THE INFLUENCE OF GREEN PRODUCTS, GREEN PROMOTION, AND CORPORATE IMAGE ON PURCHASING DECISIONS OF ENVIRONMENTALLY FRIENDLY FASHION AS AN ALTERNATIVE TO FAST FASHION FOR WARMADEWA UNIVERSITY STUDENTS

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Abstract:
The development of the era makes clothing not only a physical need but also a self-expression and self-esteem support. Clothing purchasing decisions are influenced by environmental awareness, where people are increasingly paying attention to environmentally friendly products, such as green products. Green products have a minimal environmental impact, while green promotion and a good corporate image can increase purchasing decisions. This study aims to examine the influence of green products, green promotion, and corporate image on purchasing decisions for environmentally friendly fashion among students of Warmadewa University as an alternative to fast fashion that damages the environment. This study is quantitative. Using a sample of 95 students. The data analysis technique uses multiple linear regression. The results of the study indicate that green products have a positive and significant effect on purchasing decisions. Green promotion also has a positive and significant effect on purchasing decisions. Corporate image has a positive and significant effect on purchasing decisions.

Keywords: Green Product, Green Promotion, Corporate Image And Purchasing Decisions

INTRODUCTION

The era is developing rapidly, and along with its development, the level of human needs that must be met is also increasing. This development also occurs in one of the basic human needs, namely clothing. Currently, clothing is used as one of the needs to complement a person's self-esteem. Clothing is a daily necessity; for many people, it is an important aspect of self-expression (Anonymous, 2018). Your self-image, self-confidence, and happiness can come from how you dress (Anonymous, 2019). One of the psychological studies, 'enclothed cognition,' states that "the clothes you wear affect how you feel, your confidence, and the way you perceive yourself" (Adam, 2012). People in almost all circles consider clothing a physiological need and a self-esteem need.

According to Marius (2017), a purchasing decision is made due to someone's interest in a product and desire to buy, try, use, or own it. It is a stage in the decision-making process where consumers actually buy a product produced by the company.

Decision-making, in general, is the process of choosing a product from various available choices (Jannah & Ady, 2017). It is an individual activity directly determining which goods to buy and use. In this regard, companies need to know why and how consumers make purchasing decisions for a product so that they can design marketing strategies that are in accordance with consumer desires and increase sales volume.

The environment is a condition that can affect the development and behavior of living things. Every day, the environmental and weather conditions are always changing due to global warming,tter known as global warming (Putra & Suryani, 2015). One of the causes of global warming is the continuous use of hazardous products and industrial waste that causes environmental pollution. From the latest records collected (radarbali.jawapos.com, 2020) in the research conducted, every day Bali produces 4,281 tons or 1.5 million tons of waste per year. The amount of waste in Denpasar on normal days can reach 600-800 tons daily (radarbali.jawapos.com, 2019). With the rampant single-use plastic waste, the Governor of Bali issued a policy in the form of Bali Governor Regulation (Pergub) No. 97 of 2018 concerning the Limitation of Single-Use Plastic Waste Generation (balipost.com, 2018). Apart from plastic, the main problem of waste is textile waste. Quoted to Fibre2Fashion, in 2020, around 18.6 million tons of textile waste were dumped in landfills. In addition, the average consumer also throws away 60% of their clothes, a year after purchasing. The Sustainable Fashion Forum revealed that global clothing consumption is expected to increase by 63% in 2030, from 62 million tons to 102 million tons. As a result, worldwide textile waste is expected to reach 300 million tons in 2050. The phenomenon of clothing consumption in Indonesia also shows a relatively similar trend. YouGov noted that 66% of adults in Indonesia throw away at least one item of clothing a year. Three out of 10 Indonesians have discarded clothes after only wearing them once. (https://www.fibre2fashion.com/).

In preserving the environment, people must know that the products they use are safe for the environment so that they can make purchasing decisions on products. Purchasing decisions are a stage in the buyer's decision-making process where consumers buy goods or services (Fure et al. 2015).

Environmentally conscious consumers will first look for information about environmentally friendly brands and products before purchasing. Green products are friendly or not harmful to the environment, both during production and when consuming them. Products are also required to consider various environmental aspects in their life cycle so that they can minimize negative impacts on nature (Nasution et al., 2023)

Previous research on green products' influence on purchasing decisions was conducted by Nasution et al. (2023), and Novita (2024) found that green products significantly influence consumer purchasing decisions. Another factor that influences consumer purchasing decisions is green promotion. Company executives realize that sustainability issues will be very beneficial in facing today's business competition. More and more consumers are adopting an environmentally friendly lifestyle and prefer brands with social concerns. Green promotion introduces an environmentally friendly product to the public by carrying out various environmentally friendly actions or actions. Companies that implement green promotion will create intensive ongoing communication to increase public knowledge of environmentally friendly products sold by the company (Sri R., Fauzi D.H., & Yulianto, 2015). John Rossiter and Larry Percy (Kotler et al., 2016:565) argue that effective promotion can achieve possible goals in building a need for a product, building brand awareness, building brand attitude, and influencing purchasing intentions. Based on this opinion, this study's indicators used in measuring green promotion are building the need for green products, building brand awareness, and creating a green brand attitude.

Augtiyah et al. (2022) conducted previous research on green products' influence on purchasing decisions, and Rosyada et al. (2023) found that green products significantly affect consumer purchasing decisions.

Another factor that influences consumer decisions is the company's image. An image is a set of beliefs, ideas, and impressions that a person has about an object (Kotler & Keller, 2018). Image is an impression obtained by a person based on their knowledge and understanding of facts or reality (Soemirat, 2017), while according to Gregory (in Lesmana, 2017), the company's image is a combination of impacts on observers from all verbal and visual components of the company, both planned or not or from the influence of other external elements.

Business actors must also be able to maintain a good company image and a good image of the products provided by the company, which impacts consumer decisions about choosing a brand or product to use. A good image not only attracts consumers to a product or company but can also improve attitudes and create consumer confidence in buying a company's products. (Aslam et al., 2018).

Previous studies have shown the influence of corporate image on consumer decisions, including Yanto and Anggraini (2023), Putra (2024), and Rasyid and Lestari (2023), found that corporate image has a significant influence on consumer decisions. Based on the description above, the researcher is interested in researching "The Influence of Green Products, Green Promotions, and Corporate Image on Purchase Decisions for Environmentally Friendly Fashion as an Alternative to Fast Fashion for Warmadewa University Students.

METHODS

This study was conducted on students of Warmadewa University. This study's research object is marketing management, which includes green products, green promotion, corporate image and consumer decisions. The population in this study were students of Warmadewa University, sample determination by purposive sampling. The sample size was taken using the Hair et al. formula. The Hair, et al. formula is used because the population size has yet to be known and suggests that the minimum sample size is 5-10 times the indicator variable. So, the number of indicators is 19 times 5 (19 x 5 = 95). So, the sample used is 95 people. The data analysis technique uses multiple linear regression.

RESULT AND DISCUSSION

In Data Analysis, statistical analysis will be carried out using computer calculations, using the SPSS (Statistical Package for Social Science) 24.0 for Windows Program, as follows.

Classical Assumption Test. The classical assumption test is carried out to determine whether the data deviates. The classical assumption test consists of the following:

1. Multicollinearity test. The test results show that the tolerance value of each variable is greater than 0.1 and the VIF value of each variable is below 10, so it can be concluded that there is no multicollinearity relationship between the independent variables green product (X1), green promotion (X2) and corporate image (X3)
2. Heteroscedasticity. The test results show that the significance value of each variable is greater than α (0.05). It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is suitable for predicting (Y) purchasing decisions based on the input of independent variables, namely (X1) green product, (X2) green promotion and (X3) corporate image.
3. Normality Test. The normality test using Kolmogorov-Smirnov statistics shows that the sig value is 0.069, which is greater than $\square$ (0.05), so it can be concluded that the regression model meets the normality assumption.

Hypothesis Testing. The results of multiple linear regression analysis can be seen in Table 1 as follows:

Table 1. Multiple Linear Regression Analysis

		Coefficients				
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.953	1.241		.768	.445
	x1	.294	.132	.202	2.225	.029
	x2	.255	.062	.426	4.092	.000
	x3	.296	.104	.271	2.846	.005

Source: Processed data, 2024

The following factor regression equation can be compiled from the results above: Y = 0.953+ 0.294X1 + 0.255X2+ 0.296X3. Interpretation of the regression coefficient:

1. A = 0.953 If a green product, green promotion and company image are constant, then the purchasing decision will remain the same.
2. B1 = 0.294 If the company uses green products, while green promotion and company image are assumed to remain constant, then the purchasing decision will increase.
3. b2 = 0.255 If green promotion is improving while green products and company image are assumed to remain constant, the purchasing decision will increase.
4. B3 = 0.296 If the company image is improving, while green products and promotions are assumed to remain constant, the purchasing decision will increase.

The influence of green products on purchasing decisions. The results of the study indicate that green products partially have a positive and significant effect on purchasing decisions, as seen from the results of the t-test for the green product variable of 2.225, which is greater than the t-table value = 1.986 with a significance level of 0.029, which is smaller than α = 0.05, so Ho is rejected, and H1 is accepted. So, the green product variable partially has a positive and significant effect on purchasing decisions. The results of this study are research conducted by Nasution et al. (2023) and Novita (2024) found that green products have a positive and significant effect on purchasing decisions.

The effect of green promotion on purchasing decisions. The results of the study indicate that green promotion has a positive and significant effect on purchasing decisions, as seen from the results of the t-test for the green promotion variable of 4.092, which is greater than the t-table value = 1.986 with a significance level of 0.000, which is smaller than α = 0.05, so Ho is rejected and H2 is accepted. So, the green promotion variable partially has a positive and significant effect on purchasing decisions. This study's results are from research conducted by Augtiyah et al. (2022) and Rosyada et al. (2023), which found that green promotion has a positive and significant effect on consumer decisions.

The influence of corporate image on purchasing decisions. The results of the study indicate that corporate image has a positive and significant effect on purchasing decisions, as seen from the results of the t-test for the corporate image variable of 2.846, which is greater than the t-table value = 1.986 with a significance level of 0.005, which is smaller than α = 0.05, so Ho is rejected and H3 is accepted. So, the corporate image variable partially positively and significantly affects purchasing

decisions. The results of this study are the research conducted by Yanto and Anggraini (2023), Putra (2024), and Rasyid and Lestari (2023), which found that corporate image has a significant effect on purchasing decisions.

CONCLUSION

Based on the data analysis and discussion above, the following conclusions are obtained: Green products positively and significantly affect purchasing decisions. This means that if the company uses environmentally friendly products, then the consumer's decision to buy fashion products will increase. The green promotion has a positive and significant effect on purchasing decisions. This means that if fast fashion companies promote products that are beneficial to the environment, then the consumer's decision to buy fast fashion products will increase. Corporate image has a positive and significant effect on purchasing decisions, which means that the better the corporate image, the more consumer purchasing decisions will increase.

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