

THE IMPACTS OF GREEN MARKETING AWARENESS ON PURCHASE INTENTIONS OF STARBUCKS IN SEMARANG

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ABSTRACT

This research aims to examine perceptions of corporate social responsibility and product image as a mediating variable in the consumer green marketing awareness variable and consumer purchase intentions in Starbucks consumers in Semarang. This research will be conducted using questionnaire methods. The object of the research is 120 consumers of PT Sari Coffee Indonesia or Starbucks Indonesia products in Semarang City who had purchased Starbucks products more than twice a month. Data analyzed using IBM SPSS 22 program. The results showed that the consumer green marketing awareness was confirmed as the leading factor that positively influence consumer purchase intentions. While the perceptions of corporate social responsibility and product image partially mediate consumer green marketing awareness and consumer purchase intentions.

Keywords : consumer green marketing awareness, perceptions of corporate social responsibility, product image, consumer purchase intentions.

INTRODUCTION

Climate change that is happening in the world today cannot be separated from the impact of human activities. According Ministry of Environment and Forestry (2017) stated that plastic waste is one of the main causes of climate change. According to the International Coffee Organization), about 600 billion paper and plastic cups are distributed worldwide each year and the disposal of plastic glass waste ends up in landfills or at sea as plastic pollution. As reported on starbucks.com, Starbucks estimates they're responsible for about 1% of the total, or 6 billion cups each year. Responding to this climate change to reduce the plastic and paper cups usage problem, Starbucks implementing sets of green marketing and corporate social responsibility activities. Meanwhile, Starbucks experiences several obstacles in implementing its green action. In 2020 Starbucks is experiencing problems with purchase intentions by their consumers. This is shown by the sales problems they faced in 2020. Starbucks announced that they were

experiencing a decline in sales through their official website at investor.starbucks.com. Starbucks announced that they would cut their target of sales growth revenue in 2020. By the end of 2020, based on Starbucks full year fiscal report in 2020 global store sales fell by 19%. Taken the information that was reported on stories.starbucks.com a few years after targeted to serve as much as 25% of its beverages in reusable cups by 2015, Starbucks lowered that target to 5% in 2018 according to their Global Social Report Starbucks served only 1.3% of its drinks in personal reusable cups.

Starbucks CEO Kevin Johnson, through stories.starbucks.com (2021) said that the company's green action efforts while running their business require consumer awareness participation and Starbucks adaptation to consumers behavioural change. Based on the research by Suki in 2018 shows that product image confirmed as the main factor that mediates partially the influence of consumer green marketing awareness to the consumer purchase intentions of organic vegetables, and this followed by CSR. Product image also has a direct influence to purchase intentions in the retail setting (Ko et al, 2013). Research by Suki and Azman (2016) prove that corporate social responsibility partially influences as a mediator of green marketing awareness on consumer purchase intentions in a retail product. The next research by Suki (2018) found that product image and corporate social responsibility (CSR) were confirmed as the main factors that partially mediating the effect of consumer green marketing awareness on consumer purchase intentions in organic vegetables. Based on the consumer purchase intentions problem faced by Starbucks, the researcher wants to find out the influence of green marketing awareness, perceptions of corporate social responsibility, and product image factors to the consumer purchase intentions.

THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Research by Altschwager, Conduit, Bouzdine-Chameeva, & Goodman (2017) stated that consumer purchase intention is the result of the marketing activities of a brand. Green marketing awareness influenced by green marketing, green perceived value, green brand image, dan green brand attribute (Alamsyah et al, 2020).

According to Chang & Yeh in 2017, corporate social responsibility (CSR) is a business commitment to contribute to consumer and employee welfare, community involvement, and issues related to the environment. Other than ethical purposes, businesses may engage in CSR for strategic purposes. CSR can contribute to firm profits if the company report both the positive and negative outcomes of their endeavours (Johnson et al, 2018). With the expectation that the CSR carried out by a corporate can influence consumer purchase intentions. Several factors

influence CSR, there are corporate age, corporate size, and type of industry (Bayoud et al, 2012).

Biel (1992), a product image is a set of associations that consumers perceive in a product. A corporate needs to build a good product image to influence consumer purchase intentions in the product being offered. Schiffman et al (2014) mentioning the factors forming a product image, that is quality, trustworthy, benefit, price, and image of the product.

Relationship Between Green Marketing Awareness and Perceptions of Corporate Social Responsibility

Perceptions of Corporate Social Responsibility of a company can be influence by the consumer awareness of green marketing strategy that we're being done by the company. This supported research conducted by Ko et al (2013), that awareness of green marketing influence good image on the company social responsibility. Embracing green practices is known as a strategy to increase business's CSR (Schubert, Kandampully, Solnet, & Kralj, 2010). To measure the success of a CSR program is to look at the participation of the community and be implemented in a sustainable manner (Setiawan, 2007). Community participation can be in the form of attention they give to CSR programs carried out by a company. This supported by the research by Suki and Azman (2016) where the result showed that green marketing awareness influences corporate social responsibility. Based on the explanation above, the following hypothesis is formulated:

H1 : Consumer green marketing awareness has a positive influence on the perception of corporate social responsibility.

Relationship Between Consumer Green Marketing Awareness and Product Image

According to Kerby (2004) states that product image is influenced by several factors that as the product quality, the services provided, company policies, company reputation, and company marketing activities. One example of the company's marketing activities is green marketing. The product image of a company can be influenced by the consumer awareness of the green marketing strategy that we're being done by the company. This supported research conducted by Ko et al (2013), that awareness of green marketing influence good perception on the company image, such as their product image. Research by by Suki in 2018 also supported the statement, where the result of her research showed that green marketing awareness influences the product image. Based on the explanation above, the following hypothesis is formulated:

H2 : Consumer green marketing awareness has a positive influence on the product image.

Relationship Between Perception of Corporate Social Responsibility and Product Image

Firm establishments with a higher product quality are indeed more likely to be socially responsible (Calveras and Ganuza, 2018). Meanwhile, high product quality is one of the measurement scales of good product image (Biel, 1992). This supported research conducted by Ko et al (2013), that product image influence the good perception on the company image, such as their social responsibility. Research by Suki and Azman (2016) and Suki in 2018 also supported the statement, that the result showed that green marketing awareness influences corporate social responsibility. Based on the explanation above, the following hypothesis is formulated:

H3 : Perception of corporate social responsibility has a positive influence on the product image.

Relationship Between Green Marketing Awareness and Consumer Purchase Intentions

Consumer purchase intentions on a product can be influence by the green marketing strategy that we're being done by the company. This supported research conducted by Ansar (2013), that greenway in advertising and packing their product positively influence the consumer purchase intention. According to Wu and Chen (2014), green marketing awareness by consumer toward a green product has a positive influence on consumer's purchase intention. If the green marketing activities being done by the company could getting the awareness from their consumer, it means that the company could increase their consumer purchase intention on their product. This supported by the research by Suki and Azman (2016) and Suki in 2018 where the result shows that green marketing awareness influencing consumer purchase intentions. Based on the explanation above, the following hypothesis is formulated:

H4 : Consumer green marketing awareness has a positive influence on consumer purchase intentions.

Relationship Between Perception of Corporate Social Responsibility and Consumer Purchase Intentions

Saedi et al (2015) stated in their research that when consumers are faced with the same product quality and price from different companies, consumers will prefer products from companies that contribute to environmental management practices. This was proven in research by Bianchi et al (2019) where the result showed that consumers' perceived corporate social responsibility influence purchase intentions. The good perception that given by the consumer to the company's CSR could increase their intentions in purchasing the company's product. This was also proven in Suki and Azman (2016) and Suki in 2018 where the result showed that corporate social responsibility influence consumer purchase intentions. Based on the explanation above, the following hypothesis is formulated:

H5 : Consumer perceptions of corporate social responsibility has a positive influence on consumer purchase intention.

Relationship Between Product Image and Consumer Purchase Intentions

According to Durianto (2011), purchase intentions is the desire to own a product, purchase intentions will arise when a consumer is affected by the quality of a product, information about the product. Meanwhile high product quality is one of the measurement scales of a good product image (Biel, 1992). This was proven in research by (Wang et al, 2012) where stated product image influences consumer purchase intentions. The same result showed in Suki (2018) research where product image also influences consumer purchase intentions. Based on the explanation above, the following hypothesis is formulated:

H6 : Product image has a positive influence on consumer purchase intention.

Perceptions of Corporate Social Responsibility as Mediating Variable

Green marketing is based on the CSR principle that is the triple-bottom-line (people, profit, planet), which characterizes green marketing as the marketing of products that are supposed to be environmentally friendly (Witjes et al, 2017). This in line with Ko et al (2013) research where awareness of green marketing influence a good image on the company social responsibility. The main goal of green marketing is to present consumers with the importance of protecting the environment in the context of product consumption (Moravcikova, Krizanova et al, 2017). It means that the same goal between green marketing and its good CSR program could make perceptions on CSR becoming the mediator on consumer purchase intentions so that the environmental product consumption goals are achieved. This in line with Suki and Azman (2016) and Suki in 2018 where the result stated that perceptions of corporate social responsibility mediating the awareness of green marketing on consumer purchase intention. Based on the explanation above, the following hypothesis is formulated:

H7 : Perception of corporate social responsibility is a mediator in green marketing awareness and consumer purchase intentions.

Product Image as Mediating Variable

According to Wu et al (2015), green image, risk, value, and perceived usefulness of a product are key determinants of purchase intention. The green image of a company could be delivered to the consumer by raising their awareness by green marketing implemented by the company. This was proven in research by Ko et al (2013), that awareness of green marketing influence good perception on the company image, such as their product image. When the consumer is having awareness on company green marketing activities, they will also give a good image on the company's product. This proven in the research by Suki in 2018 where

product image mediating the awareness of green marketing on consumer purchase intention. Based on the explanation above, the following hypothesis is formulated:

H8 : Product Image is a mediator in green marketing awareness and consumer purchase intentions.

RESEARCH METHODOLOGY

Research Variable

The variables used in this research are the consumer purchase intentions variable, the consumer green marketing awareness variable, the perceptions of corporate social responsibility variable, and the product image variable that measured using a Likert scale. The indicators of consumer purchase intentions are quality and price of the product, product recommendation by the consumer, continuity of product purchases against competitors' products (Ko et al, 2013; Winter, 1986). The indicators of green marketing awareness are the consumer is aware that the advertisements distributed in an environmentally friendly way, the product sells on a green label, the store buildings are environmentally friendly, and corporate operate an environmentally friendly store to sell environmentally friendly products (Kim, 2002). The indicators perception of CSR is consumer opinion about the corporate's contribution to community development, the corporate's efforts in environmental protection corporate's efforts in building ethical business management, and corporate's contribution to national development (Ko et al, 2013; Winter, 1986). The indicators of product image are consumers have the perception that the product has high quality, the company fulfils their needs, and the products are made with sophisticated techniques (Ko et al, 2013; Winter, 1986).

Research Sample

The sample uses in this study were some of the prospective consumers of Starbucks in Semarang. The sampling technique uses a sample size of 120 respondents. This number complies with Roscoe (1975) proposed the rule of thumb to follow when determining sample size, which is the number of participants in a questionnaire should belarger than 30 and less than 500. Roscoe (1975) mentioned that in multivariate research like multiple regression analysis, the sample size should be at least preferably 10 times or more as large as the number of variables in the study. In this research, there are a total of 4 variables for multiple regression analyses. Therefore, the sample size of 120 is appropriate.

Analysis Method

To analyze the research problem will use simple and multiple regression methods with the help of the IBM SPSS version 22 software program. To test the effect of the intervening variables, the analysis method is used path analysis. The equation in this model consists of three stages, namely:

$$P1 \rightarrow Y1 = b_1X_1 + e_1$$

$$P2 \rightarrow Y_2 = b_1X_1 + b_2X_2 + e_1$$

$$P3 \rightarrow Y2 = b1 X1 + b2 X2+ b3 X3 + e1$$

Explanation :

Y₁ = CSR (Perception of Corporate Social Responsibility)

Y₂ = PI (Product Image)

Y₃ = CPI (Consumer Purchase Intentions)

b₁ = Regression Coefficient GMA (Consumer Green Marketing Awareness)

b₂ = Regression Coefficient CSR (Perception of Corporate Social Responsibility)

b₃ = Regression Coefficient PI (Product Image)

e = Residual

According to Ghozali (2018), testing the mediation hypothesis can be done using the Sobel test procedure. The significance of the indirect effect is done by calculating the t value of the coefficient. The results of the calculation of the significance of the sobel test can be concluded that there is an influence mediation if the table t count > t table value.

RESULT AND DISCUSSION

After fulfilling the validity, reliability, and classic assumptions test. The F-test, adjusted R², t-test, and mediation test were carried out using path analysis and the sobel test as follows:

Table 1
Results of the F Test

Model	F	Sig.
GMA → CSR	66.255	.000 ^b
GMA, CSR → PI	34.049	.000 ^b
GMA, CSR, PI → CPI	46.249	.000 ^b

Source: SPSS Output, 2020

The calculation results obtained an F value and a significance value of 0.000. Because the significance value is smaller than the confidence level (5%), meaning there is a significant effect between independent variable(s) towards dependent variable or model are feasible (goodness of fit).

Table 2
Results of the Adjusted R²

Model	Adjusted R²
GMA → CSR	0.354
GMA, CSR → PI	0.357
GMA, CSR, PI → CPI	0.533

Source: SPSS Output, 2020

The coefficient determination value (Adjusted R²) are shown above, it means that there are only 35,4%, 35,7%, and 53,3% of dependent variable that explained by independent variable(s). Meanwhile, the rest value of 64,6%, 64,3%, and 46,7% explained by the other factors outside the model.

Table 3
Results of the T-Test

Model	T	Sig.
GMA → CSR	8.140	.000
GMA → PI	0.498	0.619
CSR → PI	6.293	0.000
GMA → CPI	2.755	0.007
CSR → CPI	3.790	0.000
PI → CPI	4.077	0.000

Source: SPSS Output, 2020

Based on the partial test result, it shows the t and the significance value. Because the significance value is less than 5% for all model, there is a positive significant influence between the independent variable to the dependent variable. Meanwhile, the green marketing awareness to product image have significance value more than 5% means there is no positive significant influence between green marketing awareness to product image.

Mediation Analysis Result

Path Analysis

Consumer green marketing awareness on consumer purchase intentions = 0,216

Indirect influence through corporate social responsibility = $(0,600) \times (0,343) = 0,206$

Total influence = $0,216 + 0,269 = 0,422$

Consumer green marketing awareness on consumer purchase intentions = 0,216

Indirect influence through product image = $(0,046) \times (0,321) = 0,015$

Total influence = $0,216 + 0,015 = 0,231$

Sobel Test

$$\begin{aligned} \text{GMA on CPI} &= 0,216 \\ \text{Indirect influence through CSR} &= (0,600) \times (0,343) = 0.206 \end{aligned}$$

$$\begin{aligned} \text{GMA on CPI} &= 0,216 \\ \text{Indirect influence through PI} &= (0,046) \times (0,321) = 0.015 \end{aligned}$$

Perception of corporate social responsibility and product Image mediates the effect of Consumer Green Marketing Awareness on Consumer Purchase Intentions even though the mediation effect is relatively weak.

Discussion

Hypothesis 1 testing proves a direct influence between consumer green marketing awareness and perception of corporate social responsibility. It means that the consumers are having more awareness on Starbucks green marketing that their product are made from eco-friendly materials. Starbucks activities such as reducing the use of plastic straws by designing sippy cups, selling official Starbucks Tumblr, giving a 50% discount on the 22nd every month for every purchase of drinks using Starbucks Tumblr are being advertised on the most used platform by the consumer that is online sites. Based on the result of the question to the source of green marketing information, most consumers know that green marketing programs are carried out on online sites and followed by word of mouth. This green marketing awareness leading the consumer to have a good perception that Starbucks playing a role in building up national development by implementing their corporate social responsibility activities. The results of this study support previous research by Suki and Azman (2016).

Hypothesis 2 were rejected. Thus, consumer awareness of the green marketing programs carried out by Starbucks does not influence Starbucks product image. One of the indicators of a good product image is good product and service quality. According to the result of the respondent answers on the questionnaire to their reasons in purchasing, 105 respondents or 68,2% of 120 respondent having intentions to purchase Starbucks product because of the product quality. While looking at the preliminary interview result the most popular green marketing activities carried out by Starbucks that the respondents are aware of is the sippy cups design and a 50% discount on the 22nd every month for every purchase of drinks using Starbucks Tumblr. Meanwhile, these two green marketing are more influence the packaging of the product rather than their main product that is beverages or it's coffee. Most of this respondent possibly having the perception that the green packaging didn't influence the quality

of Starbucks' main product that is their beverages or coffee. The same also happens with the service quality indicator. Service quality having the highest loading factor value among other PI items. The problem found in the answer of the respondents on the preliminary test that most of this respondent didn't aware that the good quality given by Starbucks is also a result of one of Starbucks green marketing implementation, that is Green Building Program. In this research, the result is different from Suki in 2018. Consumer green marketing awareness does not have a significant effect on Starbucks product image. It can happen as a result of low consumer green marketing awareness in Starbucks green marketing impact, especially in the Green Building Program.

Hypothesis 3 testing proves there is a direct effect between the perception of corporate social responsibility and product image. While green marketing awareness didn't influence product image, the good perception of Starbucks corporate social responsibility activities influencing product image. One of Starbucks corporate social responsibility activities such as C.A.F.E (Coffee And Farmers Equity) practices including one of four guidelines, namely product quality. The farmers who sell their coffee beans to Starbucks already implementing C.A.F.E practices which shows that the farmer has to produce good product quality of their coffee beans. These coffee beans will make the consumer to having the perception that Starbucks producing good quality coffee because their coffee beans are produced of good quality too. The good image of Starbucks for having good product quality proven in the result of the respondent answers on the questionnaire to their reasons in purchasing, 105 respondents or 68,2% of 120 respondent having intentions to purchase Starbucks product because of the product quality. The research results support previous research by Suki in 2018.

Hypothesis 4 testing proves there is a direct influence between consumer green marketing awareness and consumer purchase intentions. According to its loading factor value in the r count result, with the highest score on item GMA1. Meanwhile based on the preliminary interview result the most popular green marketing activities carried out by Starbucks that the respondents are aware of is the sippy cups design and a 50% discount on the 22nd every month for every purchase of drinks using Starbucks Tumblr. It means that the consumers' awareness of these two popular green marketing activities by Starbucks will lead the consumer to purchase Starbucks product compared to Starbucks competitors. This is proven in the loading factor value in the r count result, with the highest score on item CPI3. The results of this research support previous research by Suki and Azman (2016) and Suki in 2018.

Hypothesis 5 testing proves there is a direct influence between the perception of corporate social responsibility and consumer purchase intentions. According to its loading factor value in the r count result, with the highest score on item CSR4. It means that the consumers are sharing the perception that Starbucks contributes to society and the environment in building up national development through its corporate social responsibility. A good assessment of the implementation of Starbucks corporate social responsibility activities will shape consumer purchase intentions in Starbucks products. It means that the consumer's good perceptions of the Starbucks corporate social responsibility will lead the consumer to purchase Starbucks product compared to Starbucks competitors. This support the research conducted by Suki and Azman, 2016, Suki in 2018, Mulaessa & Wang, 2017, and Kahimpong and Tielung in 2016).

Hypothesis 6 testing proves there is a direct influence between the product image and consumer purchase intentions. It means that mostly, the consumers are satisfied with the service quality provided by Starbucks. Starbucks improves the quality of their selected coffee beans through the perfect roasting process. Starbucks provides "The Starbucks Experience" that can meet the needs of consumers in purchasing Starbucks coffee. Starbucks also uses sophisticated technology such as an AI-tech machine called Deep Brew to meet the consumer's needs. By increasing their product image, they will increase the purchase intentions of Starbucks consumers. Where in the process of making Starbucks products itself, it also considers efforts to save the environment. This makes consumers more interested in purchasing and recommending Starbucks products compared to other similar products (Ko et al, 2013; Winter, 1986). This support the research conducted by Suki and Azman (2016) and Suki in 2018.

Hypothesis 7 testing proves that the value of the direct influence is higher than the indirect influence. Based on the mediation analysis test result using path analysis and Sobel test the direct influence value is higher than the indirect influence through the perception of corporate social responsibility value. It can be concluded that the partial mediation effect is happening through the perception of corporate social responsibility. The perspective consumers tend to believe that Starbucks implementing green marketing is more into profit reasons rather than having an awareness that it's also Starbucks ways to overcome the climate change. According to preliminary interview results, the most popular Starbucks green marketing is giving a 50% discount on the 22nd of every month for every purchase of drinks using Starbucks Tumblr. Despite being a weak mediator, consumers' perceptions that Starbucks has contributed to society and the environment can also influence consumer awareness of green marketing to their purchase intentions. This can be caused by consumers opinion that corporate social

responsibility activities haven't contributed much to the community in Semarang City. This support the research conducted by Suki and Azman (2016).

Hypothesis 8 testing proves that the value of the direct influence is higher than the indirect influence. Based on the mediation analysis test result using path analysis and Sobel test the direct influence value is higher than the indirect influence through product image. It can be concluded that the partial mediation effect is happening through product image. The perspective consumers tend to believe that Starbucks implementing green marketing is more into profit reasons rather than having an awareness that it's also Starbucks ways to overcome the climate change. According to preliminary interview results, the most popular Starbucks green marketing is giving a 50% discount on the 22nd of every month for every purchase of drinks using Starbucks Tumblr. Meanwhile, based on the result of the hypothesis 2 test, the consumer's awareness of green marketing didn't influence product image. Consumers need to raise their awareness on how the green action of every parties surrounding them including Starbucks Indonesia, is one of their way to overcome the climate change problem. Despite being a weak mediator, Starbucks' good product image can also influence consumer purchase intentions. This can be because Starbucks product image also formed by the quality of Starbucks products and services. Based on the preliminary interview results, mostly the consumers didn't aware that their satisfaction in Starbucks service quality is one of the results of the Starbucks green marketing implementation that is the Green Building Program. This support the research conducted by Suki and Azman (2016) and Suki in 2018.

CONCLUSION AND LIMITATIONS

Starbucks can increase consumer awareness by publishing their green marketing activities using online media as the most frequently used platform by consumers and the public. Starbucks also need to raise consumer awareness on their least popular green marketing program that is Green Building Program. Meanwhile, the perception of corporate social responsibility didn't influence product image. Another consideration to increase their consumer purchase intentions, Starbucks can increase and expand its corporate social responsibility activities to the community in other areas in Indonesia, especially Semarang City so that consumers in Semarang City are aware of Starbucks' contribution to the environment and the community around them. Starbucks needs to increase consumer green marketing awareness rather than by the perception of corporate social responsibility and product image. However, it's also an important consideration to improving the perception of corporate social responsibility and product image since this research result shows that both partially mediates consumer green marketing awareness on consumer purchase intentions.

The limitation of this research is the limited number of questions in the questionnaire so the information obtained may not reflect consumer opinions on items in detail. The results of the questionnaire from several respondents could not be used in this study. Research results cannot be generalized outside the Starbucks consumer in Semarang City. Some Starbucks consumer in Semarang is still complaining about the price of the product that a little high. In future research, a suggestion may add more sample. The research could be done in other areas in Indonesia and abroad. It is recommended to use the price variable as an independent variable.

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