

GREEN MARKETING TOOLS EFFECT ON CONSUMER BUYING DECISION IN THE BOTTLED WATER INDUSTRY

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Abstract

Purpose of the study: This study aims to examine green marketing tools, eco-friendly labels, and green advertising influence on consumer purchase behavior in mineral water. This research elaborates on the Ades brand, which promotes eco-friendly image in Indonesia. Green marketing has become a trending issue in all consumer package goods industries in the past decades. The bottled water industry faces enormous challenges to produce an idiosyncratic product to win a highly competitive market.

Methodology: This study applies the partial least square analysis to examine the variable relationships. 115 respondents were involved in this study. Data collected using a questionnaire and processed by SmartPLS 3.0.

Main Findings: The analysis results show that eco-friendly Label and green advertising have a positive and significant relationship on the consumer purchase decision.

Applications of this study: The results provide valuable inputs for bottled water manufacturers to commence a green marketing campaign that fits regional and global markets to improve sales performance and overcome challenges.

Novelty/Originality of this study: Previous studies are rarely concern on consumer behavior in purchasing bottled water, therefore this research attempt to elaborate better understanding using the theory of planned behavior.

Keywords: *Green Marketing Tools, Eco-label, Green Advertising, Consumer Purchase Decision.*

INTRODUCTION

The issue of environmental sustainability has become a concern for consumers ([Chamorro et al., 2009](#)). At present, consumers have become more aware of environmental issues; therefore, product selection has to pay attention to environmentally friendly aspects ([Loiseau et al., 2016](#)). Product selection aims to fulfill wants or needs; in addition, nowadays, consumers participate actively in protecting environmental sustainability ([Richey et al., 2014](#)). Today's business does not only focus on consumer preferences but also considers the nature ([Gupta & Ogden, 2009](#)). The green economy as an economic activity that produces welfare and social justice for humans, significantly able to reduce environmental risks and ecological scarcity ([Postolache & Troaca, 2018](#)). The green economy is considered as one of the activities in decreasing the carbon economy, using resources that are efficient and socially inclusive ([Robinson & Robinson, 2015](#)). Starting from a green economy that is expected to be able to maintain environmental sustainability, later, an effort emerged to market natural-based products. Green marketing emerged as a solution developed by marketers to convey the value of a sustainable green economy according to what consumers want ([Fuiyeng & Yazdanifard, 2015](#)). Green marketing is the consistency of all activities that design services and facilities for the satisfaction of human needs and desires with no impact on the natural environment ([Polonsky, 2017](#)). The principal objective of green marketing is to create two primary lines, firstly, is to gain profits for the company, secondly, as a form of social responsibility to the environment ([Cronin et al., 2011](#)).

Green marketing is an alternative strategy for companies to run profitable and profit-oriented businesses while being environmentally friendly. Green marketing conducted by a company has a positive impact on the company ([Fiore et al., 2017](#)), among others are: to increase sales, improve customer feedback, get closer to customers, enhance competitiveness and improve the company's image ([Papadas et al., 2017](#)). The demand for products has become increasingly high because it is supported by the tendency of people who are now starting to realize the importance of protecting the environment. The company which able to implement a green marketing strategy always can increase demand for environmentally friendly products that it produces and enhance its image in the community ([Polonsky, 2011](#)). Green marketing tools are then used to measure the effect of green marketing on the consumer buying behavior and the extent of public awareness in recognizing green products. Green marketing tools such as eco-friendly Labels and environmental advertisements will facilitate consumers in making perceptions and building awareness of the attributes and characteristics of green products ([Richey et al., 2014](#)). Green advertisement is one marketing strategy that links advertising with environmental issues so consumers can distinguish green advertising from other product advertisements ([Hartmann & Apaolaza-Ibañez, 2012](#)). The advertisement aims to create environmental awareness, increase green brand

recognition, facilitate the formation of a positive attitude towards green products, and influence the purchase intention of green products.

The influence of environmental advertisements on consumer buying behavior has been proven by several previous studies. There is a significant and positive influence of environmental advertisements on consumer buying behavior; the advertisement shows a description that contains elements of environmentally friendly products (Yang et al., 2015). The results of the study by Pickett-Baker & Ozaki (2008) reinforce the evidence of the effect that environmental advertising on purchase decisions, meaning that branding by companies can influence brand evaluation, therefore consumers ultimately choose environmentally friendly products.

The explanation why consumers choose a product can be explained using the theory of planned behavior (TPB), where consumers when choosing a product pay attention to environmental sustainability, so producers who claim to participate in preserving the environment have a great opportunity to be purchased (Paul et al., 2016). Previous research has tested the effect of eco-friendly products on the brand image on beverage packaging, the research results show positive results, besides brand image, which influences consumers (Jeong et al., 2014). Consumers have a positive attitude if the producer conveys that the products sold do not only satisfy the tastes of consumers but also pay attention to the environment. Yan et al., (2012) show that advertisements that convey messages stating that the company is taking part in protecting the environment have a positive effect on consumer attitudes. Punyatoya (2014) strengthens previous research by showing that brands that promote environmental protection do not only affect attitude; however, they involve purchase intentions. Previous researches have examined environmentally friendly products such as green product packaging (Spack et al., 2012), organic food (Thøgersen et al., 2012), hybrid cars (Oliver & Lee, 2010), green housing (Buys et al., 2005), however, the plastic bottle products are still difficult to understand due to limited references. On the other hand, the use of plastic bottles is found repeatedly, especially for beverage packaging. This study aims to address consumer behavior towards producers who market their products using green advertisements on purchasing decisions. Previous studies have not examined the effect of producers who promote themselves on purchasing decisions through brand image. This research has two novelties, firstly, to examine the effect of eco-friendly products on purchasing decisions through the brand image, secondly to use bottled water industry objects that still need further testing.

LITERATURE REVIEW

Environmental issues have become a common hazard to people around the globe. The awareness of society is seen through the change of their habit of purchasing products having high environmental sustainability. Moreover, there is shifting in businesses, change which move to environmental sustainability orientation. Green marketing is a marketers' approach to develop a sustainable business. According to Polonsky (1994), green marketing is an activity designed to produce and facilitate the exchange to meet people's needs or desires with no or minimal impact on the natural environment. Dangelico & Vocalelli (2017) state that the concept of green marketing includes certain characteristics such as marketing products that are safe for the environment, minimize hazards to the environment, produce, promote and properly package the products to protect the environment.

In 1976, the American Marketing Association held a workshop with the theme "A Guide to Ecological Marketing" and invited several specialists to assess the impact of marketing on the environment. Green marketing was defined as the study of the positive and negative aspects of marketing activities towards pollution, energy depletion, and depletion of non-energy resources (Severi & Ling, 2013). Green product marketing is considered safe for the environment and consists of various activities such as product adjustments and modifications to the production process, packaging, labeling, and advertising strategies (Olsen et al., 2014). Furthermore, according to Grewal & Levy (2009), green marketing is strategic efforts made by companies to provide environmentally friendly goods and services to consumers. Cronin et al., (2011) also emphasize that companies implementing green marketing concepts will attempt to create green products, namely products that are not detrimental to humans and their environment, use resources wisely, less waste, and cruelty-free. In other words, green marketing is an alternative marketing approach for companies to run profitable businesses and ensure both product and environmental quality. This means green marketing is an environmentally business concept.

Consumer Purchasing Behavior

Consumers are all individuals who are buying goods or services for their personal consumption. As they are an important factor, the company needs to understand their needs to make the consumers get optimal satisfaction; the company brand reflects product quality (Nam et al., 2011). When the consumers' satisfaction and needs are fulfilled, they give a good response to the product performance and tend to repurchase the product. Besides that, customer satisfaction also increases product sales and company profits. Therefore, marketers should understand consumers' behavior and how they make purchase decisions. Consumer purchasing behavior is defined as the behavior of end consumers in a purchase (Delafrooz et al., 2014). Saito (2009) also explains that consumers' purchasing behavior is the amount of integrity of the attitudes, preferences, intentions, and decisions of consumers that relate to consumers' behavior when buying products or services on the market. This behavior refers to the selection, purchase, and consumption of goods and services for the satisfaction of the end consumers. Yadav & Pathak (2017) consumer buying behavior is the study of how individuals, groups, and organizations buy, use, and place goods, services, ideas, or experiences to meet their needs and desires.

Consumer purchasing behavior focuses on how individuals make decisions to spend their available resources-time, money, and effort- on items they buy; what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and its impact for future purchases, and finally how they use.

Consumer buying behavior in bottled mineral water was initially related to health issues, [Levallois et al., \(1999\)](#) examined consumer attitudes towards bottled drinks, the result was that consumers only paid attention to the health side. Hence it needs. Further research by [Eagle et al., \(2016\)](#) shows that in the current era, consumers are concerned about plastic pollution. Consumers assume plastic is a source of environmental pollution and affect water ecology. Consumers are starting to realize, not only on personal health but also environmental issues, they are taken into consideration when consuming products. Company communication to consumers is considered to convey green values that affect product image and buying behavior ([Kronrod et al., 2012](#)). When consumers feel that participating in protecting the environment, there are always be consequences for consumers' pleasure ([Karmarkar & Bollinger, 2015](#)).

Hypotheses development

Relationship between Eco-Friendly Label and Consumer Purchasing Decision

Eco-friendly Label is represented product that doesn't use abundant energy. Therefore, it is efficient to use and friendly to the environment ([Sonnenberg et al., 2014](#)). An eco-friendly label can attract consumers who have a high level of awareness of the environment. Furthermore, consumers will purchase products and increase their loyalty to environmentally friendly products compared to products that do not pay attention to this issue. Several studies have also been conducted to examine the effect of eco-brands on consumer purchasing decisions. [Chin et al., \(2018\)](#) revealed that eco-friendly Labels have a significant and positive effect on consumer purchasing behavior in deciding to buy a product. Eco-friendly Label is an effective marketing tool to expand the consumer's market. Therefore, it can reach consumers who want to preserve the environment ([Testa et al., 2015](#)). The study concluded that green marketing tools influencing purchasing behavior through a brand logo of Bodyshop products. It is an eco-brand and eco-friendly cosmetic product. [Kao & Tu \(2015\)](#) also concluded that eco-brands labeling has a positive and significant relationship to consumer decision in purchasing a product. A study by [Delafrooz et al., \(2014\)](#) also proves that eco-brands have a positive influence on consumer purchasing behavior. Current purchasing decision does not only pay attention to product quality but also consider the environmentally friendly production process. Consumers at this time pay attention to environmental sustainability when buying a product. In conclusion, eco-friendly products affect consumers in choosing a product ([Martinho et al., 2015](#)).

H₁: There is a positive influence of eco-friendly Labels on consumer purchase decisions.

Relationship between green Advertising and Consumer Purchasing Decision

Advertising is one way to promote a product and service to obtain a market. Promoting products using eco-labels and eco-brands makes advertisements influence consumer buying behavior. Smart marketers will emphasize the credibility of environmentally friendly or green products in their advertisements and attract more consumer attention. These consumers' interest will then affect the product purchase decision. Previous studies show the influence of the green advertisement on consumer purchasing behavior, [Nyilasy et al., \(2014\)](#) show a significant and positive influence from the green advertising on consumer purchasing behavior. [Minton et al., \(2012\)](#) show a positive attitude towards eco-friendly advertising tends to buy green products. [Hsuan-Hsuan et al., \(2012\)](#) reinforce previous studies that showed a positive and significant influence of the environmental advertisement on consumer purchasing behavior. Environmental advertising has a positive effect on consumer purchasing behavior ([Delafrooz et al., 2014](#)). The results also conclude that environmental advertisement has the most significant influence on consumer purchasing behavior compared to eco-brands and eco-labels.

H₂: There is a positive influence of green advertising on consumer purchase decisions.

Relationship of Eco-Friendly Label and Green Advertising to Purchase Decision Through Brand Image

Brand image has an important position in establishing a relationship between consumers and companies. Brand image is becoming increasingly important because the brand image is one of the factors that influence consumer buying behavior. Consumers will make purchases when they are confident in the quality of a product and believe that the money they spend is proportional to the quality they will receive. On the other hand, the existence of a brand image that has been embedded in the minds of consumers will facilitate them in choosing a product during the large variety of products circulating in the market. The influence of brand image on purchasing behavior has been proven by several previous studies. [Malik et al., \(2013\)](#) conducted a study to prove the effect of brand image on consumer purchase behavior. The results of this study indicate that when consumers realize a brand and they have a good perception of the brand, the brand image will automatically grow stronger in mind and become part of their buying behavior. [Durrani et al., \(2015\)](#) emphasize previous studies that conducted a similar study, and the results prove that brand image positively provides a strong influence on consumer buying decisions.

[Amron \(2018\)](#) also shows that there is a significant and positive influence between brand image and consumer buying decisions. This study explains that consumers are now becoming more aware of social status, and they prefer branded products that positively influence their buying behavior. The brand image describes the image of the product in consumer thinking. Brand image plays an important role in product selection. If consumers already feel that the product image is in accordance with the confidence of a consumer, the tendency of the product purchased will be even greater. An environmentally friendly product can change consumer attitudes, so the image that emerges is the product is good for use ([Blasi et al., 2020](#)). [Oladepo & Abimbola \(2015\)](#) states that brand image influences consumer purchasing decisions. The existence of a brand image that suits consumers' tastes encourages purchases. Hence products can satisfy consumer desires. [Chen \(2010\)](#) proves that advertising and brand image can together form the brand equity of products associated with environmentally friendly, which meets the desires of consumers. The existence of green advertising can strengthen the company's position in consumer thinking. Hence it remains in the top of mind product choices ([Suki, 2013](#); [Nyilasy et al., 2014](#))

H3a: There is a positive influence between eco-friendly Label toward purchase decision through brand image.

H3b: There is a positive influence green advertising bottle water toward purchase decision through brand image.

H3c: Brand image positively influences the bottled water purchase decision.

Based on the hypotheses above, this study develops a framework that represented in Figure 1 as follows:

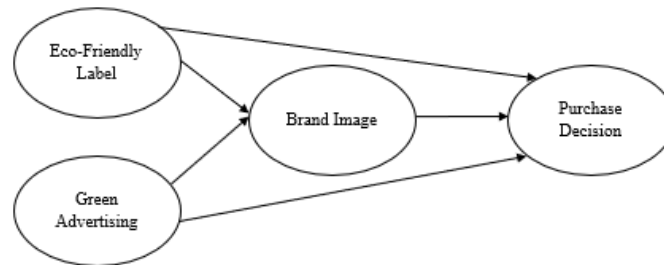


Figure 1: Research Framework

METHODOLOGY

This study employ questionnaire to obtain research data. Each respondent is required to fill out statements according to their experience in purchasing bottled water. Research variables have consisted of the eco-friendly product ([Barbarossa & De Pelsmacker, 2016](#); [Sonnenberg et al., 2014](#)), green variable advertisements ([Grimmer & Woolley, 2014](#); [Li-ming & Wai, 2013](#)), Brand image adopted from [Faircloth et al., \(2001\)](#) and [Salinas & Pérez \(2009\)](#), and Purchase decisions ([Ahmad et al., 2012](#); [Thøgersen et al., 2012](#)). Likert scale is used to measure respondents' answers. Research data were processed using Smart PLS to interpret the results. This study involved 115 respondents with the criteria of ever watching Ades advertising, which show eco-friendly Labels through television, posters, or other media and has purchased Ades bottled water. The number of respondents is 5-10 times the research indicator ([Hair et al., 2010](#)). Ades Bottled water is a well-known brand which represents eco-friendly product. Therefore Ades brand is suitable as the research object.

RESULTS/FINDINGS

Research data testing is employed through two stages, firstly, is to examine validity and reliability. The second is to test the research hypothesis and R^2 value to determine the effect among or between the research variables.

Validity Result

The results validity test using outer loading represent in Table 1.

Table 1: Outer Loading Result

	Brand Image	Eco-friendly Label	Green Advertising	Purchase Decision
BI1	0.666			
BI2	0.608			
BI3	0.659			
BI4	0.783			
BI5	0.764			
BI6	0.661			
BI7	0.600			
BI8	0.666			

EA1		0.701
EA2		0.790
EA3		0.715
EA4		0.751
EA5		0.769
EA6		0.611
EA7		0.709
EA8		0.680
EA9		0.754
EB1	0.803	
EB2	0.783	
EB3	0.837	
EB4	0.581	
EB5	0.792	
EB6	0.777	
EB7	0.521	
EB8	0.628	
EB9	0.777	
PD1		0.580
PD2		0.731
PD3		0.718
PD4		0.740
PD5		0.710
PD6		0.767
PD7		0.717
PD8		0.735
PD9		0.784

Based on Table 1, the outer loading value on each indicator > 0.05 , which affirms the validity principle. Mostly, the average outer loading value is 0.7, which meet validity requirements. In addition, the validity test can be analyzed using cross-loading, which is contained in Table 2.

Table 2: Cross-Loading Value

	Brand Image	Eco-Friendly Label	Green Advertising	Purchase Decision
BI1	0.666	0.445	0.408	0.405
BI2	0.608	0.354	0.337	0.361
BI3	0.659	0.491	0.445	0.434
BI4	0.783	0.596	0.591	0.605
BI5	0.764	0.509	0.594	0.642
BI6	0.661	0.409	0.499	0.357
BI7	0.600	0.337	0.407	0.283
BI8	0.666	0.504	0.556	0.508
GA1	0.491	0.504	0.701	0.400
GA2	0.556	0.506	0.790	0.438
GA3	0.478	0.530	0.715	0.449
GA4	0.569	0.559	0.751	0.441
GA5	0.568	0.519	0.769	0.517
GA6	0.414	0.421	0.611	0.254
GA7	0.533	0.522	0.709	0.416
GA8	0.484	0.393	0.680	0.375
GA9	0.568	0.591	0.754	0.671

EB1	0.524	0.803	0.506	0.496
EB2	0.484	0.783	0.505	0.551
EB3	0.553	0.837	0.617	0.546
EB4	0.408	0.581	0.442	0.426
EB5	0.492	0.792	0.558	0.574
EB6	0.505	0.777	0.572	0.618
EB7	0.438	0.521	0.355	0.327
EB8	0.532	0.628	0.441	0.492
EB9	0.545	0.777	0.582	0.577
PD1	0.307	0.378	0.311	0.580
PD2	0.425	0.554	0.450	0.731
PD3	0.364	0.525	0.350	0.718
PD4	0.401	0.472	0.422	0.740
PD5	0.354	0.416	0.463	0.710
PD6	0.463	0.538	0.464	0.767
PD7	0.706	0.550	0.553	0.717
PD8	0.674	0.552	0.556	0.735
PD9	0.591	0.575	0.432	0.784

Each indicator of the brand image is greater than other observed variables, as well as for the eco-friendly label, green advertising, and purchase decisions. Based on Table 1 and Table 2, this study meets the validity criteria. The reliability test results depicted in Table 3 and Table 4, which show composite reliability and Cronbach alpha. Reliability criteria fulfilled when Cronbach alpha > 0.7, Table 3, and Table 4 show the composite reliability value and Cronbach alpha > 0.7.

Table 3: Composite Reliability Test Result

Variable	Composite Reliability
Brand Image	0.871
Eco-Friendly Label	0.909
Green Advertising	0.907
Purchase Decision	0.905

Table 4: Cronbach Alpha Result

	Cronbach's Alpha
Brand Image	0.833
Eco-Friendly Label	0.886
Green Advertising	0.885
Purchase Decision	0.886

Table 5 shows the relationship between variables in the study based on hypothesis testing. If the T Statistic value exceeds 1.96, the conclusion is to accept the hypothesis. Based on Table 5, hypothesis 1, which states that the eco-friendly Label affects the brand image with a value of 3.503, it concludes that the hypothesis is accepted. Bottled water brands associated with environmentally friendly products influence brand image.

Table 5: Hypothesis Test Result

Hypothesis	Relationship	T Statistic	Result
H1	Eco-Friendly Label -> Brand image	3.503	Accepted
H2	Green Advertising -> Brand image	5.030	Accepted
H3a	Eco-Friendly Label -> Purchase Decision	4.974	Accepted
H3b	Green Advertising -> Purchase Decision	2.099	Accepted
H3c	Brand image -> Purchase Decision	3.787	Accepted

Consumers associate the brand with being friendly to the environment, which has a meaningful impression on consumer attitudes. Hypothesis 2, testing green advertising has an effect on brand image; the result shows a positive and significant effect with a value of 5,030. That is, consumers are affected by the presence of green advertising to form an image in consumers' memories. Hypothesis 3a shows the influence of eco-friendly Label on positive-value purchasing decisions.

Therefore eco-friendly Label encourages consumers to buy products. Hypothesis 3b shows that green advertising influences the purchase decision with a value of 2,099. Hypothesis 3c shows the effect of brand image on positive purchase decisions, so the brand image has an influence when consumers will make a purchase. Based on hypotheses 1, 2, 3a, 3b, and 3c show a positive and significant effect, therefore if the direct effect and not directly show the influence, then the mediation possessed by the brand image is partial ([Baron & Kenny, 1986](#)).

DISCUSSION/ANALYSIS

Hypothesis 1 shows the influence of the eco-friendly Label toward the brand image. The results of this study are also supported [Chin et al., \(2018\)](#), which explains that environmentally friendly Labels are highly correlated with environmentally friendly buying behavior, which leads to brand loyalty. In addition, [Martinho et al., \(2015\)](#) also found that the use of Label, which is characterized by environmentally friendly products, will further enhance consumer purchasing behavior. In line with the previous study, results showed eco-friendly Label is a new topic that influences consumer buying behavior so that eco-friendly Labels focusing on the environment should be used to highlight the status of green products ([Delafrooz et al., 2014](#)). The packaging of Ades is characterized by its Label with an 8% reduction in Polyethylene Terephthalate (PET) plastic in its bottle material making and easily crushed. The composition and process of making products are also safe for the body and environment and have passed the Indonesian National Standard (SNI). However, the form or design of Ades packaging still is similar to the form of bottled drinking water in particular.

Hypothesis 2 shows the influence of Green advertising on the supported brand image based on the results of the study. Consumers who have watched an ad or promotion that draws an environmentally friendly product, then the consequences affect consumer perception ([Hsuan-Hsuan et al., 2012](#)). Consumer perception will identify the product as a product choice that is suitable or in accordance with consumer criteria. In the current era, consumers are not only concerned with product quality, but also participate in protecting the environment through the environmentally friendly product ([Minton et al., 2012](#); [Nyilasy et al., 2014](#)).

Hypothesis 3c proves that the brand image of bottled water products affects purchasing decisions. This research is in line with previous research, which states that a brand image determines purchase decisions ([Oladepo & Abimbola, 2015](#)). Consumers who already believe a brand is environmentally friendly, the greater the decision taken to buy a product ([Amron, 2018](#)). Hypotheses 3a and 3b show that eco-friendly Label and green advertising have a positive effect on purchase decisions. Based on [Hair et al., \(2010\)](#), if a variable directly affects the dependent variable, while at the same time having an effect on the mediating variable, then the relationship of the variable has a partial effect. Consumers who believe that if a product has an eco-friendly label, he or she will immediately decide to purchase the product. Advertising that shows the promotion of an environmentally friendly product can trigger consumers to make purchases with or without through the brand image ([Chen, 2010](#); [Blasi et al., 2020](#)).

CONCLUSION

Eco-friendly Label and green advertising have become a significant determinant in deciding consumer purchase behavior in the bottled water industry. These results provide the industry with a clear view of how a company should react to comply with consumer needs, specifically in green marketing contexts. This industry has faced hard several times due to environmental issues, such as plastic waste. This issue has become headlines globally. Hence it is pertinent for the industry to provide the consumer with more environmentally friendly products, and based on this study's first two results, the industry or especially Ades as a company is obliged to conduct further holistic research and development to obtain less hazardous packaging to ensure environmental conservation. Future research needs to conduct a more sophisticated model and provide different indicators for the determinants, or perhaps add more determinants on the model. Further research in different regions should be considered as well, to provide complete research in global scope in the industry.

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AUTHORS CONTRIBUTION

The first author role has proposed the main research idea; the second author has written the introduction and result, the third author has written a literature review and research methodology, the fourth author has collected research data, the fifth author has written a research conclusion.

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