

The Influence of Green Marketing and Green Products on The Decision to Purchase Bottled Drinking Water With Brand Image as a Mediating Variable

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Abstract.

The purpose of this study was to determine the influence of green marketing and green products on purchasing decisions for bottled drinking water. This study used a quantitative survey method. The sample size was 160 respondents, who were bottled drinking water consumers living in Jakarta Indonesia. The sampling technique used was random sampling. Based on the results of the study, it can be concluded that green marketing and green products have a positive and significant influence on purchasing decisions. Furthermore, green marketing and green products have a positive influence on brand image. Based on the results of the study, it can be concluded that brand image has a significant influence on purchasing decisions. Furthermore, brand image can mediate the influence between green marketing and purchasing decisions, and brand image can also mediate the influence between green products and purchasing decisions. Based on the results of the study, it can be concluded that green products play a very important role in shaping brand image. Brand image was shown to have a positive and significant influence on purchase decisions, indicating that a positive brand image can increase consumer confidence in making purchasing decisions. The results of the mediation test indicate that brand image can mediate the influence of green marketing and green products on purchase decisions.

Keywords: Brand image; green marketing; green product and purchase decision.

I. INTRODUCTION

In increasing consumer awareness of environmental issues, green marketing strategies, green product characteristics, and brand image are increasingly important in influencing consumer purchasing decisions. With increasing consumer awareness of the environmental impacts of their activities, this encourages consumers to increasingly prefer to purchase various types of products with sustainable values in the environmental field[1]. With the existence of a purchase decision, it means that when an individual decides to buy various types of goods from a seller, this directly involves him in the purchase decision activity[2]. Many factors influence people's purchasing decisions, including green marketing, which enables a product to be environmentally sustainable. This offers numerous benefits, including meeting consumers' needs for sustainable products, thus significantly impacting consumer habits [3]. Green products have a lower environmental impact and are also an important factor in forming purchase decisions. Research shows that consumers who have a positive perception of environmentally friendly products tend to make purchasing decisions that prioritize these products over non-eco-friendly products[4]. Meanwhile, brand image plays a mediating role in shaping purchasing decisions. A good brand image can foster perceived value, strengthen consumer trust, and encourage them to continue choosing and being loyal to a product [5]. When consumers perceive a brand as having a good reputation, they tend to be more confident in making a purchase [6]. Previous studies have shown that green marketing influences purchase decisions with brand image as a mediator.

However, other research results revealed that green marketing does not have a significant direct effect on purchase decisions. Furthermore, other research shows that green products do not have a direct influence on purchase decisions, but green products influence purchases through the mediation of green trust [6]. The extensive research on green marketing and green products has been conducted, most previous studies have only examined the direct influence of these two variables on purchase decisions, neglecting the role of brand image as a mediator[7]. In the bottled water industry, brand image plays a crucial role in shaping perceptions of quality, product authenticity, and environmental commitment, which can influence purchasing decisions[8]. Furthermore, most sustainability-related research focuses on the e-commerce, cosmetics, or

electronics sectors, so the results do not reflect the characteristics of the food and beverage industry, specifically bottled water (AMDK)[9]. This research is important because there are still limited studies examining the influence of green marketing and green products on purchase decisions through brand image in the context of bottled water (AMDK)[10]. Furthermore, there has been no research specifically analyzing how green marketing strategies and green product attributes shape brand image and subsequently influence purchase decisions for bottled water consumers, particularly in Jakarta Indonesia. Therefore, this study aims to provide an empirical contribution by explaining how these three factors can be used as an effective marketing strategy to strengthen consumer purchasing intention for bottled water[11].

II. METHODS

This study uses the Partial Least Squares Structural Equation Modeling (SEM_PLS) approach through SmartPLS software to analyze the measurement model and the structural model. Data analysis was conducted using a Partial Least Squares-based Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS 4.0 software. Evaluation of the measurement model (outer model) was carried out through tests of convergent validity, discriminant validity, and construct reliability. The structural model (inner model) was evaluated through the R-square value, path coefficient, and hypothesis testing using the bootstrapping procedure. The hypothesis is declared significant if the T-statistic value is > 1.96 and P-value < 0.05 [12]. The population in this study includes consumers who live in Jakarta and frequently consume or purchase bottled drinking water, aged 18 years and above, and include both genders, namely men and women.

The research sample used a purposive sampling technique. The minimum number of respondents required in the study was determined to be 10 times the total number of questions contained in the questionnaire [6]. In this study, there are 16 statements, so the number of samples needed is (10×16) , namely 160 respondents. Data collection was carried out using a structured questionnaire with a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). All research instruments were adapted from scales that have been validated in previous studies[13]. For the Green Marketing variable, the researcher used 4 statements taken from previous research references. Meanwhile, the Green Product variable consists of 5 statements adapted from the research. For the Brand Image variable, the measurement uses 4 adopted statements, while the Purchase Decision variable is measured with 3 statements adapted from the research [6].

III. RESULT AND DISCUSSION

The results of the survey of 160 respondents revealed demographic characteristics, the majority of participants were women, namely 58.1%, while men numbered 41.9%. In terms of age, most respondents were in the range of 18–25 years with 40%, followed by the 26 to 35 year old group as much as 42.5%, which reflects the dominance of young consumers[14]. Based on employment status, the most respondents were employees as much as 48.1%, followed by students as much as 25%. Based on domicile, the most respondents came from East Jakarta as much as 23.8%, followed by Central Jakarta and South Jakarta each with 22.5%, and West Jakarta 11.9%, which shows that respondents are spread throughout the DKI Jakarta Indonesia area.

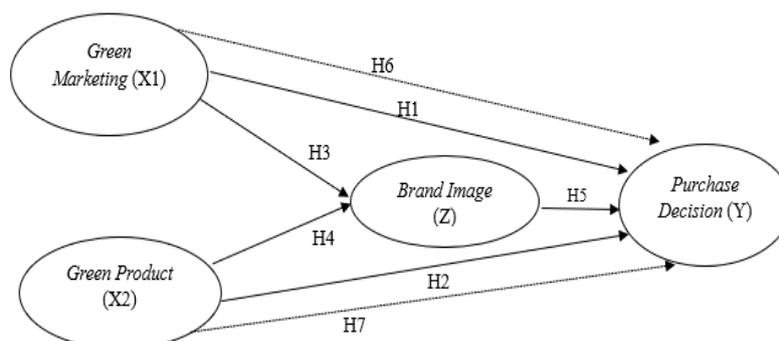


Fig 1. Research Model

Evaluation of the measurement model (outer model) was carried out to assess the validity and reliability of the research construct.

| Variables | Item | Loading Factor | Cronbach's Alpha | Composite Reliability | AVE |
|--------------------------|------|----------------|------------------|-----------------------|-------|
| <i>Green Marketing</i> | GM1 | 0.756 | 0.854 | 0.902 | 0.698 |
| | GM2 | 0.887 | | | |
| | GM3 | 0.865 | | | |
| | GM4 | 0.827 | | | |
| <i>Green Product</i> | GP1 | 0.828 | 0.878 | 0.911 | 0.671 |
| | GP2 | 0.842 | | | |
| | GP3 | 0.800 | | | |
| | GP4 | 0.800 | | | |
| | GP5 | 0.826 | | | |
| <i>Brand Image</i> | BI1 | 0.867 | 0.864 | 0.907 | 0.710 |
| | BI2 | 0.849 | | | |
| | BI3 | 0.819 | | | |
| | BI4 | 0.836 | | | |
| <i>Purchase Decision</i> | PD1 | 0.893 | 0.862 | 0.916 | 0.784 |
| | PD2 | 0.869 | | | |
| | PD3 | 0.894 | | | |

Fig 2. Validity Result

Furthermore, in data processing, the discriminant validity test confirmed that each construct has distinct characteristics and does not overlap with other constructs. This is reflected in the higher indicator loading values for its own construct compared to other constructs, accompanied by adequate AVE values. Thus, the latent constructs in this study are stated to have unique identities and are able to represent the measured concepts clearly and separately. Thus, the results of all latent constructs in this study can be stated to have clear differences and are able to represent the measured concepts accurately and separately from each other[15].

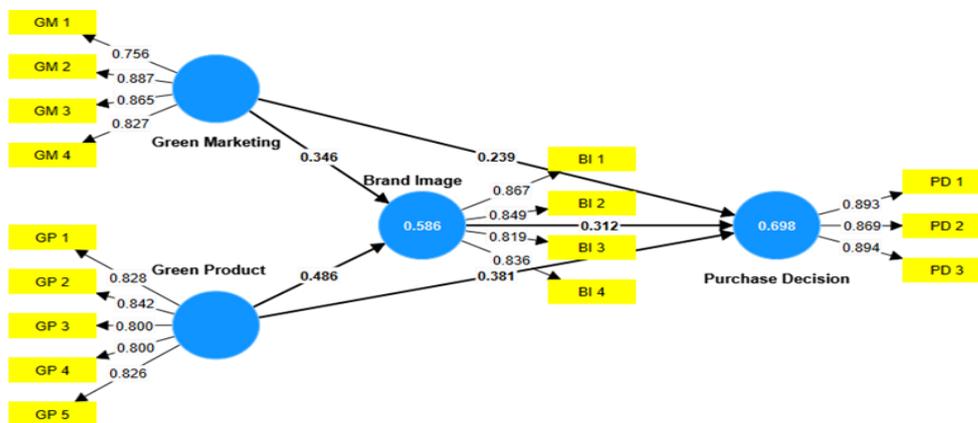


Fig 3. Path Diagram T-Value

The Inner Model Analysis test was conducted to evaluate the relationships between constructs in the structural model. This test aims to determine the strength and significance of the influence between variables through analysis of the path coefficient, R-Square (R²), as well as the p-value and t-statistic from bootstrapping results. The path coefficient reflects the direction and magnitude of the influence between constructs, while the R-Square value is used to measure the extent to which the independent variable explains the dependent variable, with values above 0.50 considered sufficiently strong. Significance testing was conducted using the bootstrapping method, where the relationship between variables is declared significant if the p-value is <0.05 and the t-statistic is >1.96. In the hypothesis testing stage, a proposition is considered accepted if the t-statistic exceeds the t-table value of 1.96.

| Hypothesis | Hypothesis Statement | T-Statistic | P-Value | Description |
|------------|--|-------------|---------|-------------|
| H1 | Green marketing influences purchase decisions. | 3.434 | 0.001 | Accepted |
| H2 | Green products influence purchase decisions. | 5.362 | 0.000 | Accepted |
| H3 | Brand image influences purchase decisions. | 4.088 | 0.000 | Accepted |
| H4 | Green marketing influences brand image. | 4.108 | 0.000 | Accepted |

| | | | | |
|----|--|-------|-------|----------|
| H5 | Green products influence brand image. | 6.559 | 0.000 | Accepted |
| H6 | Green marketing influences purchase decisions through brand image. | 2.682 | 0.007 | Accepted |
| H7 | Green products influence purchase decisions through brand image. | 3.549 | 0.000 | Accepted |

Fig 4. Hypothesis Test Results

The results of the study showed that all hypotheses were significantly accepted.

The first hypothesis (H1), regarding the influence of green marketing on purchase decisions, showed a T-statistics of $3.434 > 1.96$ and a P-value of $0.001 < 0.05$. The green marketing variable had a positive and significant influence on purchase decisions; thus, the hypothesis was accepted.

The second hypothesis (H2), regarding the influence of green products on purchase decisions, showed a T-statistic of $5.362 > 1.96$ and a P-value of $0.000 < 0.05$. The green product variable had a positive and significant influence on purchase decisions; thus, the second hypothesis was accepted.

The third hypothesis (H3), regarding the influence of green marketing on brand image, showed a T-statistic of $4.108 > 1.96$ and a P-value of $0.000 < 0.05$. The green marketing variable had a positive and significant influence on brand image; thus, the hypothesis was accepted.

The fourth hypothesis (H4), regarding the influence of green products on brand image, shows a T-statistic of $6.559 > 1.96$ and a P-value of $0.000 < 0.05$. The green product variable has a positive and significant influence on brand image, thus accepting the fourth hypothesis.

The fifth hypothesis (H5), regarding the influence of brand image on purchase decisions, shows a T-statistic of $4.088 > 1.96$ and a P-value of $0.000 < 0.05$. The brand image variable has a positive and significant influence on purchase decisions, thus accepting the fifth hypothesis.

The sixth hypothesis (H6), regarding the influence of green marketing on purchase decisions, is mediated by the brand image variable. The analysis results show a T-statistic of $2.682 > 1.96$ and a P-value of $0.007 < 0.05$. The green marketing variable has a positive and significant influence on purchase decisions, thus accepting the sixth hypothesis.

The seventh hypothesis (H7), the influence of green products on purchase decisions mediated by brand image variables, in the results of the analysis above shows that the T-statistic value is $3.549 > 1.96$ and the P value is $0.000 < 0.05$, for the green product variable on purchase decisions mediated by brand image variables has a positive and significant influence, so the seventh hypothesis is also accepted.

| | R- square | R-square adjusted |
|-------------------|-----------|-------------------|
| Brand Image | 0.586 | 0.581 |
| Purchase Decision | 0.698 | 0.692 |

Fig 5. R Square Value

Based on the R-square test results, the R-square value for Brand Image is 0.586 with an adjusted R-square value of 0.581. This indicates that 58.6% of the Brand Image variable can be explained by the independent variables in the research model. Meanwhile, the R-square value for Purchase Decision is 0.698 and the adjusted R-square value is 0.692. This means that 69.8% of the Purchase Decision variable can be explained by the independent variables in the model.

| | Brand Image | Green Marketing | Green Product | Purchase Decision |
|-------------------|-------------|-----------------|---------------|-------------------|
| Brand Image | | | | 0.133 |
| Green Marketing | 0.152 | | | 0.087 |
| Green Product | 0.301 | | | 0.195 |
| Purchase Decision | | | | |

Fig 6. F Square Value

The results of the f-square test show that the influence of Green Marketing on Brand Image is 0.152 which is included in the medium category, while Green Product on Brand Image is 0.301 which is also included in the medium category. Furthermore, the influence of Brand Image on Purchase Decision is 0.133 which is included in the small category, the influence of Green Marketing on Purchase Decision is 0.087 which is included in the small category, and the influence of Green Product on Purchase Decision is 0.195 which is included in the medium category[16].

IV. CONCLUSION

Based on the data analysis and discussion, this study aims to examine the influence of green marketing and green products on the purchase decision of bottled drinking water, with brand image as a mediating variable. Based on the PLS-SEM analysis, all relationships between variables in the model showed a significant effect[17]. Green marketing was shown to have a positive and significant influence on purchase decisions and brand image, indicating that environmentally friendly marketing strategies can increase consumer awareness and shape responsible brand perceptions[18]. Furthermore, green products also had a positive and significant influence on purchase decisions and brand image, confirming that environmentally friendly product attributes, such as recyclable packaging, product safety, and minimal environmental impact, are key factors considered by consumers[19]. Brand image was shown to have a positive and significant influence on purchase decisions, indicating that a positive brand image can increase consumer confidence in making purchasing decisions. The results of the mediation test indicate that brand image can mediate the influence of green marketing and green products on purchase decisions[20].

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