

The Role of Green Marketing and Brand Image on Purchase Decisions of Aqua Reflection

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ABSTRACT

In addition to the increasingly fierce and competitive competition, bottled water companies in Indonesia face environmental challenges, such as processing plastic waste. Responding to these challenges, packaged water companies innovate by providing environmentally friendly packaging and implementing Green Marketing to create a positive image and attract customers. This study aims to show the relationship between green marketing on brand image and consumer decisions on Aqua Reflection. This study involved 100 respondents who consumed Aqua Reflection, a drinking water product from Aqua that uses glass bottles. The analysis technique used is path analysis with Partial Least Squares (PLS). The results show that green marketing affects the brand image, green marketing directly affects purchasing decisions, and the brand image directly affects buying decisions. Green marketing indirectly affects purchasing decisions through brand image.

Keywords: Aqua Reflection; Brand Image; Green Marketing; Purchase Decision

INTRODUCTION

Bottled drinking water has now become a necessity that significantly helps people from all walks of life. Bottled industrial water (AMDK) sales are expected to grow by around 4%-5% in 2021 (Andi & Mahadi, 2022). The competition for bottled drinking water is relentless. Based on registered products, there are about 7,780 (bottled water) products in Indonesia produced by 1,032 companies, of which 99.5% (of bottled water) circulating in Indonesia are domestic products (mediaindonesia.com, 2020). Seven brands of bottled drinking water (AMDK) are the most popular in Indonesia. Aqua, Le Minerale, Nestle, Vit, Kristal, Cleo, Ades, and others are among them (www.databoks.katadata.id).

Figure 1 shows bottled mineral water dominates Aqua, followed by Le mineral, Nestle, Vit, Crystalline, Cleo, and Ades. In addition to the increasingly fierce and competitive

competition, packaged water companies are also faced with environmental issues, such as the processing of plastic waste. The community's high consumption of bottled water does not accompany the recycling management process by companies, which causes a lot of plastic bottled waste. As a result, the accumulated plastic junk makes people end up burning the plastic and causing environmental damage. Data from Badan Pusat Statistik (BPS) (2018) regarding the actions of household consumers towards the waste produced, namely, 66.8% of waste is burned, and only 1.2% of waste is recycled. Furthermore, the 2021 national plastic waste production data shows that several types of plastic materials that are often found are Polypropylene (PP), Polyethylene Terephthalate (PET), and polycarbonate (PC), and most come from bottled water products (idntimes.com, 2022).

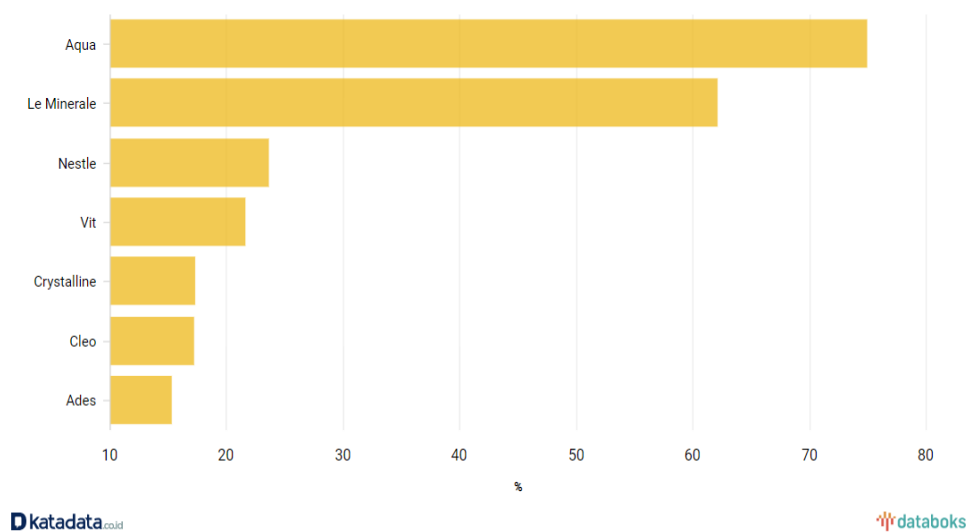


Figure 1. The Most Preferred Brand of Bottled Mineral Water in Indonesia
Source: www.databoks.katadata.id (2022)

In response to these challenges, packaged water companies are innovating by providing environmentally friendly packaging, such as eco-friendly plastic bottles, refillable gallons, and glass bottles. Packaged water companies also do Green Marketing to create a positive image and attract customers. Marketing strategy is the most researched in the field of the green marketing mix (Luckyardi et al., 2022). Green marketing define as the study of all efforts to consume, produce, distribute, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns (Dahlstrom, 2011). The Green Marketing concept is adapted from the Marketing Mix concept but focuses more on environmental themes (Wolok, 2019). The Green Marketing Mix consists of environmentally friendly products. Green promotions address the relationship between products/services and the biophysical environment, promote green lifestyles by highlighting products or services, and present a corporate image of environmental responsibility.

Consumers who have environmental knowledge tend to engage in more environmentally friendly behaviors (Pothitou et al., 2016). They tend to eat healthy protein foods, access public

transport more often, and buy goods in less single-use packaging (Fielding & Head, 2012). As a strategy to influence consumer buying behavior, previous research has shown the role of green marketing in consumer purchasing decisions for several products, such as bottled drinking water (Budianto, 2022; Nusraningrum et al., 2021; Prasetyo, 2021), fashion (Tian & Lee, 2020), retail (Mukonza & Swarts, 2020), food containers (Herawati, 2021), beauty products (Liana & Oktavani, 2020; Makatumpias et al., 2018; Setiawan & Yosepha, 2020) and motorized vehicles (Sari, 2021), construction (Hussain Shah, 2022), food and beverage (Nguyen et al., 2019; Tsai et al., 2020). However, Herawati (2022) found that green products and green images did not significantly influence purchasing decisions. In addition, previous research on bottled water shows that apart from influencing purchasing decisions, green marketing can also affect brand image (Budianto, 2022; Nusraningrum et al., 2021; Sudaryanto & Sriono, 2018). This study observes that previous studies only examined consumer buying behavior for drinking water in environmentally friendly plastic bottles. Meanwhile, the innovation of bottled water companies in dealing with environmental issues also includes the provision of drinks in glass bottles. Despite being part of an environmentally friendly innovation, most bottled water sold in the Indonesian market is still dominated by plastic-based packaging (Mutiah, 2021). For this reason, this study will examine the effect of green marketing and brand image on purchasing decisions of drinking water in glass bottles. This study involves consumers who consume drinking water products in glass bottles produced by Aqua.

Aqua is a brand of bottled drinking water with the most significant sales and is a market leader in the competition of various mineral water products in Indonesia. Aqua is a bottled water company that carries out a lot of environmentally friendly campaigns, one of Aqua's well-known campaigns is the hashtag #bijakberplastik (be wise with plastic). As a manifestation of environmental concern, Aqua has several environmentally friendly products, Aqualife, which is made of 100% recycled plastic and 100% recyclable, and Aqua Reflection, which is premium mineral water in glass bottles. Aqua produces drinking water in glass bottles using a reuse business model. This glass bottle packaging is a type of packaging that will be recalled and decontaminated first to keep it hygienic, then refilled at the AQUA factory. So that through this business model, Aqua has indirectly reduced the carbon emissions produced during the production process of new glass bottles simultaneously (Danone-AQUA Sustainability Report, 2020). Previous research by Budianto (2022) has examined Green marketing and Brand image on Aqualife purchase decisions. To find out the impact of green marketing on other types of aqua products, this study will examine the effect of green marketing and brand image on purchasing decisions of aqua reflection. Based on the background, the problem in this study is:

1. Does Green Marketing Affect the Purchase Decision of Aqua Reflection?
2. Does green marketing affect the Brand Image of Aqua Reflection?
3. Does brand image affect the purchasing decision of Aqua Reflection?
4. Does Green Marketing affect the purchasing decision of Aqua Reflection through Brand Image?

METHOD

This study uses a quantitative method with explanatory research to test and explain the relationship between the variables determined in this study. Data collection used an online questionnaire arranged in statements with Likert scale answers (1-5) from strongly disagree to agree strongly. There were 134 questionnaires distributed, and 100 questionnaires could be analyzed further. Descriptive analysis is used to determine the respondents' characteristics, as shown in Table 1.

Table 1
Sample Profile

Demographic Variables		Percent
Gender	Male	63%
	Female	37%
Job	Student	22%
	Worker	53%
	Entrepreneur	24%
	Others	1%
Income (per month)	< Rp. 2.000.000	4%
	Rp. 2.000.000 - Rp. 5.000.000	13%
	Rp. 5.000.001 - Rp. 10.000.000	73%
	> Rp. 10.000.000	10%

Table 1 shows that 47% of respondents were men and 53% were women. Most respondents (53%) are workers, and 73% of total respondents have an income of Rp5.000.001 - Rp10.000.000. This study uses the partial least squares structural equation modeling (PLS-SEM) method using SmartPLS software to analyze the research model and the effect between variables to answer the following hypothesis:

H1. Green Marketing influences the Purchase Decision of Aqua Reflection.

H2. Green marketing influences the Brand Image of Aqua Reflection.

H3. Brand image influences the purchasing decision of Aqua Reflection.

H4. Brand Image mediates the influence of Green Marketing on purchasing decisions of Aqua Reflection.

RESULT AND DISCUSSION

Outer Model Testing

The measurement model is assessed by examining internal reliability and convergent and discriminant validity (Hair et al., 2017).

1. Convergent Validity

Convergent validity can be proven by looking at the relationship between the indicator and variable values. An indicator can be valid if the AVE score is higher than 0.5 or by looking at all the inner loading variable dimensions with a loading value of more than 0.7 and considering a value between 0.4 to 0.7 to be removed (Hair et al., 2017). In the first test, the

indicator X5 value is 0,250 or <0.4 , for this reason, this indicator is not included in the model. Table 2 and Table 3 show the second stimulation, that the loading factor values range from 0.537 to 0.839, and the AVE ranges from 0,507 to 0,597, which is greater than the recommended level. It can be concluded that the indicator variable represents the variable.

Table 2
Outer Loading

Variable Indicator	Green Marketing (X)	Purchase Decision (Y)	Brand Image (Z)
X1	0,568		
X2	0,625		
X3	0,537		
X4	0,663		
X6	0,582		
X7	0,640		
X8	0,629		
X9	0,667		
X10	0,710		
X11	0,660		
Y1		0,617	
Y2		0,592	
Y3		0,802	
Y4		0,712	
Y5		0,808	
Z1			0,643
Z2			0,807
Z3			0,792
Z4			0,839
Z5			0,703

Table 3
Average Variance Extracted

Variable	AVE
Green Marketing (X)	0,597
Purchase Decision (Y)	0,507
Brand Image (Z)	0,578

b. Discriminant Validity

The cross-loading value in table 3 is the first approach in assessing the indicators of each construct variable. The outer model value related to the indicator variables of each construct variable must be greater than the other cross-loading values. Table 3 shows that the outer loading value of each indicator variable of the related construct variable is greater than the cross-loading value. It means that the questions on the indicators represent their construct variables compared to the cross-loading values on other indicator variables.

Table 4
Cross-Loading

Variabe Indicator	Green Marketing (X)	Purchase Decision(Y)	Brand Image (Z)
X1	0,568	0,422	0,246
X2	0.625	0.307	0.264
X3	0.537	0.209	0.189
X4	0.663	0.373	0.314
X6	0.632	0.413	0.582
X7	0.807	0.552	0.640
X8	0.629	0.434	0.276
X9	0.802	0.667	0.437
X10	0.710	0.481	0.352
X11	0.660	0.374	0.349
Y1	0.357	0.617	0.247
Y2	0.386	0.592	0.231
Y3	0.667	0.802	0.437
Y4	0.390	0.712	0.345
Y5	0.718	0.808	0.744
Z1	0.329	0.306	0.643
Z2	0.640	0.552	0.807
Z3	0.581	0.399	0.792
Z4	0.548	0.465	0.839
Z5	0,478	0,592	0,703

c. Composite Reliability

Table 5 shows Cronbach's alpha and composite reliability values are > 0.70 . This value has met the rule of thumbs and indicates that each variable has good reliability.

Table 5
Confidence Intervals HTMT

Variable	Cronbach's alpha	Composite reliability
Brand Image (Z)	0,817	0,833
Green Marketing (X)	0,840	0,847
Purchase Decision (Y)	0,765	0,821

After all measurement model evaluations have met the cut-off value, proceed to the structural model's evaluation. Figure 2 shows the results of the path diagram for a measurement model that has met the cut-off value and is ready to proceed to assess the structural model.

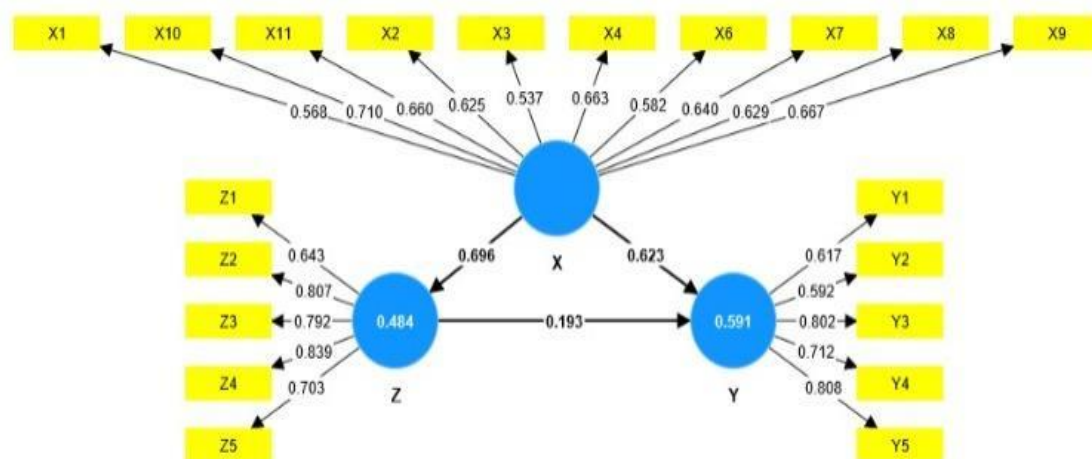


Figure 2. Evaluation of measurement models

Inner Model Testing

1. R Square

Table 6 shows the R square results on the Brand image is 0.484, meaning that Green marketing contributes 48.4% to Brand images, while other factors influence 51.6%. The R square on the Buying decision variable is 0.591, or the green marketing variable contributes 59.1% to the Buying decision while other factors influence 40.9%.

Table 6.
R Square

Variable	R-square	Criteria
Brand Image (Z)	0,484	Medium
Purchase Decision(Y)	0,591	Medium
Variable	R-square	Medium

2. Hypothesis Testing

The degrees of Freedom (df) hypothesis in SEM-PLS depends on the significance level value. In this study, researchers used an alpha value of 5%, so the allowable p-value was <0.05. If the p-value > 0.05, the hypothesis is accepted. If the p-value is <0.05, then the hypothesis is rejected. The following are the bootstrapping results of this study.

Table 7
Path Coefficients Bootstrapping X -> Y.

Variable Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X -> Y	0,623	0,641	0,740	8.359	0,000

Table 7 shows the path coefficient between Green marketing (X) and Buying decision (Y) is 0,623. The result of the p-value is 0,000 or <0,05, which confirms H1. Green marketing directly affects purchasing decisions of aqua reflection. The good applying green marketing will increase consumer purchasing decisions.

The results of this study support the previous research (Budianto, 2022; Nusraningrum et al., 2021; Sudaryanto & Sriono, 2018), which found that green marketing has a significant effect on brand image. However, the results of this study are not in line with Hartini (2021), which found that Green product did not significantly influence Buying decisions. Consumers who have environmental knowledge tend to engage in more environmentally friendly behaviors (Poithou et al., 2016). They tend to eat healthy protein foods, access public transport more often, and buy goods in less single-use packaging (Fielding & Head, 2012)

Table 8
Path Coefficients Bootstrapping X -> Z

Variable Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X -> Z	0,696	0,712	0,390	17.809	0,000

Table 8 shows the path coefficient between Green marketing (X) and Brand image (Z) is 0,696. The result of the p-value is 0,000 or <0,05, which confirms H2. Green marketing (X) and Brand image (Z) has a positive and significant relationship. Green marketing can influence consumer decisions to buy Aqua Reflection. The direction of a positive relationship shows that

the higher the application of green marketing can increase the brand image of Aqua Reflection products. The result indicates that the aqua reflection image perceived by consumers is related to environmentally friendly products.

Consumers consider a good product image because the product is environmentally friendly. In this study, ecologically friendly advertising and campaigns are the most powerful indicators in measuring green marketing variables, which can influence Brand image. The results of this study support the previous research (Budianto, 2022; Nusraningrum et al., 2021; Sudaryanto & Sriono, 2018), which found that green marketing has a significant effect on brand image. Consumers are becoming aware of existing environmental problems, therefore, before making a purchase, they seek information about products or services that must have environmentally friendly attributes (Tan et al., 2022)

Table 9
Path Coefficients Bootstrapping Z -> Y

Variable Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Z -> Y	0,193	0,179	0,910	2.122	0,034

Table 9 shows the path coefficient between Brand image (Z) and Purchasing decisions (Y) is 0,193 and p-value <0,05. Brand image (Z) positively and significantly affects purchasing decisions (Y). A good brand image can influence consumer decisions to buy a product. Brand image dimensions such as the strength of a brand, favorable brand association, and uniqueness of brand association can influence young consumers in purchasing Aqua Reflections products. Aqua's brand image, which has long been attached to the community, adds an excellent image to other products such as Aqua Reflections.

These results are in line with previous research (Budianto, 2022; Hartini, 2021; Nusraningrum et al., 2021; Prasetyo, 2021; Sari et al., 2022; Sari, 2020; Setiawan & Yosepha, 2020) which suggests that brand image has a positive and significant effect on consumer purchasing decisions. However, the results of this study are not in line with Herawati (2021) and Wijaya & Annisa (2020) which found that brand image did not significantly influence purchasing decisions. Company competition for consumers is no longer limited to product functional attributes such as product use, but has been associated with brands that are able to provide a special image for consumers, in other words, the role of brands has shifted (Aaker, 1991).

Table 10
Path Coefficients Bootstrapping X -> Z -> Y

Variable Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X -> Z -> Y	0,134	0,128	0,067	1.996	0,046

Table 10 shows the indirect effect between green marketing (X) and purchasing decisions (Y) through brand image (Z) with a significance value of p-value <0.05, which is 0.046. There is a positive indirect effect and significance between green marketing (X) and purchasing

decisions (Y) through brand image (Z). This makes the role of brand image significant in mediating green marketing on buying decisions. So, when a company implements good green marketing, it will not only directly influence buying decisions but will affect which brand image will indirectly influence consumers' purchasing behavior. The results of this hypothesis are in line with research conducted by Tan et al. (2022), which state that brand image has a role in mediating green marketing and buying behavior. Many studies believe that image plays an important role in dealing with consumer demands and desires (Ahmed et al., 2020)

CONCLUSION

This study examines the direct influence of Green marketing on the Brand image, the Brand image on Buying decisions, and green marketing on Buying decisions. In addition to testing the direct effect, this study also aims to examine the indirect effect of green marketing on purchasing decisions through brand image. This research also focuses on consumer respondents who have purchased Aqua Reflections bottled water products. Based on the respondent data that has been obtained and the data that has been processed using the SEM-PLS method, the following conclusions are obtained: (1). Green marketing directly influences the brand image of Aqua Reflections consumers. (2). Brand image directly influences consumer purchasing decisions for Aqua Reflections. (3). Green marketing directly influences consumer purchasing decisions for Aqua Reflections. (4) Brand image mediated the effect of green marketing on purchasing decisions.

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