



Sustainable Marketing Activities Approaches and Their Impact on Purchase Intention in Food-Manufacturing Industry

Tiara Asyifa Setiawan¹, Ratih Hurriyati² , Heny Hendrayati³ 

^{1,2,3} Universitas Pendidikan Indonesia, Bandung 40154, Indonesia
tiaraasyifaa07@upi.edu

Abstract. Sustainable marketing activities are in the spotlight today due to increased awareness of the environment for consumers and business people, which will affect buying interest in the food manufacturing industry, namely Rahsa Nusantara. This study aims to analyze sustainable marketing activities related to purchase intention. This type of research is quantitative research. The population analyzed was the Rumah Tumbuh Bersama Community, which is known for the #RahsaUntukBumi program. The sample analyzed was 65 respondents, who were obtained using the Slovin formula. The sampling technique in this study used purposive sampling. This research uses the help of IBM SPSS 29 software using simple linear regression analysis. It was found that sustainable marketing activities positively and significantly affect purchase intention. So, it can be concluded that the sustainable marketing activities carried out by Rahsa Nusantara can influence consumer purchase intention. The implication that can be done is to focus on developing better sustainable marketing activities to increase consumer purchase intention.

Keywords: Sustainable Marketing Activities, Purchase Intention, Food Manufacturing Industry, Community, Engaged.

1 Introduction

Consumers have shown their concern for environmental issues in recent years. Consumers are more aware of the ecological damage caused by materials used in daily use products [1], [2]. In recent decades, this awareness has changed the goals of many companies to become more environmentally friendly [3]. Awareness of consumers' environment can affect attitudes and purchase interest [4] because consumers will be interested in things they like [5]. This purchase interest will build a person's effort to get the item by paying or sacrificing to get it [6]. One way to show greater care is through the packaging used, from packaging materials to the management of packaging waste [7]; this is related to sustainable marketing, so this concept is increasingly widely recognized [8]. In 2023, the total volume of national waste will reach 15 thousand tons, with plastic and glass bottles being two of Indonesia's top seven contributing materials [9].

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Previous research highlights the importance of sustainable marketing activities in building strong relationships between companies and consumers, and they can have a positive effect on brand, profit growth, and company sustainability [10]. Subjective norms, behavioral control, and environmental awareness are needed to support sustainability purchase intention [11]. Other similar studies often provide important insights into how sustainable marketing activities can positively influence purchase intentions [12][4]. In addition to supporting purchase intention, sustainable marketing activities can increase brand loyalty, helping the company's bottom line [13].

Although there have been studies that discuss sustainable marketing activities, previous studies have focused on the Fast-Moving Consumer Goods (FMCG) industry and the textile industry [11] [10], while this study will focus on the food manufacturing sector, namely the Rahsa Nusantara company. Rahsa Nusantara has been recognized as one of the sustainability companies through the B-Corps Certification obtained in 2023. Previously, surveys were often given to the general public, but in this study, the survey will be distributed to a consumer community under the Rahsa Nusantara company called Rumah Tumbuh Bersama (RTB) Community; with this more focused intention, it is hoped that it can provide more specific research results. This study aims to determine the effect of sustainable marketing activities on purchase intention at Rahsa Nusantara. This research also hopes to increase digital literacy, raise awareness about sustainability, and ultimately help the massive adoption of sustainable living.

2 Methods

This research is categorized as quantitative research with a descriptive analysis type. Data was collected using a survey with a questionnaire instrument and a Likert scale with five levels. The variable sustainable marketing activities as an independent variable has three dimensions to focus on in conducting research: Economic, Social, and Environmental [10]. Furthermore, purchase intention is the dependent variable with the following dimensions: attitude toward behavior, subjective norm, and perceived behavior control [14]. These variables will be tested through a simple regression test.

The population analyzed is the Rumah Tumbuh Bersama community, which is directly under the auspices of PT Bhineka Rahsa Nusantara. With a total population of 118 individuals, the sampling of 65 respondents is based on the Slovin Formula. In this context, the unit of analysis is each individual who is part of the sample selected for observation and analysis.

3 Results and Discussion

Results

The questionnaires were distributed to the Rumah Tumbuh Bersama Community and obtained from 65 respondents. The characteristics of the research respondents are presented in **Table 1**.

Table 1. Respondent profile

Characteristic	Description	Frequency	Percentage (%)
Gender	Man	2	3%
	Woman	63	97%
Age	17-27 years old (Gen Z)	33	51%
	28-43 years old (Gen Y)	31	48%
	44-59 years old (Gen X)	1	1%
Monthly Income	< Rp 2.500.000	10	15%
	Rp 2.500.000 - Rp 5.000.000	25	38%
	Rp 5.000.000 - Rp 10.000.000	23	36%
	Rp 10.000.000 - Rp 20.000.000	5	8%
	> Rp 20.000.000	2	3%

Source: Author's work

Based on the data obtained, it is found that the majority of respondents are women, as much as 97% because the majority of the community is female. Respondents are dominated by 51% by those aged 17-27 years. There, 55% of bachelor graduates dominate, with the majority of jobs being private employees, as much as 41%.

Normality Test

Based on testing using the Kolmogorov-Smirnov test, a significant value of 0.14 is obtained, so it is concluded that the residual data is normally distributed because the significant value is greater than the probability value of 0.50.

Regression Test

According to the results of the simple linear regression test in **Table 2**, the R-Square value of the research conducted is 0.306, so it can be concluded that purchase intention in the food manufacturing sector is influenced by sustainable marketing activities by 30.6%. The rest (69.4%) are influenced by other variables not examined in this study.

Table 2. Pearson correlation test result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,553	0,306	0,295	1.577

Source: Author’s work

Hypothesis Testing

Based on the hypothesis test results in **Table 3**, the significance value of sustainable marketing activities is 0.000, smaller than 0.05. Furthermore, the calculated t value on sustainable marketing activities is 5.268, while the t table with a significance of 5% for $df = 63$ ($df = \text{number of respondents} - \text{number of variables}$) is 1.999. Because the t value is $5.268 > t \text{ table } 1.999$, it can be concluded that sustainable marketing activities affect purchase intention.

Table 3. Hypothesis testing results in t-test

Model	Unstandardized Coefficient B	Std. Error	Standardized Co-efficient Beta	t	Sig
Constant	10.287	3,068		3.353	0,001
Sustainable Marketing Activities	0,596	0,113	0,553	5.268	0,000

Source: Author’s work

Discussion

The research proves that sustainable marketing activities positively and significantly affect purchase intention in the food manufacturing industry. This means that the better the sustainable marketing strategy carried out by Rahsa Nusantara, the greater the consumer's interest in buying the product. This finding is in line with the findings of previous research, which also shows significant results from sustainable marketing activities on purchase intention, such as research conducted in China and Turkey [12][15], which states that consumers favor sustainable products because they are environmentally friendly so that purchase interest will be created because of the offer of sustainable products to consumers. In this study on Rahsa Nusantara, implementing sustainable marketing strategies through #RahsaUntukBumi has built an emotional connection with its consumers. Previous studies have mentioned that normative factors and behavioral control shape consumer purchase intention toward companies engaged in sustainable activities [10]. However, other variables not examined in this study may influence purchase intention, such as brand trust, product quality, and consumers' personal preferences [14]. Recent research also highlights that innovation factors in sustainability, such as the use of eco-friendly technology and green certifications, significantly contribute to consumers' decisions to purchase sustainable products [16]. Additionally, social media engagement in spreading awareness about sustainability has been proven to enhance consumer involvement and brand loyalty.

Furthermore, consumer engagement in supporting sustainable products is also influenced by education and corporate transparency. Consumers with a better understanding of the benefits of eco-friendly products tend to be more loyal and more likely to share positive information with others [16]. Therefore, companies should focus on clear and informative communication strategies to strengthen consumer commitment to sustainability.

Additionally, research suggests that government regulations and policies supporting sustainability can accelerate the adoption of eco-friendly products. Fiscal incentives, subsidies, and government campaigns contribute to increased awareness and consumer participation in choosing more sustainable products [17]. Hence, collaboration between the private sector and the government can effectively enhance public engagement in sustainability efforts.

4 Conclusion

This study aims to identify the impact of sustainable marketing activities on purchase intention to buy products. In this study, the purchase intention research framework was developed to discuss its relationship with sustainable marketing activities further. This research is focused on the food manufacturing industry, specifically the Rahsa Nusantara brand.

The result of this research involving 65 respondents is that there is a positive and significant influence between sustainable marketing activities and purchase intention. So, the sustainable marketing activities carried out by Rahsa Nusantara can influence consumer purchase intention. The implication that can be done is to focus on developing better sustainable marketing activities to increase consumer purchase intention.

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