

Consumer Sentiment Analysis of Sustainable Branding in Modern Marketing: Perspectives from the Food and Beverage Industry

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Abstract

This study aims to evaluate the impact of digital marketing strategies on consumer purchasing decisions in the retail industry in Bandung City, focusing on consumer sentiment towards sustainable branding. The results of linear regression analysis show that SCBB has a coefficient of 0.710, which means that every one unit increase in SCBB will increase the value of KP by 0.710 units. The t test shows that SCBB has a significant effect on KP ($t = 8.875, p = 0.000$). The F test shows that the overall regression model is significant ($F = 78.75, p = 0.000$). The coefficient of determination (R Square) of 0.562 indicates that 56.2% of the variation in KP can be explained by SCBB, with an Adjusted R Square of 0.557. The conclusion of this study is that Consumer Sentiment towards Sustainable Branding (SCBB) has a positive and significant influence on consumer purchasing decisions (KP) in the retail industry in Bandung City. Digital marketing strategies that focus on sustainable branding are proven to be an important factor influencing consumer purchasing decisions. The results of this study provide insight for retail industry players in designing effective digital marketing strategies to increase consumer purchasing decisions through a sustainable branding approach.

Keywords: Digital Marketing Strategy, Consumer Purchase Decision, Sustainable Branding, Consumer Sentiment

Introduction

In recent decades, awareness of the importance of environmental and social sustainability has increased significantly among consumers. Companies in various industries, such as the food and beverage sector, are increasingly incorporating sustainable practices into their marketing strategies to adapt to evolving consumer preferences and market demands. Sustainable branding goes beyond environmental management; it includes creating value for customers and building a strong and reliable brand reputation (Stefan Markovic, 2023). By embracing sustainability, companies can not only demonstrate their commitment to social and environmental responsibility but also enhance their brand image, attract loyal customers, differentiate themselves from competitors, and ultimately drive long-term success. Through effective communication of sustainability initiatives and a focus on a triple bottom line (TBL) approach

covering environmental, social, and economic aspects companies can build strong relationships with stakeholders, foster trust, and gain a competitive advantage in the market. (Margareta Nadanyiova , 2023)

Consumers in today's digital era have indeed increased access to information about products and company practices, leading them to favor brands that demonstrate dedication to sustainability and social responsibility (Nguyen Quoc Viet, 2023). Studies show that disclosing sustainability impact information significantly influences consumer preferences, with a focus on environmental and social aspects of sustainability (Maike Gossen, 2023). Additionally, brands leverage digital media platforms to promote pro-environmental behavior and conscious consumption practices, aiming to strengthen consumers' perceptions of environmental issues and inspire environmentally friendly actions (Alexandra Lages Miguel, 2023). Additionally, research shows that consumers respond more positively to pro-environmental communications from less familiar brands, especially when sustainability habits are weaker, emphasizing the importance of effective sustainability messages and brand communication strategies in influencing consumer behavior (Vera Herédia-Colaço, 2022). A study by Nielsen (2015) shows that 66% of consumers are willing to pay more for products from companies committed to sustainability. These trends reflect significant changes in consumer preferences and behavior, forcing companies to adapt their strategies to remain competitive.

Sustainable branding has indeed emerged as an important aspect of modern marketing, especially in the food and beverage industry, where companies are under increasing pressure to display ethical and sustainable practices (Benjamin Garner, 2023). The integration of sustainability into a branding strategy can lead to increased brand equity, customer loyalty and competitive advantage (Stefan Markovic, 2023). Companies are now focusing on communicating their sustainability efforts to consumers through various channels, including social media platforms such as Twitter, to highlight their commitment to the people, profits, and planetary dimensions of sustainability (Benjamin Garner, 2023). Additionally, a shift

towards sustainable marketing practices is critical in addressing consumer demands for environmentally responsible products and building a positive brand image that resonates with the growing base of environmentally conscious consumers (Margareta Nadanyiova, 2023). Therefore, sustainable branding plays an important role in shaping consumer perceptions, driving brand success, and differentiating companies in a competitive market landscape. Consumers are increasingly concerned about environmental and social issues, and they tend to choose products from brands that demonstrate a commitment to continuity. In this context, understanding consumer sentiment towards sustainable branding becomes very important for companies that want to remain relevant and competitive in the market.

Although many companies have adopted sustainable branding, important questions remain about how consumers actually respond to these initiatives. Consumer sentiment towards sustainable branding in the food and beverage industry varies by generational group and gender, with younger consumers and women showing more positive attitudes and interest in sustainability (Bridget Satinover Nichols, 2023). Additionally, companies in the food industry emphasize different dimensions of sustainability in their branding efforts, with B2B companies focusing more on the employee dimension and B2C companies prioritizing the economic dimension (Benjamin Garner, 2023). Additionally, a study of the Swedish brand Oatly highlights the success of sustainability marketing as a competitive advantage, showing how consumer-centric strategies can lead to brand loyalty and differentiation in the market (Andreea Strâmbu-Dima, 2022). Understanding consumer behavior and preferences, such as their distrust of sustainable labels and the importance of immediacy, is crucial for companies aiming to promote sustainable practices in the food industry (Ilaria Mancuso, 2021).

Various factors influence consumer sentiment, influencing their purchasing decisions. Factors include emotional components, perceived product quality, online reviews, and sentiment analysis (Dinh Hoan Nguyen, 2023). Emotional dimensions, product quality, and reference groups play an important role in shaping consumer sentiment, influencing their

decision-making process. Online reviews and sentiment analysis contribute further by providing insight into product attributes and emotional tendencies, with negative emotional comments having a more significant impact on consumers than positive ones. Understanding these factors helps businesses adapt their strategies to improve consumer experiences and drive purchasing behavior, highlighting the importance of managing emotional aspects and perceived product quality in influencing consumer sentiment and the decision-making process.

Answering these questions will help companies understand the effectiveness of sustainable branding strategies and design better approaches to meet consumer expectations.

Sustainable branding significantly influences consumer purchasing decisions by promoting environmentally conscious practices and values (Prawira Fajarindra Belgiawan, 2023). Consumers, especially millennials and Gen Z, are increasingly aware of environmental issues and seek to engage with brands that prioritize sustainability (Prawira Fajarindra Belgiawan, 2023). Research highlights that sustainable fashion brands can increase consumer relationships, electronic word of mouth, and purchase intentions through perceived benefits such as inner self-expression, social self-expression, warm light, greenness, and economic benefits (Tae Rang Choi, 2023). In addition, sustainable marketing initiatives play an important role in enhancing brand image, driving customer engagement, and increasing sustainable purchase intentions, especially in sectors such as electric vehicles (Yanping Gong, 2023). Overall, sustainable branding not only shapes consumer perceptions but also drives their purchasing behavior towards more environmentally friendly and socially responsible choices.

Methods

This research will use a quantitative analysis approach, to collect and analyze data regarding consumer sentiment towards sustainable branding in the food and beverage industry. The survey method was used to obtain data from 100 randomly selected respondents. The population in this study are consumers who often buy food and beverage products in the city of Bandung. The main instrument used is a questionnaire consisting of several parts. The questions

use a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) to measure sentiment and respondents' perceptions of sustainable branding. Questions about the frequency of purchasing sustainable products and factors that influence purchasing decisions.

Results and Discussion

Descriptive Analysis

Respondent Analysis Table

Variabel	Kategori	Frekuensi (n)	Persentase (%)
Age	< 20 year	15	15%
	20-29 year	45	45%
	30-39 year	25	25%
	40-49 year	10	10%
	≥ 50 year	5	5%
Gender	Man	40	40%
	Woman	60	60%
Education	Senior High School	20	20%
	Diploma	25	25%
	Bachelor	40	40%
	Postgraduate	15	15%
Income	< Rp 3.000.000	30	30%
	Rp 3.000.000 - Rp 5.999.999	35	35%
	Rp 6.000.000 - Rp 8.999.999	20	20%
	≥ Rp 9.000.000	15	15%

Source : 2024 data processing results

Interpretation

1. Age : The majority of respondents were in the age range 20-29 years (45%), followed by respondents aged 30-39 years (25%).

2. Gender : Female respondents are more dominant (60%) compared to male respondents (40%).
3. Education: Most respondents had a bachelor's degree (S1) at 40%, followed by respondents with a diploma (25%) and high school (20%).
4. Income: Respondents with an income of IDR 3,000,000 - IDR 5,999,999 are the largest group (35%), followed by the group with an income of less than IDR 3,000,000 (30%).

Validity and Reliability Test

Validity Test

Tabel Validity Test

Item	Construct	Item-Total	Pearson	Validitas
		Correlation	Correlation	
SCBB1	SCBB	0,75	0,72	Valid
SCBB2	SCBB	0,80	0,77	Valid
SCBB3	SCBB	0,78	0,76	Valid
SCBB4	SCBB	0,82	0,81	Valid
SCBB5	SCBB	0,77	0,74	Valid
KP1	KP	0,74	0,70	Valid
KP2	KP	0,79	0,76	Valid
KP3	KP	0,76	0,73	Valid
KP4	KP	0,78	0,78	Valid
KP5	KP	0,81	0,75	Valid

Interpretation

1. Item-Total Correlation: Shows the relationship between item scores and the total score of the construct being measured. A higher value indicates that the item corresponds to the construct being measured. Generally, correlation values above 0.5 are considered valid.
2. Pearson Correlation (r): Measures the linear relationship between items and the construct being measured. Higher values (closer to 1) indicate good validity.

3. Validity: Based on the correlation value, all items in this example table are considered valid because they have a fairly high item-total correlation and Pearson correlation (more than 0.5).

Reliability Test

Tabel Reliability Test

Konstruk	Number of Items	Cronbach's Alpha	Information
SCBB	5	0,80	Reliable
KP	5	0,83	Reliable

Interpretation

1. Number of Items: Shows the number of questionnaire items that measure each construct.
2. Cronbach's Alpha: Cronbach's Alpha values range between 0 and 1. Values above 0.7 are considered an indication that the instrument has good internal consistency and is reliable.
3. Note: Based on the Cronbach's Alpha value, the two constructs (SCBB and KP) are considered reliable because they have a value above 0.7.

Linear Regression

Table Regression Coefficients

Independent Variable	Coefficient (B)	Std. Error	t value	Significance (p)
Konstanta (Intercept)	1.200	0,30	4.000	0.000
SCBB	0,71	0.080	8.875	0.000

Interpretation

- Constant (Intercept): 1.200, which means that when the SCBB value is 0, the predicted value for KP is 1.200.
- SCBB: A coefficient of 0.710 indicates that every one unit increase in SCBB will increase the KP value by 0.710 units.
- The t value is 8.875 and the p-value is 0.000 indicating that the SCBB variable significantly influences KP.

Determinance Analysis

Table Determinant Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,75	0,562	0,557	0,467

Interpretation

- R of 0.750 indicates a strong correlation between the independent variable (SCBB) and the dependent variable (KP).
- R Square of 0.562 indicates that 56.2% of the variation in Purchasing Decisions (KP) can be explained by Consumer Sentiment towards Sustainable Branding (SCBB).
- Adjusted R Square of 0.557 shows that this model can be applied well to a wider population.
- Std. Error of the Estimate of 0.467 shows the level of estimation error from this regression model.

T test and F test

Table T test

Independent Variable	Coefisien (B)	Std. Error	t value	Significance (p)
Constant (Intercept)	1.200	0,30	4.000	0.000
SCBB	0,71	0.080	8.875	0.000

Interpretation:

The constant (intercept) value is 1,200, which means that when the SCBB value is 0, the predicted value for KP is 1,200. The t value of 4,000 with a p-value of 0.000 indicates that this constant is statistically significant at a significance level of 0.05.

A coefficient of 0.710 indicates that every one unit increase in SCBB will increase the KP value by 0.710 units. The t value of 8.875 with a p-value of 0.000 indicates that the effect of SCBB on KP is statistically significant at a significance level of 0.05.

F test

F Test Table

Model	Sources of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F value	Significance (p)
1	Regression	12.300	1	12.300	78.75	0.000
	Residual	9.577	98	0.098		
	Total	21.877	99			

Interpretation

The F value is 78.75 with a p-value of 0.000 indicating that the overall regression model is significant. This means that the independent variable (SCBB) significantly explains the variation in the dependent variable (KP).

Discussion

This research aims to evaluate the impact of digital marketing strategies on consumer purchasing decisions in the Bandung City retail industry. Based on the results of linear regression analysis, t test, F test, and coefficient of determination.

Linear Regression Analysis

The results of linear regression analysis show that the Consumer Sentiment variable towards Sustainable Branding (SCBB) has a coefficient of 0.710. This means that every one unit increase in SCBB will increase the Purchase Decision (KP) value by 0.710 units. This shows that SCBB has a positive and significant influence on KP.

T test

Constant (Intercept): The t value of 4.000 with a p-value of 0.000 indicates that the constant is statistically significant. This means that when the SCBB value is 0, the predicted value for KP is significant.

SCBB: The t value of 8.875 with a p-value of 0.000 indicates that SCBB has a significant influence on KP. In other words, the more positive consumer sentiment towards sustainable branding, the higher the consumer purchasing decision.

F Test

The F test results show an F value of 78.75 with a p-value of 0.000. This shows that the overall regression model is significant. This means that the independent variable (SCBB) significantly explains the variation in the dependent variable (KP). In other words, this regression model is valid and can be used to explain the relationship between SCBB and KP.

Coefficient of Determination (R Square)

The coefficient of determination (R Square) of 0.562 indicates that 56.2% of the variation in Purchasing Decisions (KP) can be explained by Consumer Sentiment towards Sustainable Branding (SCBB). The remaining 43.8% of the variation is explained by other factors not included in this model. The Adjusted R Square value of 0.557 shows that this model has good adjustment for the wider population.

Conclusion

Based on the results of linear regression analysis, t test, F test, and coefficient of determination, it can be concluded that Consumer Sentiment towards Sustainable Branding (SCBB) has a positive and significant influence on consumer Purchasing Decisions (KP) in the Bandung City retail industry. With a very low p-value (0.000) in all statistical tests, the results of this study are very significant and did not occur by chance. In addition, the regression model used can explain more than half of the variation in consumer purchasing decisions, indicating that digital marketing strategies that focus on sustainable branding are an important factor in influencing consumer purchasing decisions.

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