

Predictors of Purchase Decision: The Combined Effects of Business Sustainability Support and Purchase Intention

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Abstract	This study investigates the effects of business sustainability support (Customer Relationship Management (CRM), Brand Equity, and Corporate Social Responsibility (CSR)) on purchasing decisions, with Purchase Intention serving as a mediating variable, among Tupperware consumers. In the face of intense competition within the plastic-based household goods industry, Tupperware has encountered declining sales, prompting the necessity for innovation and effective marketing strategies. Employing a causal quantitative approach, this study engaged 80 Tupperware consumer respondents and utilized the Structural Equation Model (SEM) for data analysis, employing the Smart PLS 3.0 program. The findings revealed that Brand Equity and CSR exert a positive and significant influence on purchasing decisions, while CRM did not exhibit significance. Furthermore, Purchase Intention was found to mediate the positive impact of CRM, Brand Equity, and CSR on purchasing decisions.
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1. INTRODUCTION

The rapid development in the current era of globalization has led to increasingly fierce business competition across various sectors (Son et al., 2021). The presence of numerous companies vying within a single industry has resulted in an abundant array of choices for consumers when selecting products or services. This high level of competition is particularly evident in the plastic-based household goods industry, where products like Tupperware are significantly affected

Tupperware, a company established for 77 years, has recently encountered significant challenges amidst a competitive market landscape. Attempting to address this, the company underwent a rebranding effort to appeal more to the younger demographic. However, this transition brought about issues such as declining sales and waning consumer interest (Databoks, 2023). Financial reports from Tupperware reveal a notable decrease in revenue over the years: IDR 1.66 trillion in 2020, IDR 276.74 billion in 2021, and a loss of IDR 211.28 billion in 2022 (Landeng et al., 2023). These fluctuations underscore Tupperware's volatility in sales performance.

To face this challenging scenario, companies must innovate and foster strong relationships with consumers to support their business sustainability. An in-depth analysis is essential to determine the root cause of declining sales. Consumer purchase decisions play an important role in shaping marketing strategies. These decisions are influenced by various factors, including product utility and brand perception (Nurlaila, 2022).

Customer Relationship Management (CRM) stands out as a significant factor affecting purchasing decisions, fostering loyalty and satisfaction (Santoso & Febriadi, 2022). Furthermore, brand equity, comprising elements such as brand awareness and perceived quality, plays a crucial role in influencing consumer choices (Andili, 2022). Strong brand equity enables companies to retain customers effectively (Aritopan & Yokanan, 2022).

Corporate Social Responsibility (CSR) is another determinant impacting consumer decisions. By engaging in socially responsible initiatives, companies enhance their brand image, potentially influencing consumer preferences (Rais & Hadi, 2021).

These factors align closely with the Theory of Planned Behavior (TPB), which elucidates how attitudes, subjective norms, and perceived behavioral control shape behavioral intentions (Ajzen, 1991). In this study, TPB serves as a framework for understanding the interplay between CRM, brand equity, CSR, and purchasing decisions.

Tupperware's eco-friendly attributes and social initiatives contribute positively to its brand image and consumer perception (Syana et al., 2022). Programs like "Tupperware. She Can!" not only promote quality products but also inspire women, enhancing brand loyalty and community engagement (Asia, 2023).

Previous research yields varied findings regarding the impact of CRM, brand equity, and CSR on purchasing decisions. While some studies indicate positive correlations, others report contradictory results (Asraini, 2019; Landeng et al., 2023; Sya'idah et al., 2020; Wiryawan & Nur, 2021; Mahendra et al., 2021; Sarah & Sutar, 2020).

In light of these observations, this study aims to analyze the influence of CRM, brand equity, and CSR on purchasing decisions, with purchase intention as an intervening variable. Focusing on Tupperware consumers in Kudus city, this research endeavors to provide valuable insights into the dynamics of consumer behavior and its implications for marketing strategies.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Customer Relationship Management

Customer Relationship Management (CRM) entails the strategic management of interactions with customers, encompassing data collection, communication, and service enhancement (Thendywinaryo et al., 2021). According to Kotler and Keller (2016), CRM involves meticulously managing customer information and optimizing every customer "touch point" to foster loyalty (Keller & Kotler, 2009). Therefore, CRM serves as a mechanism for cultivating and fortifying relationships between a company

and its customers, ultimately aiming to bolster customer loyalty and drive purchases (Suryaningsih, 2022; Hutabarat et al., 2024).

The primary goal of CRM implementation is to enhance customer resilience and satisfaction, thereby engendering loyalty towards the company's products (Dyantina et al., 2019; Prasetyo et al., 2023). There are four principal capabilities and strategies within CRM, namely technology, process, knowledge, and insight (Kumar & Reinartz, 2012; Rahmawati et al., 2019; Maulana et al., 2023).

Technology plays a pivotal role in CRM, necessitating integrated solutions that encompass communication channels and other systems. Processes within CRM must be meticulously designed and executed to contribute to value creation for customers while preserving existing value (Kumar & Reinartz, 2012; Hasibuan et al., 2023). Furthermore, knowledge and insight are essential components for nurturing customer relationships, as deep understanding of customers enables the delivery of superior value and ensures customer satisfaction (Munte et al., 2024; Banjarnahor et al., 2023).

Brand equity

Brand equity encapsulates the value attributed to a brand, emanating from its name and logo (Aaker, 1997; Retnowati et al., 2021). This value exerts a positive influence on consumers, signifying their recognition of established brands (Keller, 1993). Brand equity serves as a distinguishing factor, endowing brands with distinct advantages over their counterparts (Park et al., 2013). Moreover, brand equity can be reinforced through effective marketing communications (Retnowati et al., 2021; Kainde et al., 2023; Warbung et al., 2023).

Comprising elements such as brand awareness, brand association, perceived quality, and brand loyalty, brand equity embodies the essence of consumer perception and preference (Wiryawan & Nur, 2021; Rondonuwu et al., 2023; Mandagi & Aseng, 2021; Mandagi et al., 2021). With robust brand equity, products can align with consumer expectations, thereby influencing purchasing decisions (Evi, Tontowi, Imas, 2020). Consequently, it is imperative for companies to cultivate and sustain brand equity to engender consumer trust and foster brand loyalty (Wantah dkk., 2024; Langitan dkk., 2024).

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is a concept wherein companies opt to engage in endeavors aimed at improving the environment and society. It embodies a company's commitment to social responsibility and its endeavor to make positive contributions to society and the environment (Thorisdottir & Johannsdottir, 2020). CSR has the capacity to influence a company's value significantly. Implementing CSR disclosure yields numerous benefits, including increased attractiveness to investors and enhanced favorability of the company's products among consumers (Machmuddah et al., 2020).

The indicators of Corporate Social Responsibility (CSR) encompass several critical aspects. Firstly, Economic Responsibility underscores the importance of profit generation as the foundation for growth and business continuity. Secondly, Legal Responsibility underscores the necessity for companies to abide by the law in their pursuit of profitability, refraining from unethical practices to maximize profits.

Thirdly, Social Responsibility underscores the reciprocal relationships between the company and various stakeholders, including employees, the environment, and society. Lastly, Environmental Responsibility underscores the importance of companies managing the environmental impact of their products and operations, reducing waste, and optimizing the responsible use of natural resources (Johanis et al., 2023).

Purchase Decision

Purchase decisions are the culmination of customers' choices in selecting products aligned with their preferences and desires (Suryani, 2012; Waworuntu et al., 2022). According to Kotler and Keller (2016), these decisions are multifaceted, influenced by various factors such as product attributes, brand reputation, pricing, timing, distribution channels, and overall sales strategies. Qazzafi (2019) elucidates that buying decisions entail a series of cognitive processes initiated when consumers opt to exchange money for goods or services, spanning from pre-purchase considerations to post-purchase reflections.

The decision to purchase or abstain is a pivotal aspect of the consumer decision-making journey while shopping (McCarthy & Perreault, 2013; Pradeep et al., 2023). This notion is echoed by other researchers, who posit that a purchase decision involves weighing multiple options before settling on one (Peter & Olson, 2009; Weenas, 2013; Cesariana et al., 2022; Rantung et al., 2023).

Key indicators of the buying decision process encompass five stages, delineating how consumers deliberate before making a purchase: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Kotler & Keller, 2016; Qazzafi, 2019; Toding et al., 2022).

Purchase Intention

Purchase intention, or purchase interest, involves the process of deciding to purchase a specific brand among various alternatives (Kotler et al., 2016; Hanjani & Widodo, 2019). It is also described as the customer's plan to buy certain products and determining the quantity needed at a specific time (Howard, 1994; Tseng & Lee, 2013). Furthermore, it also defined as a conscious decision by consumers to purchase a particular brand (Spears & Singh, 2004; Bao et al, 2021).

Previous studies documented that higher purchase intention correlates with an increased likelihood of actual purchase (Schiffman & Kanuk, 2000; Angkouw & Rumokoy, 2016; Wulyatiningsih et al., 2023). Therefore, enhancing purchase intention implies an elevated probability of purchase (Fitriana & Yulianti, 2016).

Purchase intention, being a critical aspect in business, necessitates indicators to gauge the level of customer interest. Schiffman and Kanuk outline these indicators, including conducting additional product searches, contemplating purchase, seeking more information about the product, expressing interest in product trials, and a desire to own the product (Schiffman & Kanuk, 2004; Gunawan & Dharmayanti, 2014). Drawing from the theoretical and empirical background outlined earlier, the following hypotheses were formulated:

- H1:** CRM has a positive and significant effect on purchase decisions.
- H2:** Brand Equity has a positive and significant effect on purchase decisions.
- H3:** CSR has a positive and significant effect on purchase decisions.
- H4:** Purchase intention has a positive and significant effect on purchase decisions.
- H5:** Purchase intention mediates the relationship between CRM and purchase decision.
- H6:** Purchase intention mediates the relationship between brand equity and purchase decision.
- H5:** Purchase intention mediates the relationship between CSR and purchase decision.

3. RESEARCH METHOD

This study employs a causal quantitative research methodology, as elucidated by Sugiyono (2019), which focuses on establishing causal relationships between variables, seeking to identify cause-and-effect associations. The target population comprises Tupperware consumers. Utilizing Purposive Sampling, as advocated by Firdaus & Zamzam (2018), a sample size of 80 respondents is selected based on the Slovin formula. Data collection involves the administration of a questionnaire, with statements derived from the analysis of each indicator, drawing upon the works of Rahmawati et al. (2019), Wiryawan & Nur (2021), Johanis et al. (2023), Sheikh Qazzafi (2019), and Schiffman and Kanuk (2004). The sample selection criteria stipulate that participant must have purchased Tupperware products at least once and reside in Kudus City. Employing a Likert scale, data processing entails PLS-SEM (Partial Least Squares Structural Equation Modeling), involving tests for data quality, classical assumptions, regression, t-tests, and determination coefficients (Abdillah et al., 2015).

4. RESULTS AND DISCUSSIONS

Validity Test

Applying PLS statistics Convergent validity is measured based on the relationship between item score or component score. The value that is the reference for reflective measures with the construct to be measured is above 0.70 (Abdillah et al., 2015; Purba et al., 2023).

Based on the results obtained through processing with Smart PLS 3.0, the values within the outer model, or the correlations between constructs and variables, indicate that convergent validity has been established. This is evidenced by the fact that all indicators for the variables Customer Relationship Management (X1), Brand Equity (X2), Corporate Social Responsibility (X3), Buying Decision (Y), and Purchase Intention (Z) have demonstrated validity, with outer loadings exceeding 0.70. Across the entirety of the 28 questions encompassing all indicators, each surpasses the threshold of 0.70, affirming the robustness of the variable constructs without necessitating their removal from the model. Consequently, it can be inferred that the indicators are valid and suitable for utilization in the analysis.

Tabel 1
Convergent Validity

Variabel	Indicator	Outer Loadings	Validity Results
Customer Relationship Manajemen (X1)	X1.1	0.906	Valid
	X1.2	0.902	Valid
	X1.3	0.920	Valid
	X1.4	0.913	Valid
	X1.5	0.911	Valid
	X1.6	0.896	Valid
Brand Equity (X2)	X2.1	0.940	Valid
	X2.2	0.908	Valid
	X2.3	0.922	Valid
	X2.4	0.924	Valid
	X2.5	0.904	Valid
Corporate Social Responsibility (X3)	X3.1	0.873	Valid
	X3.2	0.874	Valid
	X3.3	0.868	Valid
	X3.4	0.888	Valid
	X3.5	0.889	Valid
	X3.6	0.906	Valid
Buying Decision (Y)	Y1	0.916	Valid
	Y2	0.923	Valid
	Y3	0.925	Valid
	Y4	0.913	Valid
	Y5	0.894	Valid
Purchase Intention (Z)	Z1	0.863	Valid
	Z2	0.916	Valid
	Z3	0.875	Valid
	Z4	0.909	Valid
	Z5	0.901	Valid
	Z6	0.887	Valid

Source: Smart PLS 3.0

Discriminant validity

Based on the results of the discriminant validity test, which illustrates the discriminant validity values among constructs (X1, X2, X3, Y, Z), it can be observed that the value of each indicator within a construct surpasses that of other constructs, thereby consolidating onto one particular construct. Hence, in this study, it can be asserted that there exists good discriminant validity. This observation elucidates that each indicator tends to exhibit a higher correlation with similar variables and a lower correlation with variables from other constructs, thereby providing a strong indication of discriminant validity. Consequently, this finding bolsters the argument that variables gauged by specific indicators maintain a more robust relationship with each other than with variables from disparate constructs. Consequently, it can be inferred that this model possesses good discriminant validity, signifying its capability to differentiate between variable constructs effectively within this study.

Composite Reliability dan Average Variance Extrctred (AVE)

To evaluate discriminant validity, one can compare the square root of the Average Variance Extracted (AVE) value of each construct with the correlation between other constructs in the model. A construct value exceeding 0.70 suggests high reliability, while an AVE value surpassing 0.50 indicates good validity (Jogianto et al., 2015; Isma et al., 2024).

Tabel 3
Composite Reliability and AVE

	Cronbach's Alph	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1	0.957	0.958	0.966	0.824
X2	0.954	0.955	0.965	0.845
X3	0.944	0.944	0.955	0.780
Y	0.951	0.951	0.962	0.836
Z	0.949	0.949	0.959	0.796

Source: SmartPLS 3.0

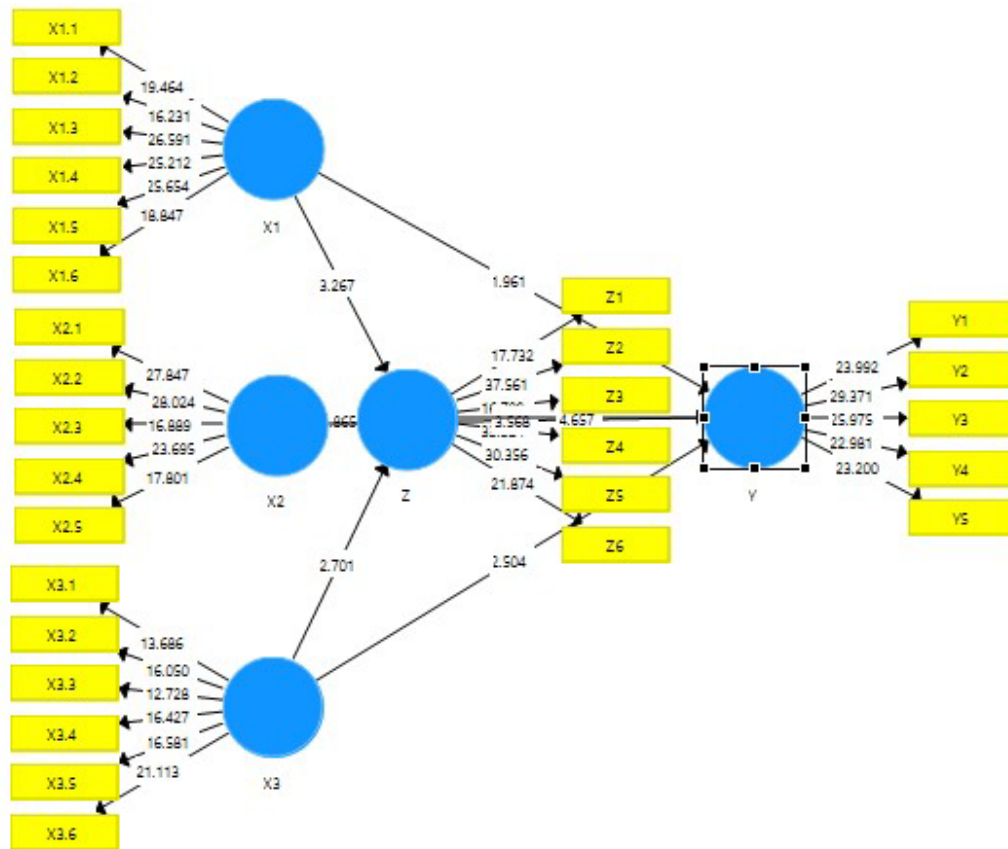
Based on the data presented in Table 3, it is evident that the Composite Reliability values for all constructs exceed 0.70. This signifies a lack of reliability issues within the model. With Composite Reliability values surpassing 0.70 for all constructs, it can be affirmed that the construct reliability of the latent variables is notably high, ensuring that the indicators utilized in this study reliably measure the intended constructs, thereby offering consistency and stability in the measurement outcomes.

Furthermore, each construct exhibits an Average Variance Extracted (AVE) value exceeding 0.50, meeting the reliability standard. Hence, these findings indicate that the research model demonstrates good reliability, with the latent variable constructs being valid. In light of the foregoing analysis, it is evident that the research model exhibits good reliability, and the latent variable constructs are deemed valid. Consequently, the findings of this study can be relied upon to explore and elucidate the relationships among the variables under investigation.

Inner Model Testing

The purpose of testing the inner model or structural model is to predict the cause-and-effect relationships between variables or to test hypotheses. Evaluation is conducted through various metrics such as the coefficient of determination, predictive relevance, model fit, and path coefficients and parameters. Once significant relationships between variables are identified, hypotheses pertaining to the variables under study can be deduced. Hypothesis testing is performed using the bootstrapping method. The PLS bootstrapping output for this research model is illustrated in the figure 1.

Figure 1
PLS Inner Model Path Diagram



Source: Output SmartPLS 3.0

Coefficient of Determination

R-square serves as a metric to assess the predictive capability of the structural model for each latent variable. It functions as a model fit test, providing insight into the extent to which a particular endogenous latent variable influences another endogenous latent variable. According to Ghazali (2016), R-square values of 0.75, 0.50, and 0.25 are indicative of strong, medium, and weak models, respectively.

Tabel 4

R-Square Value

	R Square	R Square Adjusted
Y	0.914	0.910
Z	0.844	0.838

Source: Output SmartPLS 3.0

Based on the results in table 4 above, it can be concluded that this study focuses on two dependent variables, namely buying decision and purchase intention, which are influenced by other variables such as CRM, brand equity, and CSR. The R-Square value for the buying decision variable is 0.910, indicating

that the buying decision can explain 91% of the variation in the influencing variables. This means that this model has high strength in explaining variations in consumer purchasing decisions. Meanwhile, for the purchase intention variable, the R-Square value is 0.838, meaning that purchase intention can explain 83.8% of the variation in the influencing variables. Although slightly lower than the R-Square for buying decisions, this value still indicates that the model has a good ability to explain variations in consumer purchase intentions. Thus, the high R-square results for both variables imply that the research model has a good level of explanation of buying decision and purchase intention, and the variables included make a significant contribution to understanding the variability in these two variables.

Foodness of fit model

To evaluate the goodness of fit of the model and assess its appropriateness, we can examine the NFI value. A value exceeding 0.05 indicates that the model is deemed suitable. The results obtained through the SmartPLS 3.0 program indicate the Model Fit value as follows:

Table 5
Model Fit

	Saturated Model	Estimated Model
SRMR	0.043	0.043
d_ULS	0.742	0.742
d_G	1.994	1.994
Chi-Square	728.918	728.918
NFI	0.788	0.788

Source: SmartPLS 3.0

Based on the goodness of fit test results presented in Table 5, various indicators for model evaluation are highlighted, with a particular focus on the NFI (Normed Fit Index) value. The NFI serves as a metric to gauge the degree to which the estimated model aligns with the observed data. If the NFI value exceeds 0.05, the model is deemed to fit well. In this study, the NFI value is calculated as 0.788, indicating a commendable level of fit between the estimated model and the observed data. Consequently, it can be concluded that the model in this study demonstrates a high level of fit, rendering it suitable for hypothesis testing. Moreover, the structural model successfully cleared the inner model test, thereby exhibiting a high degree of accuracy and reliability. These findings provide substantial support for the validity and reliability of the structural model employed in the study, thereby empowering researchers to draw robust conclusions regarding the relationships among the variables under investigation.

Hipotesiss Testing

Following numerous evaluations from the outer model to the inner model, the direction of the relationship between endogenous and exogenous elements is elucidated through hypothesis testing. The bootstrap resampling method is employed to propose a hypothesis, with the path coefficient value reflecting the significance level during hypothesis testing. Utilizing statistical testing, a t-statistic value of 1.96 is considered for an alpha of 5%; thus, if the t-statistic exceeds 1.96, H_a is accepted, and H_0 is rejected. When employing probability to accept or reject the hypothesis, H_a is accepted if the p-value is less than 0.05. Should the results of hypothesis testing on the outer model prove significant, specifically with validity and reliability tests exceeding 0.5, then the indicator is deemed instrumental in the inner model. Notably, an R^2 value of 0.75 or 0.50 indicates substantial influence of the additional latent variable. Consequently, it can be inferred that the added latent variable holds considerable sway (Abdillah, 2015). Presented below is a hypothesis test based on Smart PLS 3 data processing:

Table 6
Hypothesis Test Results

	T Statistics (O/STDEV)	P Values
X1 -> Y	1.961	0.053
X2 -> Y	3.568	0.001
X3 -> Y	2.504	0.014
Z -> Y	4.657	0.000

Source: SmartPLS 3.0

Based on the results of the path coefficient test presented in Table 8, it can be inferred that this study yields a positive original sample value, suggesting a positive relationship between variables under investigation. The path test outcomes serve to validate the research hypotheses as follows:

Customer Relationship Management (CRM) exhibits a negative and insignificant effect on buying decisions. This is evidenced by a negative original sample value of -0.0197, a t-statistic value of 1.961 (below 1.99), and a P-value exceeding 0.05 (0.053). Consequently, H_1 in this study is not supported. The negative impact of CRM on buying decisions suggests that Tupperware consumers may prioritize product quality, design, and price promotions over interactions facilitated by CRM strategies. Practicality and competitive pricing emerge as focal points, overshadowing the significance of personal relationships fostered through CRM, a notion supported by research conducted by Landeng et al. (2023).

Brand Equity exerts a positive and significant effect on buying decisions, as indicated by a positive original sample value of 0.333, a t-statistic value exceeding 1.99 (3.568), and a P-value below 0.05 (0.001). Hence, H_2 in this study is supported. Brand equity influences buying decisions by ensuring that products meet consumer expectations, thereby impacting purchasing decisions significantly. Thus, it is imperative for companies to cultivate and sustain brand equity to garner consumer trust and loyalty, as suggested by research conducted by Evi et al. (2020).

Corporate Social Responsibility (CSR) demonstrates a positive and significant effect on buying decisions, reflected in a positive original sample value of 0.314, a t-statistic value exceeding 1.99 (2.504), and a P-value below 0.05 (0.014). Thus, H3 in this study is supported. CSR influences buying decisions by fostering positive consumer attitudes, as documented by Yeo et al. and Kraus et al., 2022. This underscores the impact of CSR initiatives on consumer purchasing decisions, a notion corroborated by the research of Mahendra et al. (2021).

Purchase intention manifests a positive and significant effect on buying decisions, evident in a positive original sample value of 0.529, a t-statistic value of 4.657 (exceeding 1.99), and a P-value below 0.05 (0.000). Consequently, H7 in this study is not supported. Purchase intention influences buying decisions directly, as posited by the Theory of Planned Behavior (TPB), supported by the research of Ajzen (1991) and Mahyarni (2019). This assertion is further validated by the findings of Sakinah and Firmansyah (2021), affirming the impact of purchase intention on buying decisions.

Indirect Effect Analysis

Indirect effect analysis is used to test whether the independent variable has an indirect effect on the dependent variable through mediator or intervening variables. The indirect effects in this study were evaluated from the PLS bootstrapping output listed in the table below.

Tabel 6
Hypothesis Test Specific Indirect Effect

	T Statistics (O/STDE	P Values
X1 -> Z -> Y	2.478	0.015
X2 -> Z -> Y	2.024	0.046
X3 -> Z -> Y	2.164	0.033

Source: SmartPLS 3.0

Based on the specific indirect effect test results presented in Table 8, it can be inferred that this study yields a positive original sample value, indicating a positive relationship between the variables under investigation. These specific indirect effect test outcomes serve to substantiate the research hypotheses as follows:

Customer Relationship Management (CRM) demonstrates a positive and significant effect on buying decisions with purchase intention as an intervening variable. This is supported by a positive original sample value of 0.189, a t-statistic value exceeding 1.99 (2.478), and a P-value below 0.05 (0.015). Hence, H8 in this study is supported. CRM's influence on buying decisions stems from its customer-focused strategy aimed at deriving benefits through customer relationships, as noted by Landeng et al. (2023) and Rahmawati et al. (2019). CRM plays a pivotal role in establishing and nurturing close relationships with consumers, facilitating enhanced customer satisfaction and providing valuable customer data for refining marketing strategies, consequently exerting a significant impact on buying decisions with purchase intention as an intervening variable.

Brand Equity exhibits a positive and significant effect on buying decisions with purchase intention as an intervening variable, as evidenced by a positive original sample value of 0.114, a t-statistic value surpassing 1.99 (2.024), and a P-value below 0.05 (0.046). Thus, H9 in this study is supported. Brand Equity's impact on buying decisions is attributed to its ability to ensure that products meet consumer expectations, thereby influencing consumer purchasing decisions, as highlighted by Evi, Tontowi, and Imas (2020). Consequently, it is imperative for companies to cultivate and maintain brand equity to foster consumer trust and loyalty.

Corporate Social Responsibility (CSR) demonstrates a positive and significant effect on buying decisions with purchase intention as an intervening variable, as indicated by a positive original sample value of 0.198, a t-statistic value exceeding 1.99 (2.164), and a P-value below 0.05 (0.033). Therefore, H10 in this study is supported. CSR's impact on buying decisions with purchase intention as an intervening variable is underscored by its recognition as an effective competitive strategy across various industries. Implementing CSR initiatives yields long-term benefits in sustainable development, shaping organizational reputation, attracting new customers, and fostering loyalty, ultimately leading to increased sales and profits, as observed by Creasey (2015) and Son et al. (2021).

CONCLUSIONS

This study to investigate the impact of Customer Relationship Management (CRM), Brand Equity, and Corporate Social Responsibility (CSR) on buying decisions, with Purchase Intention serving as an intervening variable, among consumers of Tupperware products. In light of the intense competition within the plastic-based household goods industry, Tupperware has witnessed a decline in sales, prompting a quest for strategies to enhance consumer appeal. The findings underscore the positive and significant influence of Brand Equity and CSR on buying decisions, whereas CRM does not yield a significant effect. Additionally, Purchase Intention is validated as a mediator, facilitating the positive and significant impact between CRM, Brand Equity, and CSR on buying decisions. Suggestions for future research include employing more comprehensive analysis methods, broadening the respondent sample, and exploring additional variables that may influence consumer purchasing decisions, such as brand experience, relationship quality, and loyalty

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