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Determining Purchase Decisions: Analysis of Green Marketing and Digital Marketing (Marketing Management Literature Review)

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Abstract: The purpose of writing this Literature Review Paper is to determine the influence of green marketing and digital marketing variables on purchasing decisions. Using qualitative methods and Library Research. The research results show that green marketing influences purchasing decisions, digital marketing influences purchasing decisions, green marketing and digital marketing together influence purchasing decisions.

Keywords: Green Marketing, Digital Marketing, Purchasing Decisions

INTRODUCTION

Every student, whether Strata 1, Strata 2 and Strata 3, is required to carry out research in the form of a thesis, thesis and dissertation. Likewise for lecturers, researchers and other functional staff actively conducting research and writing scientific articles for publication in scientific journals.

Based on the empirical experience of many students and young lecturers as well as other researchers, it is difficult to find supporting articles in research as previous research or as relevant research. Articles as relevant researchers are needed to strengthen the theory being researched, to see the relationships between variables and build hypotheses, they are also very necessary in the discussion section of research results.

This article discusses the influence of green marketing and digital marketing variables on purchasing decisions. (A Study of Marketing Management Literature). Of course, not all factors influence purchasing decisions. In this article, only a small part will be studied and reviewed.

In detail, the aim of writing this "Literature Review Paper" is to determine the influence of exogenous green marketing and digital marketing variables on purchasing decision variables.

- 1) The influence of green marketing on purchasing decisions
- 2) The influence of digital marketing on purchasing decisions

3) The influence of green marketing and digital marketing on purchasing decisions.

METHOD

The method for writing this scientific article is qualitative methods and literature studies or Library Research. Reviewing literature books in accordance with the theories discussed, especially in the scope of Marketing Management. Apart from that, analyzing reputable scientific articles and also scientific articles from non-reputable journals. All scientific articles cited are sourced from Mendeley and Google Scholar.

In qualitative research, literature reviews must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory in nature (Ali & Limakrisna, 2013).

Next, it is discussed in depth in the section entitled "Related Literature" or "Review of Literature"), as a basis for formulating hypotheses and will then become the basis for making comparisons with the results or findings revealed in the research. (Ali & Limakrisna, 2013).

RESULTS AND DISCUSSION

1. The Influence of Green Marketing on Purchasing Decisions

Green Marketing is an organization or company's efforts to design, promote, price and distribute products that do not harm the environment (Manongko & Allen, 2018), Product management with a green marketing strategy can increase consumer decisions to buy and use the product (Ilhamalimy et al., 2023), This is in line with research conducted by (Hamdan & Raharja, 2020) who found that consumers will be interested in making a purchase when they know the benefits for themselves and the environment. The research results from (Paramita et al., 2022) found that green marketing which is given a label can influence consumer purchasing decisions, then the results of the research (Al Hafizi & Ali, 2021) found that multi-channel product strategies can improve purchasing decisions, the results of implementing green marketing strategies have a positive and significant effect on purchasing decisions, this is in line with research by (Syachrony et al., 2023), (Ali et al., 2023), (Ali, Octavia, et al., 2022), (Siswadhi et al., 2024), (Siahaan et al., 2020), (Wydyanto & Rafqi Ilhamalimy, 2021) who also found that green marketing strategies had a positive and significant effect on purchasing decisions.

2. The influence of digital marketing on purchasing decisions

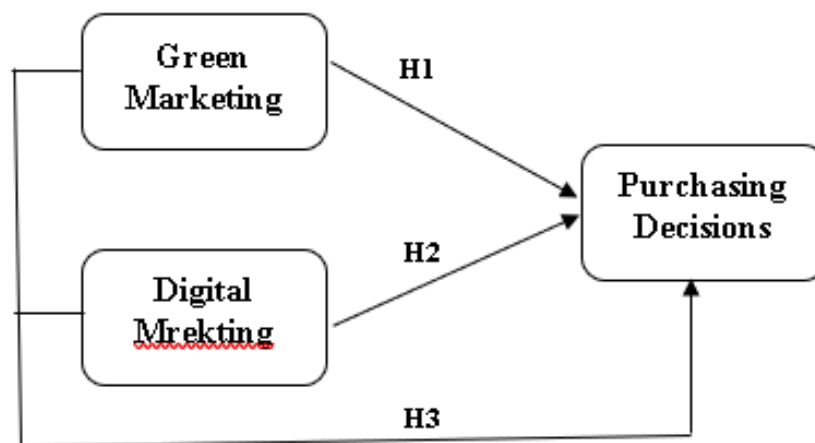
Digital marketing has almost the same meaning as electronic marketing (e-marketing), both of which describe the management and implementation of marketing using electronic media (Ilhamalimy et al., 2023), the use or utilization of digital in product promotion strategies can increase the number of sales higher when compared to traditional or non-digital marketing strategies because consumer segmentation targets will be wider if digital marketing is used and can increase broader purchasing decisions as well (Suleman et al., 2020), research results discovered by (Syachrony et al., 2023) There is a significant influence between digital marketing strategies and the level of consumer purchasing decisions, this is in line with the results of (Ali, Rivai Zainal, et al., 2022) who found that good service such as through social media or websites can improve the quality of service to consumers which has a positive impact on purchasing decisions, as for (Ali & Ade Octavia, 2023) found that digital marketing and social media marketing can influence purchasing decisions due to wider market segmentation and data on potential consumers that are easier to search for, in line with the results of (Salim et al., 2022), (Azhari & Ali, 2024), (Ali, 2023), (Afiany Suroto, 2017), (Saputra & Ali, 2024), (Dian Firmansyah & Ali, 2024), (Rafqi Ilhamalimy & Ali, 2021), who found that digital marketing or social media marketing strategies have a positive and significant influence on purchasing decisions.

3. The Influence of Green Marketing and Digital Marketing on Purchasing Decisions

The role of marketing strategy in increasing the number of product sales is very important because the strategy must be able to adapt to technological developments and the diversity of consumer needs and desires (Ilhamalimy et al., 2023), The strategy of implementing green marketing product management which is carried out in conjunction with a digital sales strategy can actually increase consumer purchasing decisions for these products (Firmansyah & Ali, 2024), People's concern for the environment and people's need for technology greatly influence people's decisions in choosing a product (Salim et al., 2022), in line with research which has found that together green marketing and digital marketing strategies can have a positive and significant influence on purchasing decisions (Ali, 2024), (Firmansyah & Ali, 2024), (Syah et al., 2024), (Ilhamalimy et al., 2023), (Nur Aisyah & Hapzi Ali, 2023), (Dian Firmansyah & Ali, 2024), (Saputra & Ali, 2024).

Conceptual Framework

Based on the formulation of the problem for writing this article and the study of literature reviews from both relevant books and articles, the framework for this article has been prepared as below.



Green marketing and digital marketing have a relationship and influence purchasing decisions both partially and simultaneously.

Apart from the Green marketing and digital marketing variables that influence purchasing decisions, there are many other variables that influence it, including the variables:

- 1) Quality of service: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali et al., 2019), (Sitio & Ali, 2019), and (Anggita & Ali, 2017).
- 2) Promotion: (Ali et al., 2019), (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali et al., 2018), and (Brata et al., 2017).
- 3) Product quality: (M & Ali, 2017), (Ali, Narulita, et al., 2018), (M & Ali, 2017), (Ali et al., 2018), (Prihartono & Ali, 2020), (Riyanto et al., 2017), (Maisah & Ali, 2020), (Brata et al., 2017), (Thanh Nguyen et al., 2019), (Ali, 2019), and (Anggita & Ali, 2017).
- 4) Brand image : (M & Ali, 2017), (Ali, 2019a), (Setyadi & Ali, 2017), (Agussalim & Ali, 2017), (Cheong & Jang, 2008), (Yu et al., 2013), (Aji Normawan Rosyid, Handoyo Djoko W, 2013), (Sivaram et al., 2019), (Chovanová et al., 2015), (Foster, 2017), (Suhaily, 2017).

CONCLUSION

Hypothesis testing research is research that aims to develop a hypothesis and test it empirically on a particular problem (Ali & Limakrisna, 2013). Based on the article formulation, results and discussion, a hypothesis can be formulated for further research:

1. Green marketing influences purchasing decisions.
2. Digital marketing influences purchasing decisions.
3. Green marketing and digital marketing influence purchasing decisions.

Suggestion

Based on the conclusions above, the suggestion in this article is that there are many other factors that influence purchasing decisions and customer satisfaction, apart from price and trust at all types and levels of organizations or companies, therefore further studies are still needed to find What other factors can influence purchasing decisions and trust other than those examined in this article.

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