

Research Article

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The Effect of Eco-Friendly Packaging, Green Brand Image on Purchasing Decisions on MSME Product in West Bandung Regency

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Abstract: *This study was conducted to explore the influence of eco-friendly packaging & green brand image on consumer purchasing to decisions for MSME products in the West Bandung Regency area. The study is motivated by the growing public concern for environmental issues and the increasing tendency of consumers to be more selective in choosing ecologically sustainable products, the method used is a quantitative approach through a questionnaire-based survey. A purposive method sampling was employed to select total of 120 participants, namely individuals who had experience purchasing MSME products labeled as environmentally friendly. The data obtained were subsequently analyzed through multiple linear regression to assess the extent to which each variable both simultaneously and individually influences purchasing decisions. The findings reveal that both eco-friendly packaging and environmentally conscious brand image significantly and positively affect consumer decisions to purchase products. As consumers' perceptions of these two aspects increase, the greater their likelihood of making a purchase. This fact reinforces that sustainable business strategies are not merely a form of social responsibility but also a key factor in enhancing market appeal and marketing effectiveness. The practical implications of this study encourage MSME actors to pay greater attention to packaging design that is not only aesthetically pleasing but also reflects sustainability values. Additionally, building a brand identity that demonstrates environmental concern can serve as a strong and relevant differentiation strategy in responding to the evolving preferences of modern consumers who are increasingly aware of green issues).*

Keywords: *Eco-Friendly Packaging, Green Brand Image, Purchase Decision, MSMEs, Sustainability.*

Introduction

Sustainable development has now become a major concern in balancing economic growth, social welfare, and environmental sustainability. One tangible way to achieve this is through the implementation of eco-friendly packaging and the establishment of a green brand image. Eco-friendly packaging plays a vital role in reducing negative environmental impacts by limiting the use of non-biodegradable materials and promoting recyclable ones. This step helps reduce waste that pollutes the earth. (Fianda et al., 2021) emphasized that today's in digital era, the use of eco-friendly packaging in online marketplaces is crucial to minimizing waste accumulation and its impact on ecosystems. Moreover, the green brand image significantly influences consumer purchasing decisions, (Febriatmoko et al., 2024) found that the more positive consumers perceive a brand that cares for the environment, the more likely they are to choose that product. This, integrating eco-packaging and building a green brand image is not only a smart business strategy but also a concrete step toward supporting sustainability and enhancing a company's competitiveness in an increasingly environmentally conscious market.

Public awareness of environmental issues in West Bandung Regency has been steadily increasing in recent years. A study conducted by (Sari et al., 2022) along the Citarum River Basin revealed that more and more teenagers in the area are starting to adopt environmentally friendly lifestyles. They are not only more selective in choosing products with minimal environmental impact but also actively participate in nature conservation efforts. This phenomenon is further supported by a report from (SDG Center Universitas

Pajajaran Center at Padjadjaran, 2020), which found that rising consumer awareness is pushing many companies to be more concerned about sustainability. More and more businesses are now adapting by offering environmentally friendly products. This trend is clearly visible in West Java, including West Bandung Regency, where consumers are increasingly considering environmental aspects in their purchasing decisions.

Overall, this shift indicates that the people of West Bandung Regency are becoming more conscious of the importance of protecting the environment. They are not only more careful in selecting products but also actively involved in various conservation movements. This awareness is not just a passing trend but part of an evolving lifestyle that offers hope for a greener future. This study by (Amalia et al., 2023) examined the impact of environmentally-focused promotions and eco-friendly packaging on consumer purchase decisions related to MILO Activ-Go UHT in Semarang City. The results indicated that green promotional strategies and eco-friendly packaging design positively and significantly influence consumer decision-making. Another study by (Pratama & Sari, 2022) explored the influence of product sustainability and eco-friendly packaging design on consumer purchase decisions at The Body Shop store in Malang. The results showed that environmentally friendly packaging aspects positively contribute to consumers' decisions to choose the product. Meanwhile, (Danuarta et al., 2024) Centered their study on how sustainable packaging design influences the purchasing behavior of millennial consumers. The research identified a strong correlation between eco-friendly packaging and consumer purchasing decisions within this market segment.

The research (Apriliani & Aqmala, 2021)) investigated the impact of environmentally friendly brand perception and perceived ecological value, environmental consciousness, and sustainability knowledge in consumer purchasing behavior. The study confirmed that all four factors, including green brand image, positively and significantly contribute to consumer purchaser choices. Furthermore, (Ulya & Aqmala, 2024) Carried out a study to examine how eco-friendly products, sustainable pricing approaches, and a green brand image influence consumer purchasing decisions for Le Minerale gallon products. The study's findings showed that green brand image had a positive and significant influence on encouraging consumer purchases. Similarly, (Sollu & Hendratmoko, 2024) Carried out research examining the influence of green marketing strategies and brand image on consumer purchasing decisions for Sensatia Botanicals products in Jakarta. The results revealed that brand image plays a significant and positive role in impact consumer purchasing decisions. Based on these findings, I begin this discussion by emphasizing that the research results provide a strong foundation to state that eco-friendly packaging and green brand image play a crucial role in driving product purchase decisions. This study aims to analyze the impact of environmentally friendly packaging on consumer purchase behavior for MSME products in West Bandung Regency, as well as to assess the effect of green brand image on the same.

Literature Review

Eco-friendly packaging refers to a design approach that aims to reduce negative environmental impact. This is achieved through the use of biodegradable, recyclable materials or those derived from renewable resources (Lindh et al., 2016) More than just a product protector, sustainable packaging has now become a visual communication tool that conveys a brand's commitment to the environment. According to (Kotler & Keller, 2021), packaging designed with sustainability values not only enhances visual appeal but also strengthens consumers' emotional connection to the brand especially among environmentally conscious individuals. This aligns with the study by (Magnier & Crié, 2015)), which showed that

environmentally conscious packaging can foster positive brand perception and influence purchase decisions.

Green brand image describes consumers' perceptions of a brand in relation to its environmental responsibility based on the extent to which it demonstrates concern for sustainable business practices (Y. S. Chen, 2010) this green identity not only creates a positive impression but also forms the foundation of consumer trust in the brand. Hartmann and (Hartmann & Apaolaza-Ibáñez, 2006) stated that a consistent green image can trigger emotional closeness between consumers and the brand, leading to loyalty and repeat purchases. Meanwhile, research by (Y.-S. Chen & Chang, 2013) confirmed that a strong green brand image directly impacts increased loyalty and purchase intention toward environmentally oriented products.

A purchase decision refers to the process in which consumers assess and select products by weighing both rational and emotional factors, including their commitment to sustainability values. (Kotler & Keller, 2021) emphasized that today's consumers are more likely to consider how well a product aligns with personal values such as social and environmental responsibility, in addition to quality and price. Based on the According to the Theory of Planned Behavior (Ajzen, 1991), consumer purchase decisions are influenced by individual attitudes, social pressures, and perceived ease of performing the behavior. the context of eco-friendly products, a positive attitude toward sustainability, supportive social norms, and product availability are key drivers of purchase, research by (Hsu et al., 2017) Reinforces this view by highlighting that consumers with strong environmental awareness tend to prefer products featuring sustainable packaging and an eco-friendly brand image.

Numerous studies have identified a significant correlation between eco-friendly packaging and consumer purchasing decisions. For instance, research by (Amalia et al., 2023) and (Danuarta et al., 2024) found that positive perceptions of eco-friendly packaging increase buying interest. On the other hand, (Apriliansi & Aqmala, 2021) and (Ulya & Aqmala, 2024) demonstrated that green brand image contributes to consumer purchase intentions for environmentally oriented products. In conclusion, integrating sustainability values into packaging and branding strategies not only adds value but also tangibly influences consumer behavior

Method

This study applies a quantitative approach. According to (Sugiyono, 2019), The quantitative method, grounded in the positivist philosophy, is a research approach designed to investigate a defined population or sample. The data collection process is carried out using systematically designed instruments, which are then analyzed using statistical techniques to test the established hypotheses. The object of this research is focused on consumers who have previously purchased MSME (Micro, Small, and Medium Enterprises) products in West Bandung Regency that use eco-friendly packaging (such as food, beverages, fashion, home décor, handicrafts, and cosmetics) and who possess an understanding of the green brand image concept. The sample size was determined using Hair's formula as a reference (Hair et al., 2010), by multiplying the number of indicators (13) by a range of 9, resulting in an estimated requirement of 117 respondents. To improve data validity, the sample size was increased to 120 respondents.

The sampling technique combines purposive sampling and probability sampling, with selective criteria. The selected respondents are individuals who have purchased eco-friendly packaged MSME products and understand the concept of green brand image, particularly in the categories of food, beverages, fashion, home décor, handicrafts, and cosmetics. The data utilized in this research were gathered digitally through an online questionnaire administered via Google Forms, Each question in the questionnaire was

specifically designed to align with the research variables that had been previously determined (see Table), with the aim of obtaining relevant data directly from appropriate respondents.

Each statement item was assessed using a Likert scale, enabling respondents to indicate their degree of agreement. Once the questionnaire was distributed, the next step was to conduct assessments of validity and reliability were conducted to confirm that the instrument used was truly capable of consistently measuring what it was intended to measure. As part of the analysis process, classical assumption tests were also conducted to ensure that the obtained data met the statistical prerequisites. Subsequent analysis involved individual significance tests (T-tests), joint significance tests (F-tests), and the coefficient of determination assessments to evaluate inter-variable relationships and measure the influence of key factors on purchasing decisions.

Eco-packaging refers to products designed with sustainability principles those that are not harmful to humans or the environment and consider ecological impact at every stage of their life cycle. The main goal of this approach is to reduce environmental harm while encouraging active involvement from all stakeholders in developing more eco-friendly technologies. Growing concerns over environmental issues such as the greenhouse effect, global warming, depletion of natural resources like petroleum, and air, water, and soil pollution have driven changes in consumer behavior. Today, people in Indonesia and around the world are increasingly choosing products that are ecologically responsible. Pollution has become an urgent global issue, making eco-friendly products a vital part of the solution, according to (Lestari, Gunawan, & Yuliana, 2023).

To develop eco-friendly products, (Johannes et al., 2015) outlined the following performance characteristics: energy-based products that use energy more efficiently; material-driven products that use raw materials which are recyclable, reusable, and renewable; products that prevent pollution and minimize waste; and packaging that is recyclable and environmentally friendly (Amin et al., 2019). According to (Ottman, 2010) in (Kristiana, 2017), eco-friendly products are often durable, non-toxic, and packaged using recycled materials. Such products evoke feelings in consumers that motivate or influence their purchasing decisions. Studies by (Sofwan & Wijayangka, 2021), (Khoiruman & Purba, 2020), (Lestari, Gunawan, & Sari, 2023), (Azalia & Anisa, 2021), (Amin et al., 2019), (Daffa & Sanjaya, 2022), (Candra, 2018), (Nelly et al., 2021), and (Yulfita Aini & Sulastri, 2022) affirm that green products have a positive influence on purchasing decisions. Accordingly, drawing from the aforementioned studies, this research proposes the following hypothesis, H1: Eco-packaging exerts a meaningful and statistically significant impact on purchasing behavior.

The presence of a brand on a product is something that corporations must take seriously, as it enables brand-conscious consumers to derive meaning from the product (Astini, 2016). There is great potential in building brand reputation through the messages or impressions delivered to customers. When assessing consumers' views of their interest in a particular brand, branding can serve as the starting point. As a result, brand image is seen as a form of interaction that arises in consumers' minds when they recall a specific brand (Rahmadhani & Widodo, 2023). Consumer perception of a brand related to issues of dedication and concern for the environment is known as a Green Brand Image (Maharani, 2020). According to (Doszhanov & Ahmad, 2015), a green brand image represents an internal quality perception in customers' minds that helps enhance the image of eco-friendly products and correlates with environmental awareness and sustainability concern. Studies by (Apriliani & Aqmala, 2021), (Augtiah et al., 2022), (Rahmadhani & Widodo, 2023), and (Hartini, 2021) conclude that green brand image positively affects purchase decisions. Therefore, based on these studies, the hypothesis in this research is, H2: Green Brand Image has a Positive

and Significant Influence on Purchase Decision.

Results and Discussion

Based on responses from 120 respondents, consumer perceptions of eco-friendly packaging and green brand image were generally high. The highest scores were recorded for the indicators “packaging is easily recyclable” and “packaging reflects environmentally friendly values,” indicating strong consumer concern for sustainability in their purchasing decisions. In the dimension of green brand image, the majority of respondents agreed that brands showing concern for environmental issues have a unique appeal. The highest scores were observed in perceptions of companies that care about the environment, as well as the use of symbols or logos associated with sustainability values indicating that the visual and ethical aspects of a brand are important factors in building consumer trust.

All statement items in the questionnaire were tested through the application of Corrected Item-Total Correlation and Cronbach’s Alpha analysis. The results showed that each indicator for every variable had a correlation value above 0.3 and an alpha value exceeding 0.7. This indicates that the instrument used is not only valid in measuring the constructs but also statistically consistent and reliable. The multicollinearity test results indicated that all independent variables had VIF values under ten and Toleranci values exceeding 0.1, confirming the absence of multicollinearity within the regressions model. Meanwhile, the results of the heteroscedasticity test using a scatterplot graph showed no discernible pattern, indicating that the residual variance is randomly distributed. Furthermore, the Kolmogorov-Smirnov normality test produced a significance value greater than 0.05, indicating that the data are normality distributed and satisfy the assumptions of classical statistics.

Purchase Decision (Y) = 5.632 + 0.414 (Eco-Friendly Packaging) + 0.372 (Green Brand Image) This equation indicates that both eco-friendly packaging (X_1) and green brand image (X_2) positively contribute to consumer purchase decisions. An increase of one unit in the perception of eco-friendly packaging raises the purchase decision score by 0.414, while a one-unit increase in green brand image raises the score by 0.372 assuming other variables remain constant. Eco-friendly packaging (X_1) demonstrates a positive and statistically significant influence on purchase decisions, evidenced by a t-value of 4.321 and a significance level of 0.000. Similarly, green brand image (X_2) also exerts a positive and significant impact, with a t-value of 3.879 and a significance level of 0.000. These results indicate that each independent variable individually contributes meaningfully to shaping consumer decisions to purchase environmentally friendly MSME products.

The simultaneous test produced an F-value of 36.214 with a significance level of 0.000, indicating statistical significance at the 0.05 threshold. This result confirms that eco-friendly packaging and green brand image, when considered together, significantly affect consumer purchasing decisions. In other words, these two variables together are capable of explaining variations in purchasing behavior, reinforcing the urgency of integrating sustainability values into MSME marketing strategies. The Adjusted R^2 value of 0.482 indicates that 48.2% of the variation in consumer purchase decisions can be explained by two main factors: eco-friendly packaging and green brand image. The remaining 51.8% is attributed to other variables not accounted for in this research model. In other words, nearly half of the purchase decisions are influenced by consumer perceptions of sustainability a strategic opportunity that MSME players should leverage in designing more relevant and impactful marketing approaches.

The results of this study support the Theory of Planned Behavior (Ajzen, 1991), emphasizing that favorable attitudes toward sustainability and perceptions of eco-conscious brands are key determinants in

shopping consumer intentions and purchasing behavior. These findings align with those reported in earlier research by (Amalia et al., 2023) and (Danuarta et al., 2024), which highlighted that eco-friendly packaging design can significantly boost purchase interest. Furthermore, these findings also support the views of (Y.-S. Chen & Chang, 2013) and (Hartmann & Apaolaza-Ibáñez, 2006), who stated that a green brand image can enhance positive perceptions and increase consumer loyalty. From an implementation perspective, MSMEs need to design packaging strategies that are not only visually appealing but also reflect sustainability values. At the same time, building a brand narrative that emphasizes environmental commitment can be key to capturing the attention and trust of increasingly eco-conscious consumers.

Closing

Conclusion

The study concludes that eco-friendly packaging and a green brand image significantly influence consumer purchasing decisions for MSME products in West Bandung Regency. Both variables not only demonstrate a positive effect individually (partially), but also collectively explain a substantial proportion of the variation in consumer purchasing behavior. This indicates that sustainability aspects whether in packaging or brand image have become important considerations within the context of consumer decision-making in an era marked by growing environmental awareness.

1. Eco-friendly packaging exerts a positive and statistically significant effect on consumer purchasing decisions for MSME products in West Bandung Regency. Environmentally friendly packaging whether due to the use of recycled materials, design that reflects sustainability values, or ease of recycling can enhance consumer trust, perceived value, and product appeal.
2. Similarly, green brand image has been shown to make a significant contribution in influencing purchase decisions. Brands perceived as environmentally conscious such as those engaged in conservation practices, the use of renewable energy, and social responsibility can drive consumer loyalty and increase the intention to repurchase, especially among those increasingly aware of sustainability issues.
3. Together, these two factors explain 48.2% of the variation in purchase decisions, affirming that sustainability is now a key element in MSME consumer behavior. These findings emphasize the urgency of implementing green marketing strategies as a means of creating competitive advantages in the modern marketplace.

Recommendations

1. For MSME Actors, It is recommended to start adopting sustainability principles comprehensively, both in packaging design and brand identity development. Choosing eco-friendly materials, maintaining consistent brand narratives that highlight environmental concern, and educating consumers about these values can enhance product positioning in the consumer's mind.
2. For Local Government & Supporting Institutions, There is a need for active involvement in providing concrete support for MSMEs that adopt eco-friendly practices. This support can include technical training, business mentoring, and incentives such as subsidies for biodegradable packaging or green product certification efforts that will accelerate the adoption of sustainable business models in the micro and small enterprise sector.
3. Future researchers are encouraged to examine additional variables that may impact purchasing decisions for sustainable products—such as green perceived value, green advertising, environmental concern, and electronic word-of-mouth (e-WOM). To gain deeper insight into shifts in consumer mindset and

behavior toward eco-friendly products, qualitative methods or longitudinal studies may also be considered.

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