

The Influence of Green Marketing, Consumer Tastes and Lifestyle on Purchase Decisions Through Brand Image as an Intervention Variable (Case Study of Tupperware Drinking Bottle Consumers in Semarang City)

Anis Meilinda Putri¹, Heri Prabowo², Ira Setiawati³

¹Universitas Persatuan Guru Republik Indonesia Semarang, Indonesia,
anismelindaputri@gmail.com

²Universitas Persatuan Guru Republik Indonesia Semarang, Indonesia, heriprabowo@upgris.ac.id

³Universitas Persatuan Guru Republik Indonesia Semarang, Indonesia, irasetiawari@upgris.ac.id

Abstract

This study aims to determine the influence of Green Marketing, Consumer Preferences, and Lifestyle on Purchase Decisions with Brand Image as an Intervention Variable (Case Study of Tupperware Water Bottle Consumers in Semarang City). The data collection method used in this study involves giving questionnaires to respondents who meet the criteria. The data was then analyzed using SmartPLS version 4 with a sample size of 100 respondents. The novelty of this study lies in the addition of different variables, as well as the inclusion of different intervention variables and research locations, resulting in different findings. The results of this study show that green marketing and lifestyle affect brand image, while consumer preferences do not affect brand image. Green marketing and lifestyle influence purchasing decisions, while consumer preferences do not influence purchasing decisions. The results of this study also show that brand image influences purchasing decisions. In addition, the results of this study show that brand image does not affect the relationship between green marketing, consumer preferences, and lifestyle in purchasing decisions.

Keywords: *Green Marketing, Consumer Preferences, Lifestyle, Purchase Decisions, Brand Image.*