are above 0.70. The final stage is the path coefficient to determine the influence of the relationship and whether or not the influence of the Independent variable is significant on the Dependent variable with the following results(Ghozali, 2016):

Table 3
Path Coefisien

	Variable	P-Values	Result
Direct Influence	GMS-> PD	0.018	Accepted
Indirect Influence	ES-> PD	0.000	Accepted

Significant Level 0.05

The researcher believes sekalogisu is the first hypothesis in this research if the Green Marketing Strategy variable can have a positive relationship and a significant influence on purchasing decisions because it will be able to attract consumers who care about the environment, the composition of cleanliness is guaranteed, and is different/has its own style compared to the marketing concept other products. In line with this, the first third row of the path coefficient shows that the Green Marketing Strategy variable has a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.018. These results are in line

with research (Yulianti.D.R, 2020); (Rahayu, L. M. P., Abdillah, Y., Mawardi, M. K., Administrasi, F. I., 2017) & (Seferan, 2019) which show similar directions and results.

Apart from that, researchers also believe that good emotional desire can strengthen the direction of this relationship because good desire can support consumers to take part in protecting the environment by paying attention to the packaging materials used, product cleanliness, whether the product is hygienic or not, and so on related to environmental sustainability. In line with the statement in the second paragraph, the results of table 3 of the second row of path efficiency show that the Emotional Desire variable can moderate the direction of the relationship between the Green Marketing Strategy variable and Purchasing Decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.000. More significant than direct testing, namely 0.017. Thus the first and second hypotheses in this research can be proven and accepted.

CONCLUSIONS

The researcher believes *sekalogisu* is the first hypothesis in this research if the Green Marketing Strategy variable can have a positive relationship and a significant influence on purchasing decisions because it will be able to attract consumers who care about the environment, the composition of cleanliness is guaranteed, and is different/has its own style compared to the marketing concept other products. In line with this, the first third row of the path coefficient shows that the Green Marketing Strategy variable has a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.018. These results are in line with research (Yulianti.D.R, 2020); (Rahayu, L. M. P., Abdillah, Y., Mawardi, M. K., Administrasi, F. I., 2017) & (Seferan, 2019) which show similar directions and results.

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