

Analysis of the Influence of Green Marketing Stimulus Factors on Purchase Decisions of Starbucks Indonesia Products with the Sor Model (Stimulus Organism Response): The Mediating Effect of Perceived Value

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This research aims to explore green marketing factors, such as green brand image, green product price, and environmental awareness which play an important role in influencing consumer purchasing decisions for Starbucks Indonesia products. This research used a quantitative approach with a survey method to collect data from consumers who buy Starbucks Indonesia products in the city of Solo. Data analysis was carried out using the PLS SEM technique to test the direct relationship between green brand image, green product price, and environmental awareness on purchasing decisions and the mediating role of perceived value in this relationship. The research results show that green brand image and environmental awareness have a significant positive influence on perceived value, which in turn influences purchasing decisions. In contrast, green product prices show a more complex influence, where higher prices can reduce perceived value if they are not balanced with clear environmental benefits. These findings provide valuable insights for marketers and companies to develop effective green marketing strategies with a focus on enhancing green brand image and environmental awareness, as well as managing product prices appropriately to increase perceived value and influence consumer purchasing decisions.

Keywords: Green marketing, Stimulus Organism Response, Perceived value, Purchase Decision.

1. Introduction

The International Organization of Consumers' Unions adopted a green consumerism resolution at the 1991 World Congress, which encouraged consumers to integrate ecological awareness and green consumption in purchasing decisions. Global companies began to pursue green production and promotion to gain an edge in the market (Chang et al., 2019; Papadas et al., 2018), emphasizing recyclable, low-pollution, and resource-saving products, and promoting environmentally friendly behaviors and green marketing (Chang et al., 2019).

Starbucks, for example, has implemented green marketing strategies through sustainable raw material sourcing, eco-friendly transportation methods, and energy-efficient store design. Starbucks also encourages consumers to bring their own containers by providing discount incentives, and uses environmentally friendly ingredients in its products (Jeong et al., 2014; Tsai et al., 2020). This campaign has succeeded in raising consumer awareness of the importance of environmentally friendly actions.

This research uses the Starbucks case study to investigate how green marketing influences consumer purchasing decisions, using the SOR (Stimulus-Organism-Response) model approach. This approach explores the relationship between stimulus (green brand image, green product price, environmental awareness), organism (perceived value), and response (purchase decision) factors (Lee & Yun, 2015).

While many previous studies have explored the impact of green marketing, most have focused on specific consumer segments in developed markets. This research aims to fill this literature gap by assessing its impact in emerging markets, specifically Indonesia, as well as exploring broader demographic segments. In addition, this study integrates theories of attitudes and social norms to understand how social norms and attitudes towards the environment influence purchasing decisions, providing a holistic perspective on green marketing. This research is expected to provide new insights to help companies design more effective green marketing strategies, by understanding the psychological and social roles in consumer decision-making.

The SOR paradigm explains the behavioral mechanisms underlying this research. In this model, emotional states resulting from the appraisal of environmental stimuli influence human responses (Lavuri et al., 2022). The SOR model, introduced by Mehrabian and Russell (1974), includes three elements: stimulus (S), organism (O), and response (R). The stimulus is the environmental cue, the organism represents the individual's internal evaluation, and the response is the decision resulting from the interaction of the two (Konuk, 2019). This model explains how environmental changes affect an individual's psychological stability, which then drives behavioral changes (Donovan & Rossiter, 1982; Lavuri et al., 2022). The SOR paradigm is often used to examine the impact of environmental factors on emotions and behavior, including in the retail context where external stimuli influence consumers' behavioral intentions towards brands (Sun et al., 2021).

This study aims to explore how green marketing factors consisting of green brand image, green product price, and environmental awareness affect purchasing decisions for Starbucks Indonesia products, with perceived value as a mediating variable. The PLS SEM structural model was used in this study which is a statistical method for testing structured hypotheses.

The variables used in this study are green marketing stimulus factors (Green brand image, green product price, and environmental awareness) as independent variables (X). There is a mediating variable in this study, namely perceived value. The mediating variable is a consideration of how the third variable affects the relationship between the other two variables. Mediating variables are the foundation of social science and business research and are an indispensable tool for developing better scientific thinking about findings that disrupt the relationship between explanatory and outcome variables (Pieters, 2017; Rucker et al., 2011). Conceptually and theoretically, mediation is what determines the nature of the relationship and explains why the relationship between explanatory variables and endogenous variables exists (Hair et al., 2017). Meanwhile, the dependent variable (Y) in this study is the purchase decision.

With this framework, the research can explore how each factor influences the purchase decision of Starbucks Indonesia products directly and indirectly through perceived value. This research aims to provide deeper insights into the influence of these factors and the mediating mechanism of perceived value in the context of green marketing.

2. METHOD

This research uses an analytical descriptive design to find facts and describe phenomena accurately by maximizing reliability and minimizing bias. The research begins with an investigation and evaluation of the literature, followed by the formulation and testing of hypotheses based on the data obtained. The instrument used was a questionnaire filled out by respondents, then processed descriptively-analytically. To test the interrelationship of variables, the PLS SEM approach was used, a statistical technique that analyzes complex relationships simultaneously. The two analysis techniques used are Regression Weight Analysis to see the influence between variables and Confirmatory Factor Analysis to confirm the dominant factor in a group of variables.

3. RESULTS AND DISCUSSIONS

Result

This study used a survey method with a questionnaire through Google Form to collect data from 104 respondents. A total of 9.6% of respondents were >56 years old, 31.7% were 17-25 years old, and 58.7% were 26-55 years old. Respondents were predominantly female (56.3%) and the majority had a college education background (83.7%). A total of 50% of respondents work as private employees, with 31.4% earning > Rp 9,000,000 per month and 47.1% having expenses of Rp 1,000,000 - Rp 3,000,000 per month. The frequency of visits to Starbucks is 1-5 times per month by 56.7%.

a. Variable Description

This study examines three variables, namely three independent variables, one dependent variable, and one mediating variable. The independent variables include green brand image, green product price, and environmental awareness, while the purchase decision is the dependent variable, and perceived value acts as a mediating variable.

b. Research Variable Construct Validity Test

Data processing using SmartPLS 3.0 validity test which can be presented with 3 types, namely convergent validity, average variance extracted (AVE) and discriminant validity. The data is presented in the table as follows: The rule of thumb that is usually used to assess convergent validity is that the loading factor value must be more than 0.7 for confirmatory research and the loading factor value between 0.6 - 0.7 for exploratory research is still acceptable and the average variance extracted (AVE) value must be greater than 0.5. Based on data processing in table 24, all factor loading values are more than 0.7, which means that all variables used are valid.

Measurement of discriminant validity of reflexive indicators can be seen in the cross loading between indicators and constructs. The second criterion for discriminant validity is to compare the root of the Average Variance Extracted (AVE Root) for each construct with the correlation between constructs and other constructs in the model. The model has sufficient discriminant validity if the AVE Root for each construct is greater than the correlation between other constructs. Thus the data collected has met the requirements of being homogeneous. Based on the table, it is also known that the discriminant validity number is above 0.6 so that all variables are declared valid.

c. Research Variable Construct Reliability Test

In addition to the validity test, model measurement is also carried out to test the reliability of a construct. Reliability tests are carried out to prove the accuracy, consistency and accuracy of the instrument in measuring constructs. In PLS-SEM using the SmartPLS 3.0 program, to measure the reliability of a construct with reflexive indicators can be done in two ways, namely with Cronbach's Alpha and Composite Reliability. Where the Cronbach's Alpha value is reliable if the Cronbach's Alpha value for each variable is above 0.6 and the composite reliability value is reliable if the composite reliability value for each variable is above 0.7.

Table 25. Construct Reliability Test of Research Variables

Variables	Cronbach's Alpha	Composite Reliability
Green Brand Image	0.883	0.920
Green Product Price	0.915	0.946
Environmental Awareness	0,905	0,935
Perceived Value	0.893	0.926
Purchase Decisions	0.871	0.921

Source: Primary data processed, 2024.

d. Results of Inner Model Testing Relationship Structure of Research Variables

The inner model test is carried out with the aim of seeing whether the relationship between

latent variables, namely exogenous and endogenous constructs, is able to provide answers to questions regarding the relationship between latent variables that have been hypothesized previously. This inner model test or structural test is seen from 3 kinds of values in the SmartPLS data processing that was previously carried out, namely by looking at the Adjusted R Square value and Predictive Relevance (Q^2). The following presents the results of the inner model test in a table.

Table 26. Results of Inner Model Testing of Research Variables

Variables	R ²	R ² Adjusted	Q ²
Perceived value	0.713	0.705	0.501
Purchase decisions	0.623	0.607	0.473

Source: Primary data processed, 2024

Based on the table, the Adjusted R Square value for each variable is above 0.2, which is considered high in consumer behavior science. In marketing research, an Adjusted R Square value above 0.50 for endogenous latent variables indicates a fairly good prediction (Hair et al., 2017). The R² value for Perceived Value is 71.3% and for Purchase Decisions is 62.3%, indicating that the Green Brand Image, Green Product Price, and Environmental Awareness variables explain Perceived Value by 71.3%, while these variables together with Perceived Value explain Purchase Decisions by 62.3%. The rest is influenced by other variables outside this study. The Q² value for Perceived Value of 0.501 and Purchase Decisions of 0.473 indicates that the two variables have good model predictive ability, with a Q² > 0 value indicating predictive relevance (Ghozali, 2021).

Research Hypothesis Test

The results of hypothesis testing in this study use SmartPLS 3.0 software to determine the relationship between variables according to the proposed hypothesis. After running the SEM-PLS algorithm, a path coefficient is obtained which shows the relationship between constructs. This coefficient is valued between -1 and +1, where values close to 1 indicate a strong and statistically significant relationship, while values close to 0 are generally insignificant. Significance is also affected by the standard error of the bootstrapping method, which produces empirical t and p values. If the t value is greater than 1.96 or the p-value is less than 0.05, the path coefficient is considered significant (Sholihin & Ratmono, 2021).

Table 27. Research Hypothesis Test Results

No.	Variables	Regression Coefficient	T-Statistics	P Value	Description	Hypothesis
1.	GBI → PV	0,313	3,078	0,002	Significant	Accepted
2.	GBI → PD	0,108	0,717	0,473	Not Significant	Rejected
3.	GPP → PV	0,160	2,293	0,022	Significant	Accepted
4.	GPP → PD	0,362	3,224	0,001	Significant	Accepted
5.	EA → PV	0,473	5,812	0,000	Significant	Accepted
6.	EA → PD	0,092	0,653	0,514	Not Significant	Rejected
7.	PV → PD	0,324	2,598	0,009	Significant	Accepted

Source: Primary Data Processed, 2024.

Based on table 7, the results of hypothesis testing are green brand image has a positive and significant effect on perceived value with a coefficient of 0.313, t-statistics 3.078 > 1.96, and p-value 0.002 < 0.05, so H1 is accepted. Green brand image has no significant effect on purchase decision with a coefficient of 0.108, t-statistics 0.717 < 1.96, and p-value 0.473 >

0.05, so H2 is rejected. Green product price has a positive and significant effect on perceived value with a coefficient of 0.160, t-statistics $2.293 > 1.96$, and p-value $0.022 < 0.05$, so H3 is accepted. Green product price has a positive and significant effect on purchase decision with a coefficient of 0.362, t-statistics $3.224 > 1.96$, and p-value $0.001 < 0.05$, so H4 is accepted. Environmental awareness has a positive and significant effect on perceived value with a coefficient of 0.473, t-statistics $5.812 > 1.96$, and p-value $0.000 < 0.05$, so H5 is accepted. Environmental awareness has no significant effect on purchase decision with a coefficient of 0.092, t-statistics $0.653 < 1.96$, and p-value $0.514 > 0.05$, so H6 is rejected. Perceived value has a positive and significant effect on purchase decision with a coefficient of 0.324, t-statistics $2.598 > 1.96$, and p-value $0.009 < 0.05$, so H7 is accepted.

Sobel Test (Mediation)

The results of the mediation test output in this study used SmartPLS 3.0 data processing software. Mediation test is conducted to determine the relationship between exogenous and endogenous constructs through connecting or intermediate variables. This means that the effect of exogenous variables on endogenous variables can be direct but can also be through connecting or mediating variables.

Table 28. Mediation Test Results

No.	Variables	Regression Coefficient	T-Statistics	P Value	Description	Hypothesis
1.	GBI □ PV □ PD	0,102	2,009	0,045	Significant	Accepted
2.	GPP □ PV □ PD	0,052	1,548	0,122	Not Significant	Rejected
3.	EA □ PV □ PD	0,153	2,339	0,019	Significant	Accepted

Source: Primary Data Processed, 2024.

Based on table 8, the results of mediation testing are perceived value fully mediates the effect of green brand image on purchase decision with a coefficient of 0.102, where the direct effect is not significant ($p = 0.473 > 0.05$) and the indirect effect is significant ($p = 0.045 < 0.05$). There is no mediation of perceived value on the effect of green product price on purchase decision, with a coefficient of 0.052. The direct effect is significant ($p = 0.001 < 0.05$) but the indirect effect is not significant ($p = 0.122 > 0.05$). Perceived value fully mediates the effect of environmental awareness on purchase decision with a coefficient of 0.153, where the direct effect is not significant ($p = 0.514 > 0.05$) and the indirect effect is significant ($p = 0.019 < 0.05$).

Discussion

In this section, it will be described one by one discussion of the influence between variables whose hypotheses have been put forward in the previous section. Why the results of hypothesis testing in this study are able to support existing research or vice versa, rejecting the results of existing research conclusions.

The Effect of Green Brand Image on Perceived Value

The research shows that improving Starbucks Indonesia's green brand image significantly increases consumers' perceived value by 31%. Environmentally conscious consumers tend to appreciate Starbucks' green image, especially through social media campaigns, although its environmental commitment still needs to be strengthened.

The Effect of Green Brand Image on Purchase Decisions

Green brand image has no significant effect on purchasing decisions. Starbucks' environmental campaign is less effective in influencing consumers to buy, because not all consumers feel the positive impact of the company's environmental commitment.

Effect of Green Product Price on Perceived Value

A 16% increase in the price of Starbucks green products has a positive effect on consumers' perceived value. Environmentally conscious consumers perceive the high price of Starbucks products to be proportional to their quality and positive impact on the environment.

The Effect of Green Product Price on Purchase Decisions

The price of Starbucks green products increased purchase decisions by 38%. Consumers who are willing to pay more for green products feel that the price is worth the benefits received, especially in terms of quality and environmental contribution.

Effect of Environmental Awareness on Perceived Value

Environmental awareness increases consumer perceived value by 47%. Consumers feel that buying Starbucks' eco-friendly products makes a positive contribution to the environment, especially because of the environmental programs offered.

The Effect of Environmental Awareness on Purchase Decisions

Environmental awareness does not have a significant effect on purchasing decisions. Starbucks' environmental campaign is still poorly conveyed, so it is not enough to influence consumers to buy products for environmental reasons.

Effect of Perceived Value on Purchase Decisions

Perceived value has a positive effect on purchasing decisions by 32%. Consumers who perceive more value from Starbucks products, especially regarding quality and environmental impact, are more likely to purchase the product.

Mediation Effect

Perceived value mediates the effect of green brand image and environmental awareness on purchasing decisions, but does not mediate green product price. This means that consumers tend to buy Starbucks products because of the high perceived value associated with green image and environmental awareness, not solely because of product prices. There have been many studies on Green Marketing using the SOR model, but each company has a different approach, both in marketing strategies, products, and consumer behavior. The focus on green marketing stimulus is still rarely researched. Research by Lavuri et al. (2022) shows the importance of green marketing in increasing purchase intentions for organic beauty products through the SOR model. This strategy is relevant for companies like Starbucks Indonesia, which can utilize green marketing to increase business and environmental education.

Tsai et al.'s research also shows that green marketing can influence consumer purchasing decisions by strengthening brand image. These findings can be applied in Starbucks' marketing strategy to improve consumer perceptions of their green products. However, this study emphasizes that consumer purchasing decisions are not only influenced by brands, but

also by aspects such as green brand image, price, and environmental awareness, which shape consumer perceptions before deciding to buy.

4. CONCLUSIONS

This study concluded that green brand image and environmental awareness have a positive effect on perceived value, but are not significant in influencing purchasing decisions for Starbucks products. Green brand image includes brand commitment, value, voice, and target, while environmental awareness includes commitment, responsibility, and long-term environmental concerns. Nonetheless, green product price was shown to have a positive effect on purchasing decisions, especially through strategies such as discounts for using personal containers, which also have a positive impact on the environment. In addition, perceived value acts as a mediator between green brand image and environmental awareness on purchasing decisions, but does not mediate the relationship between green product price and purchasing decisions. These results indicate that green product price has a significant direct relationship with purchasing decisions, while green brand image and environmental awareness still need to be maximized by Starbucks Indonesia.

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