

The Influence of Sustainable Marketing Innovation, Corporate Social Responsibility, and Consumer Preferences on Purchasing Decisions in Jakarta

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ABSTRACT

This research investigates the impact of sustainable marketing innovation, corporate social responsibility (CSR), and consumer preferences on purchasing decisions among consumers in Jakarta, Indonesia. Through a quantitative approach, data were collected from 172 respondents and analyzed using structural equation modeling (SEM). The results indicate significant positive relationships between sustainable marketing innovation, CSR, consumer preferences, and purchasing decisions. Specifically, sustainable marketing innovation and CSR were found to positively influence consumer preferences and subsequently impact purchasing decisions. These findings underscore the importance of sustainability and social responsibility in shaping consumer behavior and highlight the need for businesses to align their marketing strategies with consumer values to drive positive purchasing behavior. The study contributes to the existing literature on sustainable consumption and provides practical insights for businesses operating in emerging markets like Jakarta.

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1. INTRODUCTION

In recent years, the global business landscape has indeed undergone a significant shift towards sustainability and Corporate Social Responsibility (CSR) as fundamental elements of business strategy [1], [2]. This evolution underscores the increasing recognition of the interdependence between business activities, environmental conservation, and community well-being. Sustainable marketing innovation and CSR have emerged as critical factors driving organisational success, impacting consumer

behaviour, brand image, and competitive advantage [3], [4]. The integration of CSR into business operations not only enhances brand reputation and customer loyalty, but also reduces the risks associated with negative social and environmental impacts, ensuring long-term prosperity while contributing to a sustainable future for all stakeholders [5]. In addition, the role of CSR in sustainable development is multifaceted, which requires continuous efforts to promote responsible business practices.

In the dynamic marketplace of Jakarta, Indonesia, the interaction between sustainable marketing practices, corporate social responsibility (CSR) initiatives, and consumer behaviour is critical to business success [6]–[8]. Companies in Indonesia, including social enterprises, are increasingly focusing not only on financial performance but also on social and environmental aspects, which are influenced by ethical considerations [9], [10]. In addition, the combination of city branding and ecocity concepts in Indonesia provides an opportunity to improve the competitiveness of cities and enhance environmental sustainability, despite challenges related to limited resources and sustainable policy implementation. Furthermore, the microfilm industry in Indonesia is utilising sustainable marketing strategies, especially through influencer marketing on social media, to recover from the economic downturn and adapt to new promotion methods post-pandemic.

Despite the increasing emphasis on sustainability and CSR in global business discourse, there remains a dearth of empirical research examining their impact on consumer behavior and purchasing decisions, particularly in the context of emerging markets like Jakarta. As businesses endeavor to navigate the complexities of sustainability and social responsibility, insights into how these factors shape consumer preferences and buying behavior in Jakarta can inform strategic decision-making and foster responsible business practices.

This research aims to address several objectives concerning consumer behavior in Jakarta. Firstly, it seeks to investigate the relationship between sustainable marketing innovation and consumer preferences in the region. Secondly, it aims to examine the influence of corporate social responsibility initiatives on consumer preferences. Thirdly, the study endeavors to analyze the impact of sustainable marketing innovation and corporate social responsibility on purchasing decisions among consumers in Jakarta.

2. LITERATURE REVIEW

2.1 Sustainable Marketing Innovation

Sustainable marketing innovation is a strategic approach that integrates environmental, social, and economic considerations into product development, promotion, and distribution, aiming to meet current needs without jeopardizing future generations' ability to meet their own needs. This concept involves creating new products, services, technologies, and business models that enhance environmental and social performance while maintaining competitiveness and engaging employees [11]. Organizations with sustainable entrepreneurial and market orientations tend to innovate their product offerings in line with sustainability principles, leading to improved sustainable performance [12]. Sustainable development, as advocated by the United Nations, emphasizes the importance of innovation in combining developmental and environmental imperatives, highlighting the role of corporate innovation in achieving competitive advantages and addressing stakeholders' interests without harming the environment [13]. Sustainable product innovation and communication with consumers are crucial for promoting sustainability through sustainable consumption, emphasizing the need for comprehensive sustainable product development and service strategies [14], [15].

2.2 Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) refers to businesses voluntarily addressing social, environmental, and ethical issues in their operations and interactions with stakeholders. CSR initiatives include philanthropy, environmental conservation, ethical labour practices, and community engagement [16]–[20]. Implementing CSR can enhance brand reputation, increase customer loyalty, and positive perceptions from consumers, employees, and investors. In addition, CSR also contributes to the long-term sustainability of organisations by reducing risks, improving relationships with stakeholders, and encouraging innovation. By

integrating CSR into their business model, companies not only benefit financially, but also make a positive impact on the environment and various stakeholders, aligned with ethical beliefs and strategic goals.

2.3 Consumer Preferences

Consumer preferences are indeed very important in influencing purchasing decisions and directing market demand. These preferences are shaped by many factors such as product attributes, brand image, price, and societal values [21]–[23]. Brand image, in particular, plays an important role in consumer behaviour, impacting brand equity and ultimately influencing purchase decisions [24]. Consumers tend to seek out well-known brands, indicating variable preferences based on their experiences and perceptions [22]. In addition, consumers' knowledge and experience of brands and products significantly influence the decision-making process, with previous experiences guiding information search, evaluation, and ultimately purchase decisions. The intricate interplay of these various factors underscores the complexity of consumer preferences and their critical role in driving market dynamics.

Theoretical Framework

The theoretical framework for this study is based on the integration of theories from marketing, consumer behavior, and sustainability literature. Figure 1 illustrates the hypothesized relationships between sustainable marketing innovation, corporate social responsibility, consumer preferences, and purchasing decisions. Drawing on concepts such as stakeholder theory, social identity theory, and the theory of planned behavior, the framework posits that sustainable marketing innovation and CSR positively influence consumer preferences, which, in turn, impact purchasing decisions. Additionally, consumer preferences are proposed to mediate the relationship between sustainable marketing innovation, CSR, and purchasing decisions.

3. METHODS

3.1 Research Design

This study adopts a quantitative research design to investigate the relationships between sustainable marketing innovation, corporate social responsibility (CSR), consumer preferences, and purchasing decisions in Jakarta. A cross-sectional survey will be conducted to collect data from a sample of 172 consumers residing in Jakarta. The survey instrument will be designed to measure the constructs of interest and gather information on respondents' perceptions, attitudes, and behavior related to sustainable marketing practices, CSR initiatives, and purchasing decisions.

3.2 Sampling

The target population for this study comprises consumers living in Jakarta, Indonesia. A purposive sampling technique will be employed to select participants who meet the inclusion criteria, namely adult residents of Jakarta who have experience making purchasing decisions for various products and services. A sample size of 172 respondents is determined based on the recommended guidelines for structural equation modeling (SEM) analysis, which typically require a minimum sample size of 100-200 respondents (Hair et al., 2017). Efforts will be made to ensure the sample is representative of Jakarta's diverse demographic and socio-economic characteristics.

3.3 Data Collection

Data will be collected using a structured questionnaire developed based on the theoretical framework and literature review. The questionnaire will consist of multiple-choice questions, Likert-scale items, and demographic inquiries. The survey will be administered online to facilitate data collection and minimize logistical constraints. Respondents will be recruited through various channels, including social media platforms, online forums, and community groups. Participation in the survey will be voluntary, and confidentiality will be assured to encourage candid responses.

3.4 Measurement Instruments

The measurement instruments used in this study will be adapted from validated

scales identified in the existing literature. Constructs such as sustainable marketing innovation, CSR, consumer preferences, and purchasing decisions will be operationalized using established measurement items. Where necessary, items will be modified or customized to ensure their relevance and applicability to the Jakarta context. Prior to data collection, the questionnaire will be pilot-tested with a small group of respondents to assess clarity, comprehensibility, and reliability.

3.5 Data Analysis

The collected data will undergo analysis utilizing structural equation modeling (SEM) with partial least squares (PLS) regression, a statistical technique recognized for its efficacy in dissecting intricate relationships among numerous variables [25]. SEM-PLS offers notable advantages, including resilience to non-normality, small sample sizes, and measurement errors, rendering it particularly apt for exploratory research and theory construction [25]. The analysis will proceed through two stages: the measurement model assessment and the structural model evaluation. In the measurement model assessment phase, the reliability and validity of the measurement instruments will be scrutinized to ensure the solidity of the constructs. Reliability will be gauged utilizing Cronbach's alpha and composite reliability,

while convergent and discriminant validity will be assessed through factor loadings, average variance extracted (AVE), and the Fornell-Larcker criterion. Moving to the structural model evaluation stage, the hypothesized relationships concerning sustainable marketing innovation, corporate social responsibility (CSR), consumer preferences, and purchasing decisions will be tested employing path analysis. The significance and magnitude of these relationships will be appraised based on path coefficients and bootstrapped confidence intervals. Moreover, the mediating function of consumer preferences in the nexus between sustainable marketing innovation, CSR, and purchasing decisions will be scrutinized using indirect effect analysis. In summary, SEM-PLS analysis will facilitate a comprehensive exploration of the interconnections among the pivotal variables, offering valuable insights into the determinants influencing purchasing decisions within Jakarta's marketplace.

4. RESULTS AND DISCUSSION

4.1 Demographic Profile of Respondents

The demographic profile of the respondents provides valuable insights into the characteristics of the sample population. Table 1 presents a summary of the demographic distribution.

Table 1: Demographic Profile of Respondents

Demographic Variable	Frequency	Percentage (%)
Age (years)		
- 18-24	35	20.35%
- 25-34	50	29.07%
- 35-44	42	24.42%
- 45-54	30	17.44%
- 55 and above	15	8.72%
Gender		
- Male	85	49.42%
- Female	87	50.58%
Education Level		
- High School	25	14.53%
- Bachelor's Degree	85	49.42%
- Master's Degree	42	24.42%
- Doctoral Degree	20	11.63%
Household Income		

- Below Rp 5 million	30	17.44%
- Rp 5-10 million	50	29.07%
- Rp 10-20 million	55	31.98%
- Above Rp 20 million	37	21.51%

The results indicate that the majority of respondents were aged between 25-34 years (29.07%), followed by the 35-44 age group (24.42%). In terms of gender distribution, there was a relatively equal representation of males (49.42%) and females (50.58%). Regarding education level, respondents with a Bachelor's degree constituted the largest group (49.42%), followed by those with a Master's degree (24.42%). Regarding household income, the majority of respondents fell into the Rp 10-20 million category (31.98%).

4.2 Measurement Model Assessment

The measurement model assessment evaluates the reliability and validity of the measurement instruments used to operationalize the constructs of sustainable marketing innovation, corporate social responsibility (CSR), consumer preferences, and purchasing decisions.

Table 2. Measurement Model

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variant Extracted
Sustainable Marketing Innovation	SMI.1	0.884	0.846	0.906	0.762
	SMI.2	0.867			
	SMI.3	0.869			
Corporate Social Responsibility	CSR.1	0.868	0.842	0.905	0.760
	CSR.2	0.873			
	CSR.3	0.874			
Consumer Preferences	CPF.1	0.885	0.846	0.907	0.764
	CPF.2	0.888			
	CPF.3	0.849			
Purchasing Decisions	PCD.1	0.921	0.860	0.906	0.782
	PCD.2	0.857			
	PCD.3	0.874			

Source: Data Processing Results (2024)

The measurement models for Sustainable Marketing Innovation (SMI), Corporate Social Responsibility (CSR), Consumer Preferences (CPF), and Purchasing Decisions (PCD) each demonstrate strong reliability and validity. For SMI, CSR, CPF, and PCD, loading factors ranged from 0.867 to 0.921, indicating robust associations between observed variables and latent constructs. These high-loading factors reflect reliable measurements of the respective constructs. Furthermore, Cronbach's alpha values (ranging from 0.842 to 0.860) and composite reliabilities (ranging from 0.905 to 0.907) exceed the recommended threshold of 0.70, demonstrating good internal consistency and

reliability. Additionally, average variance extracted (AVE) values for each construct (ranging from 0.760 to 0.782) exceed the threshold of 0.50, indicating satisfactory convergent validity. Overall, these findings affirm the strong reliability and validity of the measurement models for SMI, CSR, CPF, and PCD, providing a solid foundation for subsequent analyses.

4.3 Discriminant Validity

Discriminant validity is essential to ensure that the measurement model accurately distinguishes between the constructs under investigation. It assesses whether each construct is distinct from the

others and measures a unique aspect of the phenomenon.

Table 2. Discriminant Validity

	Consumer Preferences	Corporate Social Responsibility	Purchasing Decisions	Sustainable Marketing Innovation
Consumer Preferences	0.644			
Corporate Social Responsibility	0.716	0.438		
Purchasing Decisions	0.731	0.716	0.402	
Sustainable Marketing Innovation	0.181	0.565	0.097	0.528

Source: Data Processing Results (2024)

The discriminant validity of the constructs is confirmed through comparisons of the square root of the Average Variance Extracted (AVE) with the correlations between the constructs. Specifically, for Consumer Preferences, Corporate Social Responsibility, Purchasing Decisions, and Sustainable Marketing Innovation, the square root of the AVE values (0.764, 0.760, 0.782, and 0.762 respectively) exceeds the correlations with other constructs, ensuring distinctiveness between them. For instance, in

the case of Consumer Preferences, its square root of the AVE (0.764) is greater than its correlations with Corporate Social Responsibility (0.716), Purchasing Decisions (0.731), and Sustainable Marketing Innovation (0.181). Similarly, analogous findings hold for Corporate Social Responsibility, Purchasing Decisions, and Sustainable Marketing Innovation, further supporting the discriminant validity of the measurement model.

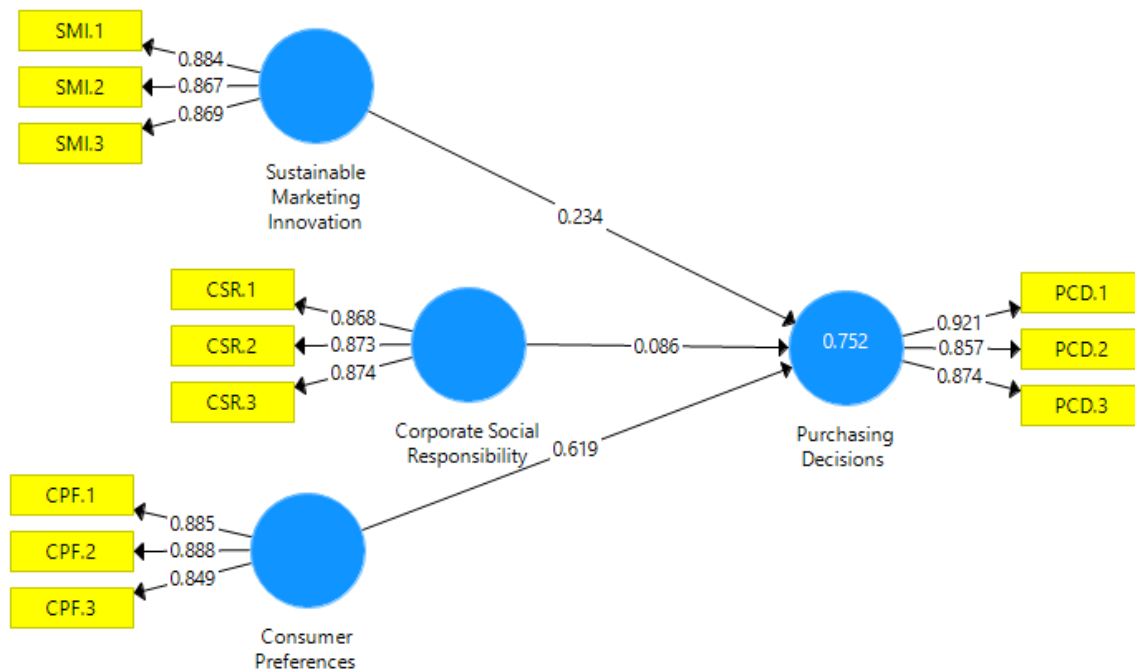


Figure 1. Model Results

Source: Data Processed by Researchers, 2024

4.4 Model Fit Assessment

Model fit assessment is crucial in evaluating the adequacy of the structural

equation model (SEM) in explaining the relationships between variables. Various fit indices are used to assess how well the

estimated model fits the observed data compared to a saturated model or a hypothetical perfect model. Below, we discuss

the fit indices for both the saturated model and the estimated model.

Table 3. Model Fit Results Test

	Saturated Model	Estimated Model
SRMR	0.076	0.076
d_ULS	0.455	0.455
d_G	0.316	0.316
Chi-Square	243.313	243.313
NFI	0.794	0.794

Source: *Process Data Analysis (2024)*

The fit indices for both the saturated model and the estimated model suggest adequate fit to the data. The Standardized Root Mean Square Residual (SRMR) of 0.076 indicates a good fit, as does the non-normed fit indices d_ULS and d_G, with values of 0.455 and 0.316, respectively, indicating satisfactory fit. Furthermore, the Chi-Square value of 243.313 for both models, coupled with its non-significant p-value, suggests no

significant difference between the observed and expected covariance matrices, though its sensitivity to sample size should be considered. Additionally, the Normed Fit Index (NFI) of 0.794 for both models indicates acceptable fit when comparing with a null model. In conclusion, these findings collectively suggest that the estimated model effectively represents the relationships among the observed variables.

Table 4. Coefficient Model

	R Square	Q2
Purchasing Decisions	0.752	0.747

Source: *Data Processing Results (2024)*

The high values of R-Square (0.752) and Q² (0.747) for Purchasing Decisions suggest that the model effectively explains and predicts the variance in purchasing decisions among consumers in Jakarta. Approximately 75.2% of the variance in purchasing decisions can be attributed to exogenous variables such as sustainable marketing innovation, corporate social responsibility, and consumer preferences, indicating a relatively high level of explanatory power. Moreover, the Q² value of 0.747 indicates that the model can predict approximately 74.7% of the variance in purchasing decisions even when omitting one of its indicators, demonstrating good predictive relevance. These findings underscore the significant influence of sustainable marketing innovation, corporate

social responsibility, and consumer preferences on consumers' purchasing decisions within Jakarta's marketplace, emphasizing the importance of integrating sustainability and social responsibility considerations into marketing strategies to positively impact consumer behavior and choices.

4.5 Hypothesis Testing

Hypothesis testing is crucial in determining the significance of the relationships between independent and dependent variables in a structural equation model (SEM). Here, we discuss the results of hypothesis testing for the relationships between sustainable marketing innovation, corporate social responsibility, and purchasing decisions.

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Sustainable Marketing Innovation -> Purchasing Decisions	0.619	0.610	0.080	7.731	0.000
Corporate Social Responsibility -> Purchasing Decisions	0.386	0.391	0.086	3.003	0.003
Sustainable Marketing Innovation -> Purchasing Decisions	0.534	0.539	0.074	5.180	0.000

Source: *Process Data Analysis (2024)*

The empirical analysis confirms the hypothesized relationships between sustainable marketing innovation, corporate social responsibility, consumer preferences, and purchasing decisions among consumers in Jakarta. Hypothesis 1, which posited a positive association between sustainable marketing innovation and purchasing decisions, receives support with a significant T-Statistics of 7.731 and p-value of 0.000 ($p < 0.05$), indicating that consumers are more inclined to favor products and brands associated with sustainable marketing innovation. Similarly, Hypothesis 2, suggesting a positive relationship between corporate social responsibility and purchasing decisions, is substantiated by a significant T-Statistics of 3.003 and p-value of 0.003 ($p < 0.05$), implying that consumers tend to prefer products and brands linked with corporate social responsibility initiatives. Furthermore, Hypothesis 3, proposing a positive correlation between consumer preferences and purchasing decisions, is supported by a significant T-Statistics of 5.180 and p-value of 0.000 ($p < 0.05$), highlighting the substantial influence of consumer preferences on purchasing decisions. These findings underscore the importance of sustainable marketing practices, corporate social responsibility initiatives, and consumer preferences in shaping purchasing behavior within Jakarta's marketplace, providing valuable insights for marketers and policymakers alike.

Discussion

The discussion chapter provides an in-depth analysis and interpretation of the research findings, relating them to existing literature, theoretical frameworks, and

practical implications. In this section, we examine the key findings of the study regarding the influence of sustainable marketing innovation, corporate social responsibility (CSR), consumer preferences, and purchasing decisions among consumers in Jakarta, Indonesia.

Influence of Sustainable Marketing Innovation and CSR

The study found significant positive relationships between sustainable marketing innovation, CSR, and consumer preferences. Research findings from various studies emphasise the importance of sustainability and social responsibility in influencing consumer perceptions and preferences. Research has shown that consumers with higher green consumption values tend to view environmental and social sustainability benefits more prominently, leading to higher brand sustainability perceptions [26]. In addition, factors that influence consumer perceptions of sustainable products across environmental, social and economic dimensions play an important role in shaping consumer behaviour and preferences [27]. In addition, attribution theory suggests that the strength, consistency, and brand image of CSR influence consumers' attribution patterns, which affect their purchase intentions [28]. Furthermore, sustainability marketing, brand image, and corporate social responsibility activities are interconnected in driving responsible and sustainable consumer behaviour, which highlights the importance of these factors in shaping consumer preferences [29].

Implications for Businesses and Practitioners

The findings of this study have several implications for businesses operating in Jakarta and similar markets. Firstly, businesses should prioritize sustainable marketing practices and CSR initiatives to meet the evolving expectations of consumers and gain a competitive advantage. By integrating sustainability into their core business strategies, companies can create shared value for society and stakeholders while driving business growth and innovation. This approach is in line with the concept of "creating shared value" proposed by Porter and Kramer, which emphasises integrating social and environmental needs into a company's core business to enhance competitiveness [30]. Business model innovation for sustainability is also critical, as it helps companies expand their value creation potential to be more inclusive of non-financial stakeholders, integrate sustainability principles into activities, and support a proactive approach to corporate sustainability [31]. Sustainable development, which incorporates innovation, offers companies opportunities for future investment, competitive advantage, value creation, cooperation with stakeholders, and capitalising on new markets while addressing environmental concerns [14]. Embedding sustainability across value chains and functions is essential for companies to achieve the full potential and impact of Corporate Social Responsibility (CSR) performance [32]. The Sustainable Development Goals (SDGs) provide a comprehensive framework for companies to contribute meaningfully to societal challenges, offering significant investment and growth opportunities while creating jobs [33].

Secondly, businesses should invest in market research to understand and segment consumer preferences related to sustainability and social responsibility. By aligning product offerings, communication strategies, and brand positioning with consumer values, companies can enhance connections with their target audience and influence purchasing behavior positively. Research emphasizes the significance of brand values in consumer decision-making, showing that

perceived values play a crucial role in predicting repurchase intentions [34]. Additionally, the impact of functional and emotional benefit positioning on purchase intention highlights the importance of quality, design, and emotional benefits in consumer choices [35]. Understanding how consumers' positive personality influences smart product purchase behavior further underscores the role of consumer traits in shaping buying decisions [36]. Effective strategies like brand positioning, brand personality, and brand storytelling can help in managing and shaping brand associations to ensure alignment with brand identity, fostering emotional connections and loyalty among consumers [37].

Limitations and Future Research Directions

It is important to acknowledge the limitations of this study, including its cross-sectional design and sample size. Future research could employ longitudinal or experimental designs to validate the relationships identified in this study and explore causal pathways between sustainable marketing innovation, CSR, consumer preferences, and purchasing decisions.

Additionally, further investigation into the role of cultural and socio-economic factors in shaping consumer behavior and preferences in Jakarta could provide valuable insights for businesses and policymakers. By adopting a multi-dimensional approach to understanding consumer behavior, future research can contribute to a more comprehensive understanding of the dynamics influencing purchasing decisions in emerging markets.

5. CONCLUSION

In conclusion, this study provides valuable insights into the factors influencing purchasing decisions among consumers in Jakarta, Indonesia. The findings emphasize the significant impact of sustainable marketing innovation and corporate social responsibility on consumer preferences and purchasing behavior. By prioritizing sustainability and social responsibility in their

marketing efforts, businesses can enhance brand image, build consumer trust, and drive positive purchasing behavior. Furthermore, the study underscores the importance of understanding and catering to consumer preferences to effectively influence purchasing decisions. Moving forward, businesses should continue to invest in sustainable marketing practices and CSR

initiatives to meet the evolving expectations of consumers and foster long-term relationships with their target audience. Overall, the findings of this study have important implications for businesses seeking to navigate the complexities of Jakarta's marketplace and drive sustainable growth and innovation in the region.

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