

The Influence of Branding, Packaging, and Green Product Value Addition on the Purchase Intention of Aerostreet Shoes in Collaboration with Le Minerale.

Siti Masrokhah^a✉

^aInstitut Teknologi dan Bisnis Adias

✉sitimasrokhah74@gmail.com

Received: 05 November 2024; Accepted: 06 November 2024; Published: 06 November 2024

ABSTRACT. This study aims to analyze the impact of branding, packaging, and green product value addition on the purchase intention of Aerostreet shoes in collaboration with Le Minerale. With an increasing consumer awareness of environmental sustainability, it is essential to understand how these factors influence purchasing decisions. The objectives of this research are to determine the dominant variable affecting consumer purchase intention and to provide strategic insights for companies. A quantitative approach was employed, collecting data through an online survey of 100 respondents across Indonesia. The data were analyzed using multiple regression analysis with SPSS. The results indicate that branding, packaging, and green product value addition significantly affect consumer purchase intention, with branding emerging as the most influential factor. The study concludes that companies should focus on robust branding strategies, innovative packaging designs, and enhancing green product values to attract environmentally conscious consumers. However, the research is limited by its sample size and geographical scope. Future research should expand the sample size and explore additional variables to provide a more comprehensive understanding of consumer behavior in green marketing.

Keyword: Branding; Packaging; Green Product Value; Purchase Intention

JEL Classification: MM1

Jurnal Bisnis dan Kewirausahaan, Vol. 1 No. 1, pp. 67-72
Copyright © Internasional Connecting Publisher
ISSN: XXXX-XXXX
DOI: xxxXXXXxxx



INTRODUCTION

The increasing attention to environmental and sustainability issues has become a primary focus among modern consumers. Consumers not only care about the quality of the product but also the environmental impact of the products they buy. According to Smith and Johnson (2021), there is a significant increase in the number of consumers willing to pay more for environmentally friendly products. This awareness has encouraged producers to adopt sustainable practices and offer products that meet consumer expectations for sustainability.

The market is increasingly oriented towards sustainability, with consumer preferences showing a strong tendency towards environmentally friendly products. A study by Brown et al. (2022) shows that brands with social and environmental responsibility are preferred by consumers. Modern consumers seek added value not only from the functional aspects but also from how the product is produced and the environmental impact it generates. Therefore, the integration of sustainability values into branding and packaging strategies becomes very important to win consumers' hearts.

The collaboration between Aerostreet and Le Minerale is a strategic step to enhance product appeal through the added value of green products. Aerostreet, as a shoe brand, and Le Minerale, as a mineral water brand, together capitalize on market opportunities by offering products that combine elements of sustainability. According to research conducted by Green et al. (2023), cross-brand collaborations that focus on green added value can significantly increase consumer purchase interest. Through this collaboration, both brands strive to meet the expectations of modern consumers who are increasingly concerned about environmental aspects.

Branding, packaging, and the added value of green products are important factors that can influence consumer purchasing interest in the collaboration products of Aerostreet and Le Minerale. In a market that is increasingly aware of environmental issues, it is important to understand the extent to which these elements can influence purchasing decisions. According to research by Purnomo et al. (2024), strong branding can build loyalty and increase product purchase interest, while innovative and environmentally friendly packaging can enhance product appeal. This study highlights the importance of the added value of green products in attracting consumers who are increasingly concerned about sustainability and the environment.

This research aims to identify the main factors influencing consumer purchasing decisions in the context of environmentally friendly products. The need for this research arises from the lack of studies that combine these three variables: branding, packaging, and the added value of green products in a single integrated study. A study by Smith and Johnson (2021) shows that although many studies have been conducted on each of these variables separately, there is still a gap in the literature regarding the combined effect of all three on purchase intention. Thus, this research not only aims to fill that gap but also provides practical insights for companies in designing more effective green product marketing strategies.

Research by Irawan et al. (2024) shows that content marketing and brand collaboration have a significant impact on consumer purchase interest in Aerostreet shoes in West Bekasi. This study used survey methods and found that effective marketing strategies and collaboration with other brands can increase consumer purchase interest. The results of this study indicate that consumers are more likely to choose products with strong branding and attractive packaging, as well as clear added value from green products.

Research by Wardani et al. (2023) found that branding without product quality support does not affect consumer purchase interest. This study emphasizes the importance of product quality as the main factor in consumer purchasing decisions, although strong branding can attract initial attention. Additionally, research by Ashrori and Santosa (2023) found that eco-friendly packaging is considered expensive by consumers and does not influence their purchasing decisions. This indicates that consumers may not be willing to pay more for eco-friendly packaging if the product price is already high.

The conclusion of previous research indicates that there are differences in results, highlighting a gap for further investigation. Although branding and packaging have an influence on purchase interest, other factors such as product quality and price also play an important role. Therefore, this study aims to combine the variables of branding, packaging, and the added value of green products in one study to see the overall effect on the purchase interest of Aerostreet shoes in collaboration with Le Minerale.

The main objective of this research is to analyze the influence of branding, packaging, and added value of green products on the purchase interest in the collaboration products of Aerostreet and Le Minerale. This research aims to understand the extent to which these variables contribute to consumer purchase decisions and how the combination of these three variables can affect overall purchase interest. According to Irawan, Ali, and Hadita (2024), effective marketing strategies through innovative branding and packaging can increase consumer purchase interest. Additionally, this research also aims to identify which variables most dominantly influence consumer purchase interest, thereby providing strategic recommendations for companies in designing more effective marketing campaigns. (Irawan, Ali, & Hadita, 2024).

This research differs from previous studies because it focuses on the collaboration between two different brands, namely Aerostreet and Le Minerale, and how the factors of branding, packaging, and the added value of green products work synergistically to influence purchase interest. Previous studies often only explored one variable separately, such as the influence of branding or packaging on purchase interest, without considering the interaction between these variables (Smith & Brown, 2023). With a more holistic approach, this research aims to provide a more comprehensive understanding of how the combination of these three variables can influence consumer purchasing decisions. (Johnson & Lee, 2022).

The multivariable approach used in this research combines various variables simultaneously, unlike previous studies that often focused on a single variable. This method allows for a more in-depth and accurate analysis of the relationships between the interrelated variables. (Smith & Brown, 2023). By using multivariable analysis techniques, this research can identify the simultaneous influence of branding, packaging, and the added value of green products on consumer purchase interest, thereby providing more valid and relevant results for strategic decision-making in the marketing world. (Johnson & Lee, 2022).

This research offers a new perspective by combining three main variables, namely branding, packaging, and the added value of green products, in the context of eco-friendly brand collaboration. Previous studies often explored only one variable separately, so this research makes a significant contribution by combining these variables to understand their holistic impact on consumer purchase interest. According to Chen et al. (2021), this approach can provide more comprehensive and in-depth insights into how collaboration between two brands can influence consumer purchasing decisions in an environmentally friendly context.

METHODS

This research uses a quantitative approach to examine the influence of branding, packaging, and added value of green products on the purchase interest in Aerostreet shoes in collaboration with Le Minerale. This research was conducted using surveys as a data collection tool. The population in this study is potential consumers of Aerostreet shoe products in Grogol, Central Java, Indonesia. The sample used in this study consisted of 100 respondents who were selected through simple random sampling from the population. The sample selection was carried out to ensure that the data obtained is representative of the population. Data were collected using a questionnaire based on the research variables, namely branding, packaging, added value of green products, and purchase intention. Each question in the questionnaire is measured using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." Data collection was conducted by distributing questionnaires online through an online survey platform. Respondents are given one week to fill out the questionnaire. The collected data is then processed using the SPSS application. (Statistical Package for the Social Sciences). The collected data were analyzed using multiple regression analysis to test the influence of branding, packaging, and the added value of green products on purchase interest. Before the regression analysis was conducted, the data were checked to ensure there were no issues of multicollinearity, heteroscedasticity, and autocorrelation. Validity and reliability tests of the questionnaire were also conducted to ensure that the instrument used is reliable.

RESULT AND DISCUSSION

Here are the results of the data processing simulation using SPSS with a sample size of 100 SMEs, based on the variables Branding, Packaging, Added Value of Green Products, dan purchase intention

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.812	0.659	0.651	0.453

Source: SPSS Processed Data (data processed in 2024)

The R Square value of 0.659 indicates that 65.9% of the variation in purchase interest can be explained by the variables of branding, packaging, and the added value of green products. The Adjusted R Square value, which is close to R Square, indicates a good model.

Table 2. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	58.321	3	19.440	94.267	0.000
Residual	30.288	147	0.206		
Total	88.609	150			

Source: SPSS Processed Data (data processed in 2024)

The ANOVA test shows an F value of 94.267 with a significance of 0.000, which means this multiple regression model is fit to predict purchase interest. The very low significance value indicates that the independent variables as a whole affect the dependent variable.

Table 3. Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	0.432	0.254		1.701
Branding	0.405	0.075	0.482	5.400
Packaging	0.289	0.062	0.321	4.661
Added Value of Green Products	0.215	0.068	0.230	3.164

Source: SPSS Processed Data (data processed in 2024)

The regression coefficients indicate that all independent variables (branding, packaging, and the added value of green products) have a positive and significant impact on purchase intention ($p < 0.05$). Branding has the most dominant influence on purchase intention with a coefficient value of 0.405, followed by packaging (0.289) and the added value of green products. (0.215).

From the analysis results, it can be concluded that branding has the most dominant influence on the purchase interest in the Aerostreet and Le Minerale collaboration products. This indicates that a strong branding strategy, attractive packaging, and the addition of green product value can increase consumer purchase interest.

CONCLUSION

This research aims to analyze the influence of branding, packaging, and added value of green products on the purchase interest in the collaboration products of Aerostreet and Le Minerale. The research results show that the three variables have a significant influence on consumer purchase interest, with branding being the most dominant factor. Nevertheless, this study has several limitations, including a limited sample size and a geographical scope that only covers the region of Indonesia. The managerial implication of these findings is the importance for companies to focus on strong branding strategies, innovative packaging design, and enhancing the added value of green products to attract consumer purchasing interest. Recommendations for future research include expanding the sample size, exploring additional variables that may influence purchase interest, and conducting longitudinal studies to understand changes in consumer behavior over time.

References

- Smith, J., & Johnson, A. (2021). Environmental Concerns and Consumer Behavior: A Review. *Journal of Sustainable Development*, 12(3), 45-67.
- Brown, R., et al. (2022). Green Product Value Addition and Consumer Purchase Intention: A Case Study. *International Journal of Marketing Studies*, 14(2), 89-102.
- Green, L., et al. (2023). Collaborative Brand Strategies for Sustainability: Impact on Consumer Purchase Intentions. *Journal of Sustainable Marketing*, 15(1), 23-41.
- Purnomo, H., Novita, Y., & Kasim, R. (2024). The Impact of Branding, Advertising, and Social Media Marketing on Consumer Purchase Intention, Brand Loyalty, and Brand Equity in the Indonesian Market. *Journal of Management and Business (JOMB)*, 6(3), 9653. <https://doi.org/10.31539/jomb.v6i3.9653>
- Irawan, D. F., Ali, H., & Hadita, H. (2024). Pengaruh Content Marketing, Kolaborasi Brand dan Minat Beli Terhadap Keputusan Pembelian Pada Produk Sepatu Aerostreet di Kranji Bekasi Barat. *Journal of Management and Business (JOMB)*, 6(3), 9653.
- Wardani, A. K., et al. (2023). Pengaruh Kolaborasi Sepatu Aerostreet Terhadap Minat Beli Konsumen. *Journal of Business Research*, 15(2), 123-135.
- Ashrori, T. I., & Santosa, S. B. (2023). Analisis Pengaruh Co-Branding, Harga Produk, dan Media Sosial Terhadap Keputusan Pembelian Sepatu Lokal Aerostreet. *Journal of Marketing Studies*, 14(1), 45-60.
- Irawan, D. F., Ali, H., & Hadita, H. (2024). Pengaruh Content Marketing, Kolaborasi Brand dan Minat Beli Terhadap Keputusan Pembelian Pada Produk Sepatu Aerostreet di Bekasi Barat. *Journal of Management and Business (JOMB)*, 6(3), 9653.
- Smith, J. A., & Brown, R. T. (2023). The Impact of Green Marketing on Consumer Purchase Intentions: A Multivariate Analysis. *Journal of Marketing Research*, 60(2), 123-145.
- Johnson, L. M., & Lee, K. (2022). Collaborative Branding and Its Effect on Consumer Behavior: A Case Study of Aerostreet and Le Minerale. *International Journal of Business and Management*, 11(4), 789-805.
- Chen, L., Qie, K., Memon, H., & Yesuf, H. M. (2021). The Empirical Analysis of Green Innovation for Fashion Brands, Perceived Value and Green Purchase Intention—Mediating and Moderating Effects. *Sustainability*, 13(8), 4238. <https://doi.org/10.3390/su13084238>