The Influence of Brand Image, Green Marketing, and Environmental Awareness against the Green Purchasing Decisions of Adidas Sport Shoes

Chairiwanisa Firdaus[1]; Yanto Ramli [2*]

[1] *firdausanisa166@gmail.com Universitas Mercu Buana, Indoensia*
[2] *yantoramli18@gmail.com Universitas Mercu Buana,Indonesia*
*) Corresponding Author

ABSTRACT

This study aims to analyze brand image, green marketing, and environmental awareness on green purchasing decisions for Adidas shoes. The population in this study consists of consumers who know and have bought Adidas shoes at least once. the sample used was 155 Indonesian people aged 18-30 years and calculated according to the Hair formula. Sampling method using Purposive Sampling. The data collection method uses a survey method, with the research instrument being a questionnaire. The data analysis method used is Partial Least Square. This study proves that brand image has a positive and significant effect on green purchasing decisions. Green marketing has a significant effect on green purchasing decisions. Environmental awareness has a significant effect on green purchasing decisions.

Keywords: *Brand Image; Green Marketing; Environmental Awareness; Green Purchasing Decision.*

INTRODUCTION

Humans and the environment have an inseparable relationship. Humans always need natural resources in their daily lives, starting from air, water, soil, plants and others. Human needs for natural resources continue to increase all the time, both renewable and non-renewable resources.

Environmental problems are the most common problems in the environment of various countries in the world, including Indonesia. These environmental problems are very important because the quality of the environment will affect the quality of human life directly and in the future. One of the factors of this problem is the increasing population.

The increase in population has a negative impact on the environment. Indonesia is one of the countries with the largest population in the world. With this, the increase in the population of Indonesia must be balanced to support the needs of human life or a sustainable environment. The increasing population and community activities will cause an increase in waste generation, which will make the current waste management infrastructure insufficient. The increasing population of Indonesia can be a driver of positive change, if it involves all people in the development of the country.

Adidas is a company engaged in clothing, footwear, and sports accessories. The company was first founded by a man named Adolf Dassler or better known as Adi Dassler in Germany. Adidas markets fashion and lifestyle products that are popular among teenagers and young adults, then began to be

known as the clothing and sports equipment industry and began to be used by athletes in the Olympics, World Cup, and other sporting events. Adidas is part of the world of sports in all fields, offering sports accessories that have artistic value in each of its products.

Opportunities are one aspect that includes the environment that can be utilized by companies to advance or develop the company (S Nugroho, 2020). Environmental damage has a major impact on the global marketing phenomenon. Forcing companies to create innovations for more environmentally friendly products. Adidas is a global sports brand that has taken steps to increase sustainability and environmental awareness. Adidas applies the 3R campaign (reduce, reuse, recycle) as a form of its participation in reducing the amount of waste produced and reusing recyclable waste.

Adidas uses eco-friendly materials, using recycled materials that aim to reduce the environmental impact of their product production. Adidas also collaborates with Parley for the Oceans, an environmental organization. Adidas invites its consumers to contribute to the environment by wearing stylish apparel from head to toe.

Indonesian consumers are among the most proactive in Southeast Asia in supporting sustainability and green practices. They are increasingly prioritizing sustainability in their shopping behavior, seeking to reduce negative impacts on the environment.

Table 1
Top Brand Index of Sports Shoes in Indonesia

Brand	2020	2021	2022	2023	2024
Adidas	42.30	43.00	38.80	38.00	32.50
Converse	6.90	7.50	11.00	7.50	10.60
Nike	16.70	19.10	16.20	17.10	23.30
Puma	15.30	14.90	12.70	11.80	10.80
Reebok	5.40	8.30	7.50	10.20	9.30

Source: topbrandaward.com

Table 1 above can be seen that Adidas is included in the Top Brand brand which indicates that Adidas is a product brand that is in great demand by consumers. Although in 2020-2024 Adidas experienced a decline, this company is still looking for ways to remain a shoe that is favored by consumers. Adidas is increasing green purchasing towards the community in an effort to reflect changes in consumer behavior and increased awareness of environmental issues. Adidas is adapting by integrating sustainable practices throughout its supply chain. In addition, Adidas innovates to meet consumer demands for environmentally friendly products. Consumers today tend to choose products that have a positive impact on the environment.

Adidas has maintained its position as a Top Brand with its positive image, innovative designs and commitment to quality. This keeps it the top choice for lovers of quality and stylish shoes. Adidas is known as a popular sports shoe brand and has been awarded the Top Brand Award thanks to its strong image and trend-setting designs. This contributes to Adidas' success as a desirable brand. A strong brand image helps build a positive reputation among consumers.

LITERATURE REVIEW

Marketing Management

According to Kotler and Keller (2017), marketing management is a market and a goal to attract, retain, and increase consumers by creating and providing good quality sales. According to Astuti and Amanda (2020), marketing management involves aspects of the art and science of selecting target markets, as well as efforts to acquire, retain, and increase the number of customers by creating, delivering, and communicating superior customer value.

Green Purchase Decision

According to Kotler and Armstrong (2017), the purchase decision is a pre-purchase stage which includes all consumer activities that occur before the purchase transaction and product usage. This stage includes three processes, namely identification of needs, information search and evaluation of alternatives. According to Tjiptono and Diana (2016), stating a purchase decision is a pre-purchase stage that includes all consumer activities that occur before the purchase transaction and product usage. This stage includes three processes, namely identification of needs, information search and evaluation of alternatives

Brand Image

According to Coaker (2021), brand image can be explained as a reinterpretation of all perceptions that consumers or customers have of a brand, which is formed through their information and experiences with the brand in the past. According to Kotler and Keller (2016), brand image is consumers' perceptions of a brand as a reflection of the associations that exist in consumers' minds.
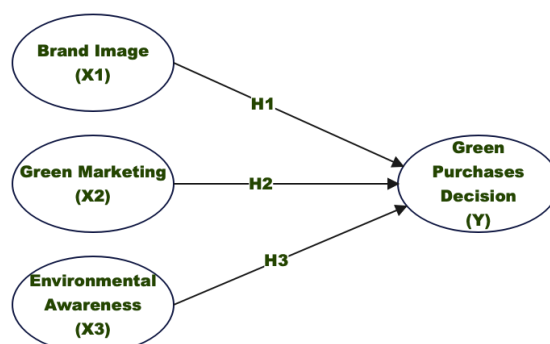
Green Marketing

According to Latuni, et al (2023) green marketing is a marketing strategy concept where producers who care about the environment market their products to consumers who also care about the environment. According to Salam & Sukiman (2021) green marketing does not merely offer environmentally friendly products but the production process must also be environmentally friendly.

Green Awareness

According to Marwardi (2023), environmental awareness refers to an individual's understanding and concern for the environment and the consequences of their behavior on the environment. This includes awareness of how individual actions can affect overall environmental conditions. According to Huda, et al (2023), environmental awareness encourages consumers to prioritize their values towards the environment, including in their consumption decisions. Those who care about the environment prefer environmentally friendly products as the best choice to support their environment.

Figure 1
Framework

Description:

1. Independent variables, whose value is not directly related to other values, variables are given the symbol (X), among others:

    X1 : Brand Image

    X2 : Green Marketing

    X3 : Environmental Awareness

2. The dependent variable, the variable whose value depends on other variables is given the symbol (Y)

    Y : Green Purchasing Decision

METHOD
Time and Place of Research

This research process begins with identifying existing problems, formulating problems, and collecting basic theories to strengthen the basis of each variable. Furthermore, the preparation of data collection methods, preparation of instruments, data processing, and writing of results reports, until the presentation of overall results. This research began in March 2023 until March 2024. While the place of research conducted is Adidas shoes in Indonesia. In this study the authors analyzed how the influence of Brand Image, Green Marketing, and Environmental Awareness on Green Purchasing Decisions for Adidas shoe products in Indonesia.

Research Design

The research method used is a quantitative approach, which is a scientific approach to collecting data with specific objectives. This quantitative approach is based on the philosophy of positivism, which uses populations or samples and data collection that focuses on statistics to test predetermined hypotheses (Sugiyono, 2022). With the aim of the research conducted, namely to determine the effect of Brand Image, Green Marketing, and Environmental Awareness on Green Purchasing Decisions for Adidas shoe products in Indonesia.

Measurement Scale

Sugiyono (2022) explains that the Likert scale is used to measure the attitudes, opinions, and perceptions of a group or individual towards a certain social phenomenon. In research, researchers determine specific social phenomena that will be used as research variables.

Population and sample

According to Sugiyono (2022: 80), population is a general area that includes objects or subjects that have certain qualities and characteristics determined by researchers to study and to draw conclusions after the research is carried out. Population is not limited to human individuals, but can also include objects and other natural objects.

In addition, the population does not only include the total number of objects or subjects being studied, but also includes all the characteristics and properties possessed by the subject or object. In this study, to support the smooth running of the research, the researchers determined that the population to be studied was a group of people aged 15-30 years in Indonesia, in this study the population was specifically teenagers who had bought products and used Adidas shoes.

Data Analysis Method

The analysis used in this study is Partial Least Square (PLS), which is defined as a statistical procedure for simultaneously estimating a system of equations called Structural Equation Modeling (SEM). Where x and y are indicators or manifest variables for exogenous and endogenous latent variables ξ and η, while $\wedge x$ and $\wedge y$ are loading matrices that describe simple regression coefficients connecting latent variables and their indicators. Residuals measured by εx and εy can be interpreted as measurement error or noise (Ghozali, 2018: 189).

RESULT AND DISCUSSION
Data Quality Test Results

  1. Outer Model
    a. Convergent Validity

Convergent Validity testing of the measurement model with reflexive indicators is assessed based on the correlation between the item score or component score and the construct score calculated by PLS. Individual indicators are considered valid if they have a correlation value above 0.50. By looking at the output results of the correlation between indicators and their constructs as shown in the table and structural figure below:

Source: Output PLS,2024
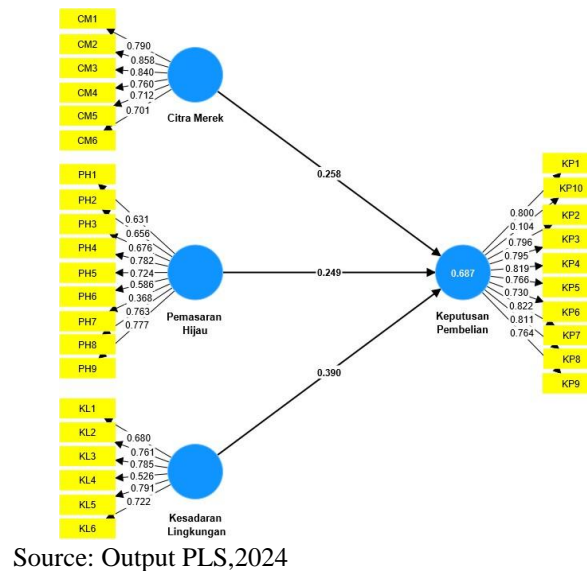
Based on Table 2 and Figure 2 above, it can be seen that indicators KP10, and PH7, have a loading factor value of less than 0.50. Therefore, these indicators will be removed from the model. The following are the output results of indicator removal and recalculation:
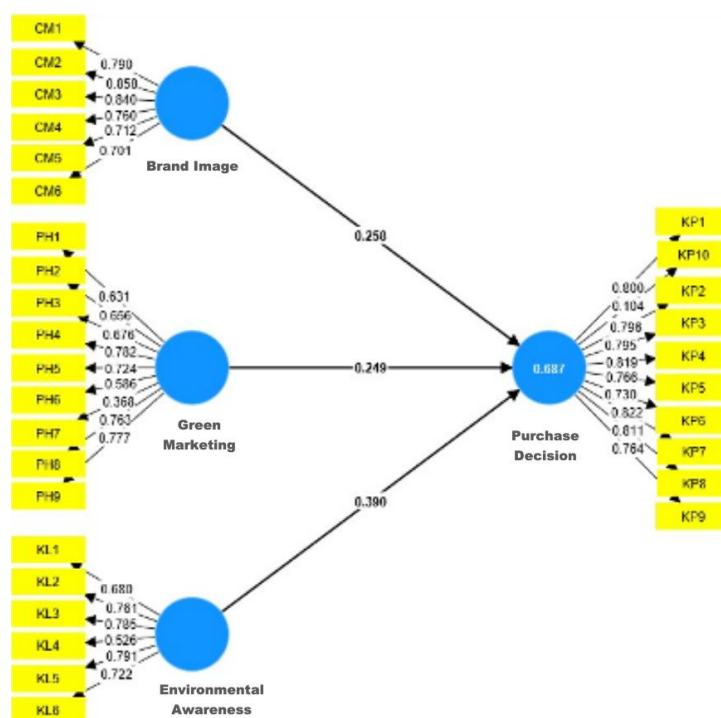
Table 2
Convergent Validity Test Results (modified)

Variable	Indicator	Outer Loading	Description
Brand Imange	CM1	0,790	valid
	CM2	0,858	valid
	CM3	0,840	valid
	CM4	0,761	valid
	CM5	0,712	valid
	CM6	0,701	valid
Environmental Awareness	KL1	0,680	valid
	KL2	0,761	valid
	KL3	0,785	valid
	KL4	0,526	valid
	KL5	0,791	valid
	KL6	0,722	valid
Purchase Decision	KP1	0,800	valid
	KP2	0,796	valid
	KP3	0,795	valid
	KP4	0,819	valid
	KP5	0,765	valid
	KP6	0,729	valid
	KP7	0,823	valid
	KP8	0,811	valid
	KP9	0,764	valid
	PH1	0,649	valid

Variable	Indicator	Outer Loading	Description
Green Marketing	PH2	0,675	valid
	PH3	0,690	valid
	PH4	0,785	valid
	PH5	0,724	valid
	PH6	0,590	valid
	PH8	0,751	valid
	PH9	0,780	valid

Source: Output PLS (2024)

Figure 3
PLS Algorithm Results

Source: Output PLS

The results of the modified convergent validity test in Figure 3 and Table 3, it can be seen that all indicators have met convergent validity because they have a loading factor value above 0.50.

b. Discriminant Validity

Discriminant validity testing, namely reflective indicators, can be seen in the cross loading between indicators and their constructs. An indicator can be declared valid if it has the highest loading factor for the intended construct compared to the loading factor for other constructs.

Table 3
Discriminant Validity Test Results (Cross loadings)

	Brand Image	Purchase Decision	Environmental Awareness	Green Marketing
CM1	0,790	0,700	0,696	0,660
CM2	0,858	0,696	0,641	0,671
CM3	0,840	0,676	0,644	0,697
CM4	0,761	0,448	0,441	0,625
CM5	0,712	0,388	0,375	0,593
CM6	0,701	0,401	0,399	0,639
KL1	0,444	0,466	0,680	0,572
KL2	0,559	0,558	0,761	0,646
KL3	0,498	0,599	0,785	0,600
KL4	0,342	0,367	0,526	0,412
KL5	0,582	0,629	0,791	0,632
KL6	0,597	0,649	0,722	0,596
KP1	0,658	0,800	0,722	0,696
KP2	0,648	0,796	0,637	0,624
KP3	0,563	0,795	0,605	0,549
KP4	0,587	0,819	0,632	0,603
KP5	0,537	0,765	0,510	0,520
KP6	0,408	0,729	0,475	0,457
KP7	0,579	0,823	0,589	0,609
KP8	0,526	0,811	0,579	0,528
KP9	0,691	0,764	0,686	0,745
PH1	0,636	0,373	0,448	0,649
PH2	0,636	0,436	0,451	0,675
PH3	0,681	0,470	0,531	0,690
PH4	0,655	0,654	0,649	0,785
PH5	0,560	0,612	0,614	0,724
PH6	0,388	0,398	0,478	0,590
PH8	0,596	0,630	0,632	0,751
PH9	0,574	0,623	0,706	0,780

Source: Output PLS, 2024

Table 4 shows that the value of each variable produces a large cross loading value in making comparisons between variables in the statements used to represent them.

Another method to see discriminant validity is to look at the square root value of the average variance extracted (AVE) of each construct with the correlation between the construct and other constructs in the model, then it can be said to have a good discriminant validity value.

Table 44
AVE Testing Results

Variabel	AVE
Brand Image	**0,607**
Purchase Decision	**0,624**
Environmental Awareness	**0,514**
Green Marketing	**0,502**

Source: Output PLS, 2024

Based on Table 5, it shows that the Average Variance Extracted (AVE) test for each variable has a value of more than 0.5. Therefore, the value of all constructs has met the criteria for good discriminant validity.

Table 5
Discriminant Validity Test Results (Fornell Lacker Criterium)

	Brand Image	Purchase Decision	Environmental Awareness	Green Marketing
Brand Image	**0,779**			
Purchase Decision	0,743	**0,790**		
Environmental Awareness	0,716	0,716	**0,717**	
Green Marketing	0,628	0,662	0,611	**0,708**

Source: Output PLS, 2024

From Tables 5 and 6 it can be concluded that the square root of the average variance extracted ($\sqrt{(AVE)}$) for each construct is greater than the correlation between one construct and another construct in the model. The AVE value based on the table above, it can be concluded that the constructs in the estimated model meet the discriminant validity criteria.

c. *Composite Reliability* and *Cronbach's Alpha*

Testing composite reliability and Cronbach's alpha aims to test the reliability of instruments in a research model. If all latent variables have a composite reliability value and Cronbach's alpha ≥ 0.7, it means that the construct has good reliability or the questionnaire used as a tool in this study is reliable or consistent.

Table 6
Composite Reliability & Cronbach's Alpha Test Results

Variable	Cronbach Alpha's	Composite Reliability	Description
Brand Image	0,874	0,902	Reliabel
Purchase Decision	0,925	0,937	Reliabel

Environmental Awareness	0,807	0,862	Reliabel
Green Marketing	0,858	0,889	Reliabel

Source: Output PLS, 2024

Based on Table 7, the results of testing composite reliability and Cronbach's alpha show a satisfactory value, because all latent variables have a composite reliability value and Cronbach's alpha ≥ 0.70. This means that all latent variables are said to be reliable.

2. Inner Model

Inner model testing is the development of conceptual and theory-based models in in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework.

a. R-Square

Table 7
Endogenous Variable R^2 Value

Endogenous Variable	R-square
Purchase Decision	0,681

Source: Output PLS, 2024

The structural model indicates that the model on the Purchase Decision variable can be said to be strong because it has a value above 0.67. The model of the influence of independent latent variables (Brand Image, Environmental Awareness, and Green Marketing) on Purchasing Decisions provides an R-square value of 0.681 which can be interpreted that the variability of the Purchasing Decision construct that can be explained by the variability of the Brand Image, Environmental Awareness, and Green Marketing constructs is 68.1% while 31.9% is explained by other variables outside those studied.

b. Q-*Square*

A Q-square value greater than 0 (zero) indicates that the model has predictive relevance. The Rsquare value of each endogenous variable in this study can be seen in the following calculation:
The predictive relevance value is obtained by the formula:

$Q^2 = 1 - (1 - R1)(1 - R_p)$
$Q^2 = 1 - (1 - 0,681)$
$Q^2 = 1 - (0.319)$
$Q^2 = 0.681$

The results of the above calculations show a predictive-relevance value of 0.681, which is greater than 0 (zero). This means that 68.1% of the Purchasing Decision (dependent variable) is explained by the independent variables used. Thus the model is said to be feasible to have a relevant predictive value.

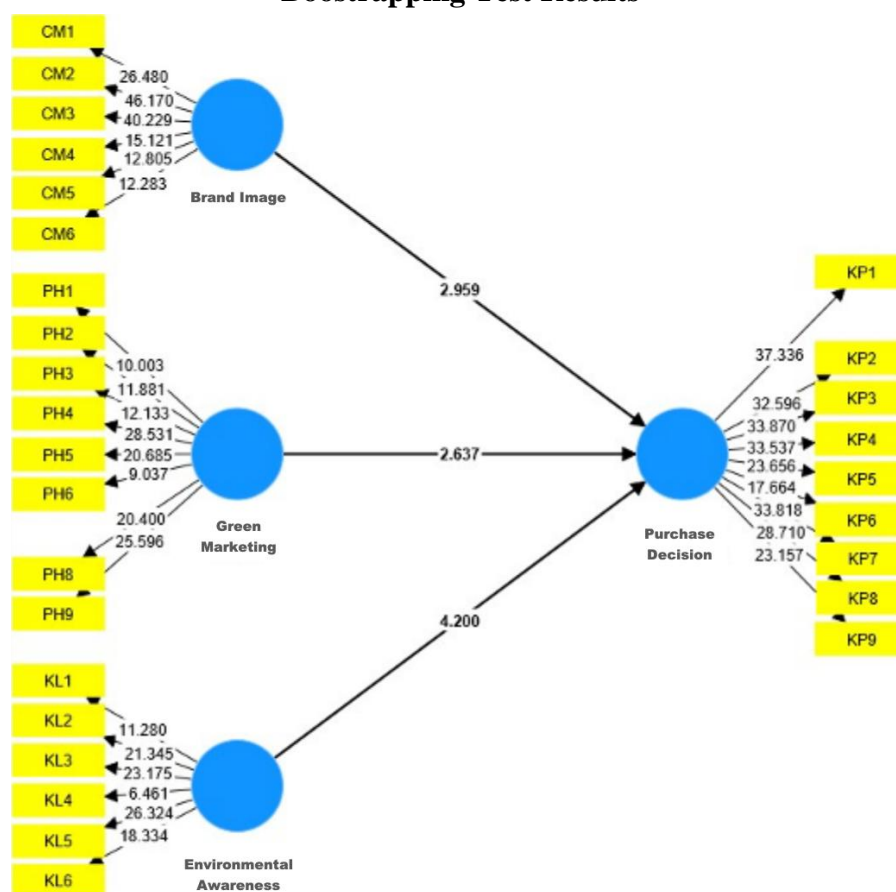### c. Hypothesis Testing Results

The estimated value for the path relationship in the structural model must be significant. The significance value of this hypothesis can be obtained with the boostrapping procedure. Seeing the significance of the hypothesis by looking at the parameter coefficient value and the significance value of the T-statistic in the boostrapping algorithm report. To determine whether it is significant or insignificant, it can be seen from the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared with the T-count (T-statistic).

Table 8
Hypothesis Testing Results

	Original Sample	Standard Deviation	T-Statistics	P Values	Description
Brand Image → Purchase Decision	0,296	0,100	2,959	0,000	Positive - Significant
Green Marketing → Purchase Decision	0,276	0,105	2,637	0,001	Positive - Significant
Environmental Awareness → Purchase Decision	0,422	0,100	4,200	0,000	Positive - Significant

Source: Output PLS, 2024

Figure 4
Boostrapping Test Results

Source: Output PLS, 2024

d. Discussion
1. The Effect of Brand Image on Green Purchasing Decisions

Based on the hypothesis test in this study, the results obtained a T-statistic value of 2.959, an original sample value of 0.296, and a P Values value of 0.000. The T-statistic value is greater than the Ttable value of 1.96, the original sample value shows a positive value, and the P Values value shows a value of less than 0.05, these results indicate that Brand Image has a significant positive effect on Purchasing Decisions.

This is because Adidas has a specialty that distinguishes it from other shoe brands in the use of recycled materials for their green shoes and consumers have the assumption that Adidas has advantages in terms of product quality and performance, so consumers decide to buy Adidas shoes because they prefer to buy in places that have recycling programs or reduce plastic.

The results of this study are in line with the research of Alfiah et al., (2023) which shows that the brand image variable has a positive and significant influence on green purchasing decisions, and the research of Rehansyah and Simatupang (2023) which shows the results of their research also show that Brand Image has a positive and significant effect on Green Purchasing Decisions for Adidas Brand Sports Shoes.

2. The Effect of Green Marketing on Green Purchasing Decisions

Based on the hypothesis test in this study, the results obtained a T-statistic value of 2.637, an original sample value of 0.276, and a P Values value of 0.001. The T-statistic value is greater than the Ttable value of 1.96, the original sample value shows a positive value, and the P Values value shows a value of less than 0.05, these results indicate that Green Marketing has a significant positive effect on Purchasing Decisions.

This is because the price offered for Adidas shoes is in accordance with the quality of the raw materials used, and consumers are very easy to find shops that sell Adidas products, so consumers want to recommend Adidas shoes to family and relatives because of their quality and comfort.

The results of this study are strengthened and in accordance with previous research conducted by Fitaloka, and Kusuma (2022) and Wahyuni, et al (2023) which show that green marketing has a positive and significant effect on green purchasing decisions.

3. The Effect of Environmental Awareness on Green Purchasing Decisions

Based on the hypothesis test in this study, the results obtained a T-statistic value of 4.200, an original sample value of 0.422, and a P Values value of 0.000. The T-statistic value is greater than the Ttable value of 1.96, the original sample value shows a positive value, and the P Values value shows a value of less than 0.05, these results indicate that Environmental Awareness has a significant positive effect on Purchasing Decisions.

This is because consumers choose products that support environmental proposals to contribute to maintaining environmental sustainability and consumers are increasingly convinced that by choosing environmentally friendly products, they are participating in protecting nature. This makes consumers buy Adidas shoes because they feel comfortable and confident when wearing them.

The results of this study are supported by previous research conducted by Kodir, et al (2023) which states that environmental awareness has a significant positive effect on green purchasing decisions. The same thing also happened in Yao Song's research, et al (2023) whose results showed that environmental awareness has a positive and significant influence on green purchasing decisions.

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