

## THE IMPACT OF GREEN MARKETING, ECOLABEL AWARENESS, GREEN BRAND IMAGE, AND GREEN TRUST ON PURCHASING DECISIONS OF AQUA LIFE PRODUCTS



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### Abstract

The era of globalization is characterized by a very tight level of competition so that companies are required to have the ability to develop strategic choices in the field of marketing management and be able to adapt to the business environment. In an effort to win increasingly fierce competition, companies must be able to create marketing that suits the needs of consumers in modern society. Currently, there are many negative impacts on the environment due to consumption patterns and the rapid development of technology and the economy, resulting in the birth of many products that are not environmentally friendly. One of the causes is the large amount of plastic waste in the environment which has a negative impact on climate change, water and air pollution. The problem is, this increasing growth is not accompanied by poor processing of plastic bottle waste which will have an impact on environmental damage in the future because every year it increasingly accumulates and is not recycled. Therefore, it is necessary to carry out research which aims to analyze the influence of green marketing, ecolabel awareness, green brand image, and green trust on Aqua Life product purchasing decisions.

**Keywords:** Environment, Plastic Waste, Green Marketing, SEM

## INTRODUCTION

The era of globalization is marked by extremely intense competition, requiring companies to develop strategic choices in marketing management and to be capable of adapting to the business environment (Bella et al, 2024). To win increasingly tight competition, companies must be able to create marketing approaches that align with the needs of modern consumers (Ibad, 2025). Today, numerous negative environmental impacts have emerged due to consumption patterns and the rapid development of technology and the economy, leading to the rise of non-sustainable products. One of the causes is the high volume of plastic waste in the environment, which negatively affects climate change, water, and air pollution. In 2023, plastic waste accounted for 18.55% of total waste in Indonesia. Sales volume growth has also increased annually, reaching 33 billion liters (National Waste Management Information System, Ministry of Environment and Forestry). This is highly detrimental to the environment, especially for the future, because plastic waste requires a very long time to decompose naturally—around 1,000 years—while plastic bottle waste such as bottled drinking water takes about 450 years to decompose. This situation corresponds with the growing population each year. The problem is that the increasing growth is not accompanied by proper plastic bottle waste management, which will negatively impact the environment in the future because waste continues to accumulate each year and is not recycled.

According to a survey by the World Wide Fund for Nature (WWF) Indonesia and Nielsen (2018), 63% of Indonesian consumers are willing to spend more to consume environmentally friendly products. This shows that a significant portion of Indonesian society has a high level of awareness regarding environmentally friendly consumption (Firmansyah, 2018).

One of the companies in Indonesia that implements green marketing is PT Aqua Golden Mississippi Tbk with its mineral water product. Aqua is one of the major companies widely known in Indonesia, especially in the bottled mineral water industry. The company has implemented green marketing practices in its bottled water products to help reduce plastic waste, which makes up 18.55% of total waste. Moreover, Aqua is the best-selling bottled drinking water brand and the market leader in Indonesia's mineral water industry. According to Databooks (2023), Aqua holds a 68% market share of Indonesia's bottled water consumption, far surpassing its competitors in the mineral water sector.

**Table 1.**

**Top Brand Index Data for Bottled Drinking Water (AMDK) 2018–2023**

| Brand Name  | Index (%) |      |      |      |      |      |
|-------------|-----------|------|------|------|------|------|
|             | 2018      | 2019 | 2020 | 2021 | 2022 | 2023 |
| Aqua        | 63,9      | 61   | 61,5 | 62,5 | 57,2 | 55,1 |
| Le Minerale | 0         | 5    | 6,1  | 4,6  | 12,5 | 14,5 |
| Ades        | 7,6       | 6    | 7,8  | 7,5  | 6,4  | 5,3  |
| Cleo        | 2,7       | 4,7  | 3,7  | 3,7  | 4,2  | 4,2  |
| Club        | 3,4       | 5,1  | 6,6  | 5,8  | 3,8  | 3,5  |

According to Widodo (2020), green marketing has a significant impact on purchase decisions. Based on the table above, it can be seen that Aqua consistently ranks first in the Top Brand Index from 2018 to 2023, with index values always above 50%. However, in 2022

and 2023, the index experienced a decline, possibly due to increasing competition from other brands. This achievement is not accidental; Aqua continually innovates—for example, by launching Aqua Life at the end of 2018, a product packaged in bottles made from 100% recycled and recyclable materials. Aqua is also committed to using 100% recycled materials, reusable materials, and biodegradable packaging materials by 2025. Currently, Aqua bottles contain up to 25% recycled materials, and this is targeted to increase to an average of 50% by 2025. Although Aqua Life uses recycled plastic bottles, it is completely safe for consumption. The packaging meets standards set by BPOM, is Halal-certified, and complies with SNI and FSSC 22000.

## RESEARCH METHOD

This research was conducted in the Jabodetabek area for two months, from April to May 2024. The data for this study were obtained through an online survey using a Google Form questionnaire distributed via the researcher's social media. The study was analyzed using Structural Equation Modeling (SEM). According to Hair et al. (2014), the minimum sample size can be determined by calculating 10 times the number of indicators or 10 times the number of arrows between latent variables, with the minimum sample requirement being 50 respondents. This study uses 20 indicator variables measurable in SEM, so the minimum sample size required is 200 respondents. The researcher has considered these factors in selecting the sample, such as respondents having purchased Aqua Life products at least once a week and being aware that Aqua Life is an environmentally friendly product.

The questions or statements in the questionnaire were measured using a 5-point Likert scale: 5, 4, 3, 2, 1 (Ferdinand, 2016). Next, a validity test was used to determine the feasibility of each question. The validity test was conducted using the Pearson correlation method. This analysis was performed by correlating each item score with the total item score, which is the sum of all items. The criteria for this test are: if the calculated  $r$  value ( $r$  count)  $> r$  table, the item is considered valid. Conversely, if  $r$  count  $< r$  table, the item is considered invalid (Priyatno, 2012). Following this is the reliability test. The criteria used are: if Cronbach's Alpha  $< 0.6$ , the reliability is considered poor; if Cronbach's Alpha ranges from 0.6 to 0.79, it is considered acceptable; and if Cronbach's Alpha  $> 0.8$ , it is considered good reliability (Titus and Hubeis, 2016).

## RESULT AND DISCUSSION

### Respondent Characteristics

Based on the conducted research, Table 1 shows the gender characteristics, indicating that female respondents were more dominant, with a total of 119 respondents or 57.49%, compared to male respondents, totaling 88 people or 42.51%. Gender influences perceptions of ecolabels.

The next characteristic is the age of respondents, with the highest number falling within the 23–28 age range at 130 respondents, followed by 29–34 years with 37 respondents, and 17–22 years with 21 respondents. Based on the age data, it can be seen that the majority of respondents are within the productive age category, and gender may also affect perceptions of ecolabels. This is consistent with the study conducted by Taufique et al. (2016), which explains that women tend to have higher purchasing levels for environmentally friendly products.

The next characteristic is the education level. Based on the data, undergraduate respondents made up the majority with 148 people, followed by high school/equivalent with 37 respondents, and diploma holders with 18 respondents. The minimum education level in this questionnaire was high school/equivalent because it is assumed that individuals at this level have adequate understanding regarding the products used in this study.

Another characteristic is income. Based on the research data, the income range of IDR 6,000,000–IDR 8,000,000 was the most dominant with 53 respondents, followed by income > IDR 10,000,000 with 47 respondents, and IDR 8,000,000–IDR 10,000,000 with 42 respondents. Income characteristics matter because environmentally friendly products tend to be more expensive than conventional products. This indicates that consumers who purchase eco-friendly products, especially Aqua Life, generally have relatively good incomes. Based on the characteristics described above, it can be concluded that all respondents have adequate understanding to participate in this research.

**Table 1.**  
**Respondent Characteristics**

| <b>Chategory</b>                                   | <b>Characteristics</b>       | <b>Total</b> | <b>Percentage (%)</b> |
|--|------------------------------|--------------|-----------------------|
| Gender   | Male                         | 88           | 42,51                 |
|  | Female                       | 119          | 57,49                 |
| Age  | 17 – 22 year                 | 21           | 10,14                 |
|  | 23 – 28 year                 | 130          | 62,8                  |
|  | 29 – 34 year                 | 37           | 17,87                 |
|  | 35 – 40 year                 | 4            | 1,93                  |
|  | 41-46 year                   | 1            | 0,48                  |
|  | 47-52 year                   | 9            | 4,35                  |
|  | 53-54 year                   | 5            | 2,42                  |
| Education  | Senior High School           | 37           | 17,87                 |
|  | D3                           | 18           | 8,7                   |
|  | D4/S1                        | 148          | 71,5                  |
|  | S2/S3                        | 3            | 1,45                  |
| Work   | Civil Servants (PNS)         | 15           | 7,25                  |
|  | Private sector employee      | 139          | 67,15                 |
|  | Businessman                  | 9            | 4,35                  |
|  | Freelancer                   | 14           | 6,76                  |
|  | Etc                          | 30           | 14,49                 |
| Income   | < Rp 2.000.000               | 12           | 5,80                  |
|  | Rp 2.000.000 - Rp 4.000.000  | 13           | 6,28                  |
|  | Rp 4.000.000 - Rp 6.000.000  | 40           | 19,32                 |
|  | Rp 6.000.000 -Rp 8.000.000   | 53           | 25,60                 |
|  | Rp 8.000.000 - Rp 10.000.000 | 42           | 20,29                 |
|  | > Rp 10.000.000              | 47           | 22,71                 |
| Frequency of Mineral Water Consumption (per month) | 3 times                      | 36           | 17,39                 |
|  | 4-6 times                    | 55           | 26,57                 |
|  | 7-9 times                    | 42           | 20,29                 |
|  | >10 times                    | 74           | 35,75                 |

### Product Purchase Decision

The purchase decision variables for Aqua Life in this study include green marketing, green brand image, green trust, willingness to pay, and purchase decisions. A total of 20 indicators were included using a Likert ordinal scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

The recapitulation of questionnaire responses filled out by respondents can be seen in Table 2.

**Table 2.**  
**Respondent Assessment Results**

| Code | Statement   | Evaluation (%) |       |       |       |      |
|------|---|----------------|-------|-------|-------|------|
|      |   | SS             | S     | N     | TS    | STS  |
| E1   | Knowing that ecolabels are present on environmentally friendly products                 | 19.32          | 55.56 | 21.74 | 2.90  | 0.48 |
| E2   | Realizing that there is an eco-friendly label when purchasing Aqua Life                 | 22.22          | 42.51 | 27.54 | 7.73  | 0.00 |
| E3   | Information about the ecolabel on Aqua Life is adequate                                 | 8.70           | 53.62 | 31.40 | 5.80  | 0.48 |
| GM1  | Aqua Life products can be recycled and do not harm the environment                      | 22.71          | 44.44 | 28.99 | 2.90  | 0.97 |
| GM2  | Purchasing Aqua Life products provides more benefits than other products                | 17.87          | 47.83 | 30.43 | 3.86  | 0.00 |
| GM3  | The price of Aqua Life products matches the results provided                            | 10.14          | 52.17 | 32.85 | 4.83  | 0.00 |
| GM4  | Promotional messages delivered by Aqua Life are communicated well                       | 8.21           | 46.86 | 35.27 | 9.18  | 0.48 |
| GT1  | Aqua Life products are widely recognized by the public                                  | 7.25           | 41.55 | 38.65 | 12.56 | 0.00 |
| GT2  | Aqua Life products are created to protect the environment                               | 23.19          | 43.48 | 30.92 | 2.42  | 0.00 |
| GT3  | Aqua Life products successfully help prevent environmental damage                       | 9.18           | 46.86 | 40.58 | 3.38  | 0.00 |
| GB1  | Believing that Aqua Life is an eco-friendly product                                     | 17.87          | 47.83 | 29.95 | 4.35  | 0.00 |
| GB2  | Aqua Life products have a good reputation   | 10.14          | 51.21 | 35.75 | 2.90  | 0.00 |
| GB3  | The performance of Aqua Life products builds trust to stay committed to the environment | 15.46          | 49.76 | 33.33 | 1.45  | 0.00 |
| KP1  | I purchase Aqua Life products every month   | 12.08          | 36.71 | 35.27 | 14.98 | 0.97 |
| KP2  | The positive image of Aqua Life is a reason for buying and recommending it              | 11.59          | 46.86 | 37.20 | 4.35  | 0.00 |
| KP3  | Aqua Life purchases occur because of trust in the products produced                     | 15.94          | 43.48 | 37.20 | 3.38  | 0.00 |

### Validity and Reliability Test Results

The research data involved 206 respondents with 20 indicator variables, meeting the criteria according to Hair et al. (2014), who state that the minimum sample size is determined by multiplying the number of indicators by 10 or the number of latent variable arrows by 10. The analysis found the r-table value for  $n = 206$  at a 5% significance level.

### SEM-PLS Analysis of Green Marketing, Ecolabel Awareness, Green Brand Image, and Green Trust on Purchase Decisions

This study uses several latent variables, such as green marketing, ecolabel awareness, green brand image, green trust, purchase decisions, and willingness to pay. Testing was conducted using the measurement model (outer model) and the structural model (inner model).

#### Measurement Model Evaluation (Outer Model)

The measurement model evaluation includes parameters such as composite reliability (pc), Cronbach's alpha, indicator reliability, and average variance extracted (AVE). Indicators are considered good when Cronbach's Alpha  $> 0.7$  and AVE  $> 0.5$ . Based on the research data, all indicator variables met these criteria, indicating very high consistency and stability. The processed data results from SmartPLS are shown below:

**Table 3.**  
**Construct Reliability and Validity**

| Variable           | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|--------------------|------------------|-----------------------|----------------------------------|
| Ecolabel Awareness | 0,841            | 0,904                 | 0,759                            |
| Green Brand Image  | 0,837            | 0,902                 | 0,754                            |
| Green Marketing    | 0,852            | 0,901                 | 0,694                            |
| Green Trust        | 0,756            | 0,860                 | 0,673                            |
| Buying decision    | 0,851            | 0,910                 | 0,771                            |

#### Structural Model Evaluation (Inner Model)

The structural model evaluation looks at the R-square value. Structural testing is also used to examine relationships among latent variables. Based on the research findings, the R-square values for willingness to pay and purchase decisions were obtained. Bootstrapping in SmartPLS produced p-values, t-statistics, and path coefficients. The bootstrapping results can be seen in Table 4.

**Table 4.**  
**Bootstrapping Results**

|                                       | Original Sample | T Statistics | P Values |
|---------------------------------------|-----------------|--------------|----------|
| Ecolabel Awareness -> Buying decision | 0.270           | 2.839        | 0.005    |
| Green Brand Image -> Buying decision  | 0.254           | 3.226        | 0.001    |
| Green Marketing -> Buying decision    | 0.255           | 2.653        | 0.008    |
| Green Trust -> Buying decision        | 0.287           | 3.672        | 0.000    |

## Hypothesis Testing Results

This study uses several hypotheses, and hypothesis testing aims to answer the research objectives.

### **H1: Green marketing has a direct and significant effect on consumer purchase decisions.**

Bootstrap analysis shows that H1 is accepted because  $p\text{-value} < 0.05$ . This indicates that Aqua's green marketing activities for its Aqua Life product are successful, as reflected in consumers' purchase decisions. Consumers also believe that the green marketing initiatives taken by the company are good for improving the environment in the future. Companies implementing green marketing must maintain their commitment and consider environmental aspects in product quality, location, and marketing strategies because these influence positive consumer attitudes. This finding aligns with the study by Yolanda & Ngurah (2021) on Ades consumers in Denpasar and is supported by Zahra et al. (2022), who found that the green marketing mix has a positive and significant effect on purchase intention among KFC Lawu Plaza Madiun consumers.

### **H2: Green brand image has a direct and significant effect on consumer purchase decisions.**

Bootstrap analysis shows that H2 is accepted because  $p\text{-value} < 0.05$ . Consumers consciously develop positive perceptions of brands when the product has a strong ecological image. This indicates that Aqua's strategy is effective because consumers realize they are buying environmentally friendly products due to the brand image emphasizing environmental preservation. This finding is consistent with Dewi & Asti (2017) in their study on Oriflame consumers, and supported by Made & Eka (2017), who also found a significant positive effect of green brand image on purchase decisions.

### **H3: Green trust has a direct and significant effect on consumer purchase decisions.**

Bootstrap analysis shows that H3 is accepted because  $p\text{-value} < 0.05$ . Consumers consciously rely on a product and service when they believe that the brand brings positive environmental impact. This aligns with the study by Pemayun & Suasana (2015) on Herbalife consumers in Denpasar, which showed that green trust significantly influences consumer purchase decisions. This is further supported by Gunarso & Kusmawati (2017), who found that green trust has a direct and significant impact on purchasing decisions.

### **H4: Ecolabel awareness has a direct and significant effect on consumer purchase decisions.**

Bootstrap analysis shows that H4 is accepted because  $p\text{-value} < 0.05$ . This indicates that consumers with high environmental awareness are more likely to purchase eco-friendly products. This finding is consistent with Riyanto et al. (2018), who found that awareness of environmentally friendly products significantly influences consumer purchase decisions.

## CONCLUSION

Based on the results of the research conducted, several conclusions can be drawn as follows:

1. Green marketing has a direct and significant effect on consumer purchase decisions. This finding indicates that the activities carried out by Aqua through its product, Aqua Life, can be considered successful, as they influence consumers' purchase decisions. In

- addition, consumers believe that the company's green marketing initiatives are good programs that will contribute positively to the environment in the future.
2. Green brand image has a direct and significant effect on consumer purchase decisions. Consumers consciously develop positive perceptions of a brand when the product has a strong image. This shows that the company's efforts have been successful, as consumers realize they are purchasing environmentally friendly products due to the brand image emphasizing the importance of protecting the environment.
  3. Green trust has a direct and significant effect on consumer purchase decisions. Consumers consciously rely on a product and its services with the belief that the brand can bring positive environmental impacts.
  4. Ecolabel awareness has a direct and significant effect on consumer purchase decisions. This result shows that consumers with a high level of environmental awareness are more likely to decide to purchase environmentally friendly products.

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