

# Analysis Of The Factor Of Green Purchasing Behavior On The Customer's Bottled Mineral Water

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**Abstract:** The goal of this study is to examine the Green Purchasing Behavior factor in customers' bottled mineral water purchases. Data were collected from 192 respondents who consume bottled mineral water in Jakarta. In this study, quantitative research methods are used to analyze the validity, reliability, descriptive statistics, and Fit Model with Structural Equation Modeling (SEM). The results show that Environmental Advertisement has a significant effect on Environmental Knowledge, Environmental Advertisement has a significant effect on Eco Brand, Environmental Advertisement has a significant effect on Green Purchasing Behavior, Eco Brand has a significant effect on Green Purchasing Behavior Customer's bottled mineral water, and Environmental Knowledge has a significant effect on Eco Brand Customer's bottled mineral water. The managerial implication of this research is important for the community to choose bottled drinking water products that are low in pollution or environmentally friendly in order to increase the go green program in Jakarta.

**Keywords:** Environmental Advertisement; Environmental Knowledge; Eco Brand; Green Consumption; Green Purchasing Behavior.

**Abstrak:** Tujuan penelitian ini adalah untuk menganalisis faktor Green Purchasing Behavior terhadap Konsumen Air Minum Dalam Kemasan. Data dikumpulkan melalui 192 responden yang mengkonsumsi Air Minum Dalam Kemasan dengan menggunakan kuesioner di wilayah Jakarta. Dalam penelitian ini, metode penelitian kuantitatif digunakan untuk menganalisis validitas, reliabilitas, statistik deskriptif, dan Fit Model dengan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan Environmental Advertisement terhadap Environmental Knowledge, Environmental Advertisement terhadap Eco Brand, Environmental Advertisement terhadap Green Purchasing Behaviour, Eco Brand terhadap Green Consumption, Green Consumption terhadap Green Purchasing Behaviour konsumen Air Minum Dalam Kemasan, sementara Environmental Knowledge berpengaruh negative terhadap Eco Brand konsumen Air Minum Dalam Kemasan. Implikasi manajerial dalam penelitian ini yaitu, dimasa depan pentingnya masyarakat untuk memilih produk Air Minum Dalam Kemasan yang rendah polusi atau ramah lingkungan supaya dapat meningkatkan program go green di Jakarta.

**Kata Kunci:** Environmental Advertisement; Environmental Knowledge; Eco Brand; Green Consumption; Green Purchasing Behaviour.

## INTRODUCTION

Until now, the waste problem in Indonesia has not been resolved, and it will continue to increase along with the increase in population. The use of high enough plastic materials will have an impact on environmental sustainability. This happens because plastic materials are difficult to degrade, so later it will cause a buildup of plastic material waste that ends up polluting the surrounding environment. In addition, this can happen because the level of awareness of the Indonesian people towards the environment is still relatively low. This can



be seen in daily activities, such as/: frequent littering, the use of water, paper, and the unwise use of plastic materials (Diash and Syarifah, 2021). Apart from the above problems, the issue of global warming is currently an important problem in human life. The increase in plastic waste and global warming can become a serious problem if a solution is not sought. This issue is caused by several factors, such as several healthy lifestyle campaigns and environmentally friendly business movements. This happens because the natural conditions around us indirectly make individuals today become wiser in utilizing the resources they have (Diash and Syarifah, 2021).

In the current era of globalization, the management of marketing always tries to find out new opportunities and threats that will occur in the marketing environment and, at the same time, must understand how important it is to understand and adapt to their own environment on a regular basis. To think imaginatively about how marketing may address the requirements of the majority of the world's people for a better standard of living while promoting sustainable development is today's main issue for marketing management. To discover new opportunities today and ensure a better standard of living by means of sustainable development, recognizing the concept of green marketing can be a concern for issues of environmental damage which can then be used by the company as one of the strategies in its marketing (Astini, 2016). In this regard, in today's business world, many business people make the environment an important aspect that must be included in carrying out marketing activities. Thus, business people will look for ways to produce and market products with environmentally friendly product concepts.

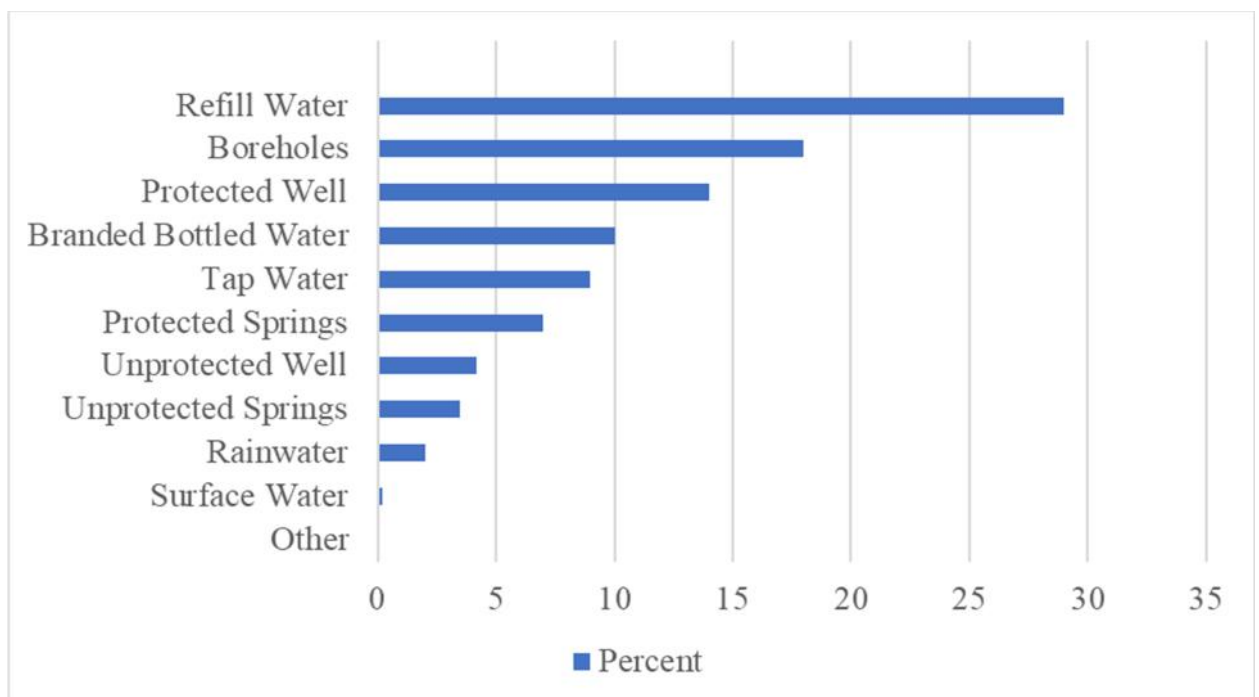
Environmental problems that have occurred in recent years have become growing issues in the world community, such as environmental pollution, climate change, forest destruction and global warming. Not only that, the problem of acid rain, the greenhouse effect, air and water pollution, which is already at dangerous levels, as well as fires and deforestation that threaten the amount of atmosphere on our earth. Even now, plastic waste is a big problem because the amount is increasing day by day and it is difficult to decompose. Public awareness of environmental preservation is increasing due to concerns that arise about health problems in the community and threaten the survival of the community and their offspring. This awareness has changed people's perspectives and lifestyles to care about the environment. This is an opportunity for marketers or business people to direct their business and create product innovations with an environmentally sound business approach.

Green Marketing is a form of product marketing concept that is environmentally friendly, combining a number of initiatives, including the alteration of products, adjustments to manufacturing procedures, packaging, marketing tactics, and raising industry awareness of compliance marketing. Consumers who are currently looking for environmentally friendly products have become an important factor behind the way a company operates, so this encourages companies to market their products with more emphasis on environmental responsibility, known as green marketing. One of the products currently promoting going green or environmentally friendly is bottled mineral water because many people complain about plastic packaging that is difficult to decompose in the environment. In addition, the green marketing concept can be used to gain a competitive advantage after analyzing various Indonesian brands. Research from emerging nations demonstrates that consumer purchasing behaviour is significantly influenced by environmental knowledge. Bottled drinking water is currently an option for Indonesian consumers and is quite attractive to various levels of society because it is an alternative to being able to consume clean water practices at a price



that is still reasonable and affordable to buy. Consumer demand is continuously increasing implications for industry in Indonesia, so this industry is one of the industrial fields that are considered to have good business opportunities (Ayuningtyas and Magnadi, 2016). The beverage business grew by 10.191 per cent between January and September 2018 according to the Ministry of Industry. Rachmat Hidayat, the chairman of the Association of Indonesian Bottled Drinking Water Companies, predicts that the demand for bottled water will increase by 10 per cent in 2019. Rochim added that the Minister of Industry's Regulation No. 78 of 2016 concerning the Compulsory Enforcement of Indonesian National Standards for Mineral Water, Demineralized Water, Natural Mineral Water, and Dew Drinking Water made the use of bottled drinking water a product whose food quality and safety standards had to be met (Marketeers, 2019).

The Central Statistics Agency (BPS) shows that refilled water by homes in Indonesia in 2020 was the primary source of drinking water. In the past year, 29.109 per cent of families reported drinking water that had been replenished (Read: Indonesian Households with Increased Access to Adequate Drinking Water) A total of 19.090 per cent of families opted to drink water from pumps or wells that have been dug. Then, there is 14.353 per cent of households drink water from protected wells. There was 10.230 per cent of households drinking from branded bottled water in 2020. Meanwhile, 9.870 per cent of households drank water from piped water (Katadata.com, n.d.)



**Figure 1.** Per cent of Drinking Water Use by Consumers

This explains that the use of green purchasing practices by consumers is influenced by green marketing campaigns. This research seeks to look into and evaluate: (1) the effect of environmental advertisements on the environmental knowledge of bottled drinking water consumers, (2) the effect of environmental knowledge on the eco brand of bottled drinking water consumers, (3) The effect of environmental advertisements on the green purchasing

behaviour of bottled water consumers. Packaging (4) Effect of Environmental advertisements on Eco Brand of bottled drinking water consumers (5) Effect of Eco Brand on Green Consumption Bottled mineral water consumers (6) Effect of Green Consumption on Green Purchasing Behavior of bottled drinking water consumers.

## **THEORETICAL REVIEW**

**Green Marketing** is an action taken by an organization where there are concerns about ecological problems or environmental problems by increasing environmentally friendly products in order to give satisfaction to consumers and society. In this case, there is a difference between Traditional Marketing and Green Marketing; where the difference is that Green Marketing is not just a marketing activity that is only commercial in nature, but Green Marketing makes environmental aspects an important thing that must be considered in its marketing activities (Astini, 2016). Green marketing focuses on the level of satisfaction of customer needs, wants, and desires that are closely related and contribute to the preservation and upkeep of the environment.

So, this marketing process must have benefits for the environment or nature. In other words, this is marketing that doesn't damage nature and the environment. Not only that, the products promoted with this green marketing method are products that must be environmentally friendly. The production process must also not damage the environment. For example, products are free from materials that are toxic to the environment. Or this product can also be recycled and made from recycled materials. It is also possible that this product is deliberately designed so that it can be used again. In essence, this green marketing has the goal of maintaining the sustainability of nature. Thus, products marketed through this method must also be products that are natural and environmentally friendly.

Products that go through a green marketing process will usually last a long time. The production process that involves environmentally friendly materials makes it last longer than other products. Through a process that prioritizes natural balance, apart from being longer, green marketing products can usually be recycled. This is, of course, different from other products, which may only be used once.

**Environmental Advertising** states environmentally friendly advertising or advertising that promotes green products so that consumers are interested in buying to meet their needs and desires. (Ridwan et al., 2018). Green advertising can range from providing clear, concise, and basic environmental information about items to interacting with customers directly. Green advertising gives information on how products and their business operations, which are primarily concerned with the use of raw materials, production and transportation, and consumption activities, affect the environment. The appearance of green advertising will undoubtedly influence someone's desire to buy a product. Consumers' efforts to satisfy their wants and needs form the basis of consumer purchasing interest. According to a study, green advertising can affect consumers' willingness to buy. It has been demonstrated that the quality of the green product also has good value and that the availability of commercials that include green or contain content about the environment would elicit a favourable response. (Rahman and Widodo, 2020).

One of the product's key characteristics is brand. Customers frequently choose products based on brands when they lack product knowledge. A product or service is considered to have a brand when its features set it apart from similar goods and services (Kotler and Keller, 2018). A name, symbol, or product design that is eco-friendly is known





as an eco-brand. Utilizing eco-brand elements can assist consumers in differentiating green items from other non-green products in a number of ways.

The decision of consumers to buy a product is important for the bottled water industry players. The company will survive if consumers always make purchases. Consumer decision-making to make a purchase has various reasons. Decision-making based on product benefits generally occurs when consumers have concern for themselves, other people or the environment. Consumers who have environmental concerns will always pay attention to the benefits of products for the environment when buying a product.

Green advertising is something that can encourage consumers to buy environmentally friendly products. Through green advertising, consumers can understand the relationship between products and environmental sustainability so that these products have a positive value in the eyes of consumers. This is in line with (Kusumawati, 2019) which proves that green advertising has an effect on consumer interest. However, (Santoso and Rengganis, 2016) found that green advertising did not affect the intention to buy environmentally friendly products.

**Eco-brand** is one of the tools to distinguish between green and non-green products. According to the American Marketing Association, a brand is any name, word, sign, symbol, design, or combination of these things that is used to distinguish one seller or group of sellers' products from those of rival companies. A business must be able to develop a brand in such a way that all of its components can transmit the same message in line with the brand's objectives. It is possible to apply this definition generally to eco-brands. A name, symbol, or product design that is eco-friendly is known as an eco-brand (Rahman and Widodo, 2020).

Previous literature has studied how environmental advertising provides favourable consumer perceptions and beliefs about advertising claims and how these perceptions influence purchasing decisions for green brands and green labels. Regarding this, the opinion found that environmental advertising increases green awareness and consumers' persuasion towards eco-friendly brands and labels, which further affects consumers' purchasing choices for the consumption of sustainable products.

Few advertisements actually communicate the ecological benefits of a product or discuss specific environmental actions from an addition because most marketers or advertising agencies prefer to focus on a pro-environmental corporate image rather than the associated qualities of their offerings to the target market. It has been reported that consumers are frequently persuaded through eco-label schemes and advertising campaigns by using television, news media, and online resources (Jaiswal et al., 2022).

Additionally, numerous consumers are influenced by eco-label programs and advertising campaigns that use television, news media, and the internet to pique their interest in being actively involved in making green product purchasing decisions (Wei et al., 2017). In addition, environmental advertising guides consumers in making decisions about green products). Recommended purchases for green brands and environmentally friendly labelled products taking into account the foregoing, the hypothesis can be concluded as:

**H1:** Environmental Advertisements have a positive effect on Environmental Knowledge.

**H2:** Environmental Advertisements have a positive effect on Eco Brand.



**Consumer buying behaviour.** Consumer purchasing behaviour refers to the actions people take when deciding whether or not to buy a particular product. Customers' top priority when it comes to green products and services is to purchase goods that are made using environmentally friendly materials and manufacturing techniques and whose consumption does not negatively impact the environment in any manner (Ali, 2021). As a result, it also entails discarding the product after usage.

The consumer group has a sense of pride while making green purchases. All of the aforementioned methods and approaches are employed to promote and influence customers to choose to purchase environmentally friendly goods. The first is that the claim's specification provides helpful information about the environmental advantages and qualities of the green version of the product, such as recycling and conservation. Perceptions of environmental advertising should be addressed from three angles.

Additionally, the degree to which environmental claims are emphasized is a Green USP (GUSP). The final test is how particular environmental claims affect customers and whether they react favourably to claims. If not, this could result in bad views and confused images among the target audience or consumers. Environment from advertising, as such encouraging outcomes, can actually enhance customers' awareness to choose green product purchases and help them develop a favourable green image (Jaiswal et al., 2022).

**H3:** Environmental Advertisements have a positive effect on Green Purchasing Behavior.

**Environmental knowledge** can shape consumer attitudes toward environmentally friendly products. Consumer education about the effects of products on the environment is the first step in the development of environmental knowledge. The second step is consumer awareness of the products themselves, which can be developed using ecologically friendly concepts (Saputri and Rahman, 2021). Consumer attitudes can be influenced by their level of environmental knowledge. Consumers with higher levels of environmental knowledge and concern have higher ecological attitudes than those with lower levels of environmental knowledge and concern, which in turn influences their ecological behaviour.

Environmental knowledge is perceived or understood as a general understanding and consumers' own cognitive awareness of an ecosystem and its main effects on society and the environment (Jaiswal et al., 2022). For instance, having knowledge of environmental problems and remedies (Taufique et al., 2017). Environmental knowledge is a subjective metric, according to experts, based on consumers' perceptions or self-evaluations of how their cognitive awareness of green-related information, both directly and indirectly, affects the overall ecosystem and society products. According to this viewpoint, consumer information-seeking behaviour involving an understanding of important environmental products like energy saving, material saving, and emission control typically results in the acquisition of subjective environmental knowledge (Hazen et al., 2017). In line with global green consumerism, young Indian consumers are now becoming more environmentally conscious.

As a result, the growing trend of green consumerism in developing Asian nations like China and India could potentially provide a remedy for the man-made repercussions of ecological imbalance (Jaiswal et al., 2022). The theory is that cognitive measures of knowledge can help consumers develop favourable beliefs about green brands and labelling, which in turn affects their cognition about the effects of their green purchases on the environment both directly and indirectly. In addition, it is determined the following



hypotheses:

**H4:** Environmental knowledge has a positive effect on Eco Brand.

**Green Consumption**, also known as sustainable consumption, is based on safeguarding consumer health and resource conservation in line with the demands of societal health and environmental protection. Green consumption cognition is the knowledge of and familiarity with green consumption, whereas green consumption attitude is the psychological tendency toward or against green consumption.

Green consumption behaviour refers to certain consumption-related actions like buying energy-efficient products and using single-use items. According to psychology and behavioural science, consumer green cognition impacts consumer green attitudes and behaviour, and consumer green attitudes can likewise affect consumer green behaviour (Li, 2020). These three components make up the idea of green consumerism and are inextricably linked (Hazen et al., 2017). Without engaging in green consumption, some consumers also concur that they believe themselves to be green consumers.

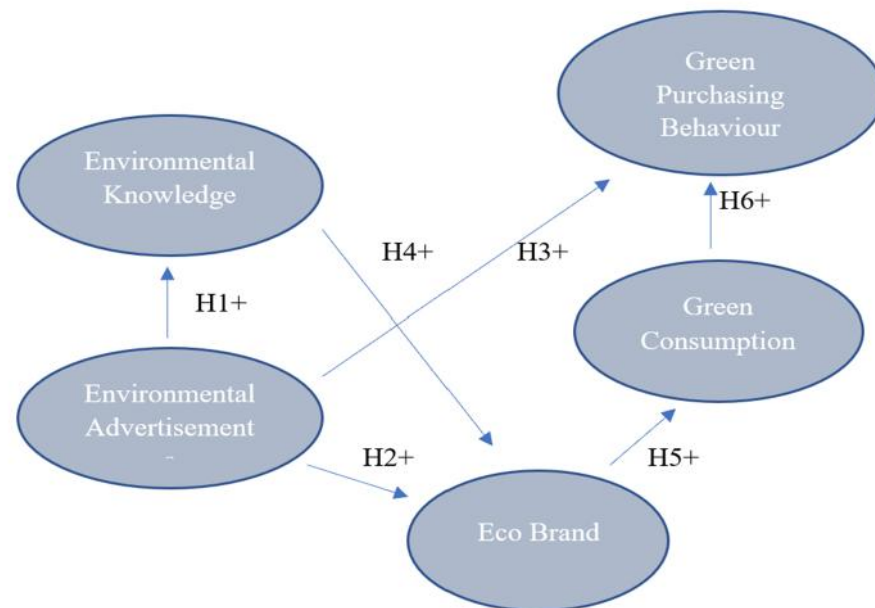
Expectations of green products are often shattered by the perception that these products are of low quality or do not really realize the promises mentioned in the promotions that their products are environmentally friendly. Marketers must realize that consumers are not only focused on the issue of environmentally friendly products, but they must also remember that consumers are unlikely to compromise on traditional product attributes, such as value, quality, price, and performance. Green products must not be inferior to non-green product attributes to attract consumers.

Consumer behaviour varies and has numerous forms. Consumers also make environmentally friendly purchases and then make up for them by recycling in an environmentally beneficial way. Aspects of environmental knowledge, combined with other factors like economic factors, perceived trust in green products, degree of compromise displayed, etc., might probably explain the issue. Most customers overestimate their propensity to make environmentally friendly purchases since it is a broad societal phenomenon; in addition, they pay attention to how many companies are environmentally friendly in order to consume environmentally friendly products (Ali, 2021).

**H5:** Eco Brand has a positive effect on Green Consumption.

**H6:** Green consumption has a positive effect on Green Purchasing Behavior.





**Figure 2.** Research Model

## METHODS

This research began in July 2022. The objects used are household consumers, workers, and students who, in their daily lives, consume bottled drinking water and live in the Jakarta area. The distribution of questionnaires to respondents, data collection and analysis, research results and discussion, conclusions, and managerial implications are the stages of the quantitative research design. These stages include problems, research objectives, theoretical justification, and hypotheses.

The SEM method of analysis is employed. (Structural Equation Modeling), in which this approach entails three steps: confirming the instrument's accuracy and reliability (confirmatory factor analysis) and evaluating the model of how variables are related to one another (path analysis).

**Population and Sample.** SEM is a statistical analysis technique to estimate and evaluate a model consisting of a linear relationship between variables that are usually partially large and a variable that does not can be observed directly (Adedeji et al., 2016).

The sample size for hypothesis testing using Structural Equation Modeling (SEM) is around 200, and the guideline is 5 to 10 times the estimated number of parameters, where the population is all residents who live in Jakarta. Purposive sampling was employed to choose the sample, and out of 200 respondents, 192 returned the questionnaires. Eight respondents' questionnaires were not returned.

**Variable Measurements.** Measurement of five independent variables consisting of Environmental Advertisement, Environmental Knowledge, Eco Brand, Green Consumption, and Green Purchasing Behavior. The questionnaire for this study used a Likert scale from 1 to 5, with a statement level of strongly agree to strongly disagree, which is the Likert scale technique used as a measure of attitude, response as well as the perception of individuals or groups of people related to social phenomena (Sugiyono, 2017).

**Analysis Techniques.** Validity, reliability, factor loading, and descriptive statistics



utilizing Structural Equation Modeling (SEM) with the SPSS software are the technical analyses used in this study.

## RESULTS

The number of respondents who participated in filling out the questionnaire for this study amounted to 192 respondents. For descriptive statistics, there are 19 statements, each of which represents every existing variable, including three statements regarding Environmental Advertising; 4 statements regarding Environmental knowledge; 3 statements regarding the Eco Brand; 4 statements regarding Green Consumption; and five statements regarding Green Purchasing Behavior.

**Table 1** reveals that the responders were men 66.693 per cent, and female respondents 33.307 per cent. The percentage of 18 to 25 years old is 18.282 per cent, 25 to 30 years is 28.513 per cent, 30 to 35 years is 21.401 per cent, 35 to 40 years is 13.002 per cent, and over 40 years is 18.802 per cent. Education at the junior high school level is 1.027 per cent, senior high school is 19.776 per cent, D3 is 6.782 per cent, S1 is 59.401 per cent, S2 is 12.004 per cent, and other education is 1.010 per cent.

Employment as a Civil Servant/BUMN is 27.095 per cent, as a Private Employee is 58.308 per cent, as a Student is 4.214 per cent, and others are 10.383 per cent. 31.297 per cent have an income of 3 to 5 million, 22.402 per cent have an income of 5 to 7 million, 18.201 per cent have an income of 7 to 10 million, and 28.100 per cent have an income above 10 million. Respondent information 99.504 per cent of those who consume bottled drinking water, and the remaining 0.496 per cent do not consume it. Based on the brand of drinking water in the market that is often purchased is 62.003 per cent for the Aqua brand, 8.852 per cent for the Nestle Pure Life brand, 2.087 per cent for the Ades brand, and 15.101 per cent for the Leminerale brand, and other brands 12,957 per cent. Based on the frequency of purchasing bottled drinking water, 74.501 per cent one until two times (a day), 15.482 per cent three until four times (a day), and 10,017 per cent more than five times (a day). The size of the purchase of bottled drinking water by respondents is 0.500 per cent buying in glass size, 67.200 per cent buying in bottle size, and 32.300 per cent buying in gallon size. From the explanation above, it can be concluded that male consumers aged 25 to 30 with an undergraduate education degree, working as private employees, earning 3 to 5 million, prefer to consume mineral water 1 to 2 times a day with the brand aqua bottle.

**Table 1.** Respondent Data

Information	Frequency	Per cent
Gender		
Man	128	66.693
Woman	64	33.307
Age		
18 until 25 Years	35	18.282
25 until 30 Years	55	28.513
30 until 35 Years	41	21.401
35 until 40 Years	25	13.002
more than 40 years	36	18.802
Education		
JUNIOR HIGH SCHOOL	2	1.027



SENIOR HIGH SCHOOL	38	19.776
D3	13	6.782
S1	114	59.401
S2	23	12.004
Other	2	1.010
Work		
Civil Servant/BUMN	52	27.095
Private employees	112	58.308
Student	8	4.214
Other	20	10.383
Income		
3 to 5 Million	60	31.297
Five to 7 Million	43	22.402
Seven to 10 Million	35	18.201
more than 10 Million	54	28.100
Consumption of Bottled Drinking Water		
Yes	191	99.504
Not	1	0.496
Bottled Water Brands That Are Often Purchased		
Aqua	119	62.003
Nestle Pure Life	17	8.852
Ades	4	2.087
Leminerale	29	15.101
Other Products	23	11,957
Frequency of Purchase of Bottled Drinking Water		
One until two times (a day)	143	74.501
Three to four times (a day)	22	15.482
more than five times (a day)	27	10.017
Purchase Size of Bottled Drinking Water		
Glass	1	0.500
Bottle	129	67.200
Gallon	62	32.300

Source: Data Processed by Researchers

**Construct Validity, Reliability and Descriptive Statistics. Validity Test.** Validity testing is carried out to measure a variable, measuring what it wants to measure, or in other words, it can be said that an indicator that measures a valid variable. A validity test is a measurement method that aims to find out how precise and how accurate is a measuring instrument. The validity test also aims to find out if there is a statement that must be discarded or replaced because it is considered not relevant (Purnomo, 2018). In this study, the statistical tool used in testing the validity is the loading factor. The size of the research sample determines the criteria for determining whether an indicator is valid or not. This study uses a sample of 192 respondents, so the factor loading value that determines whether the sample is valid or not is 0.450. An indicator is said to be valid by using the criteria if the loading factor is greater than 0.450, then the statement item is valid, while if the loading factor is less than 0.450, then the statement item is invalid.

**Reliability Test.** Testing for reliability is done to ensure that respondents who measure a variable provide consistent responses. Reliability concerns the extent to which the measurement of a phenomenon or data provides stability to the results related to the consistency of repetition. For example, a test is said to be reliable if repeated measurements



carried out under different conditions will still give the same results. Reliability is a test that shows the extent to which a measurement tool can be used. It shows the extent to which the results of data measurements remain consistent when performed twice or more on the same data the same, using the same measuring instrument (Taherdoost, 2018). The analytical tool used to perform reliability testing is Cronbach's Alpha Coefficient, where the basis for making decisions is whether an indicator is reliable or not; with categories, if the Cronbach's Alpha Coefficient is greater than 0.600, all of the questionnaire's claims are shown to be reliable or consistent, whereas if Cronbach's Alpha Coefficient is less than 0.600, then all statements in the questionnaire are inconsistent or unreliable.

**Table 2.** Construct Reliability, Validity and Descriptive Statistics

Variable/Indicator	Factor Loading	Cronbach Alpha	Conclusion	Mean	Std. Deviation
<b>Environmental Advertisement</b>		0.668	<i>Reliable</i>	4.345	0.525
I am aware that the go green promotion in Jakarta has been carried out	0.677		<i>Valid</i>	4.218	0.795
I have a high motivation to care for the environment	0.841		<i>Valid</i>	4,536	0.549
I have or have often taken concrete actions towards environmental preservation	0.839		<i>Valid</i>	4.281	0.666
<b>Environmental Knowledge</b>		0.768	<i>Reliable</i>	4.330	0.458
I understand knowledge about the environment	0.807		<i>Valid</i>	4.229	0.605
I know about the environmental issues that are going on (Plastic waste, Water pollution, Air pollution etc.)	0.847		<i>Valid</i>	4.307	0.609
I understand correctly about the use of Bottled Drinking Water products	0.813		<i>Valid</i>	4.187	0.627
I hope that green products are friendly to the environment (mountain mineral water, herbal packaging)	0.584		<i>Valid</i>	4.599	0.648
<b>Eco Brand</b>		0.801	<i>Reliable</i>	4.258	0.648
I will buy bottled drinking water from a well-known company	0.898		<i>Valid</i>	4.161	0.805
I will buy products from brands that are environmentally friendly (AQUA, Nestle Pure Life, Ades, LeMinerale)	0.748		<i>Valid</i>	4.515	0.613
I will buy a famous brand/brand	0.887		<i>Valid</i>	4.099	0.859
<b>Green Consumption</b>		0.811	<i>Reliable</i>	4.138	0.589
I will buy bottled water products in the future	0.591		<i>Valid</i>	4.072	0.748
I will recommend bottled water green products to other friends	0.890		<i>Valid</i>	4.208	0.722
I will say positive things about green bottled water products to others	0.890		<i>Valid</i>	4,250	0.686
I will invite others to buy bottled water green products	0.824		<i>Valid</i>	4.020	0.792
<b>Green Purchasing Behavior</b>		0.878	<i>Reliable</i>	4.411	0.498
I prefer to buy bottled water products that are environmentally friendly	0.886		<i>Valid</i>	4.395	0.587
I prefer to buy bottled water products	0.896		<i>Valid</i>	4.411	0.562



that are low in pollution				
I prefer to buy bottled drinking water products that have a good pH	0.751	Valid	4.395	0.622
I prefer to choose bottled water products that are environmentally friendly	0.898	Valid	4.442	0.557

Source: Questionnaire data processed with SPSS

**Testing Validity, Reliability and Descriptive Statistics.** The validity test for the Environmental Advertising variable, which consists of 3 measurement indicators, shows that all measurement indicators are proven valid because they produce a factor loading of more than 0.450. Reliability testing for three valid indicators resulted in a Cronbach alpha value of 0.668, more than 0.600, which means that three indicators for measuring the Environmental Advertising variable were proven to be reliable. Thus, it can be concluded that all measurement indicators for the Environmental Advertising variable are proven valid and reliable, so all of them will be used in testing research hypotheses. The results of descriptive statistical processing for the Environmental Advertising variable.

The validity test for the Environmental Knowledge variable, which consists of 4 measurement indicators, shows that all measurement indicators are proven valid because they produce a loading factor of more than 0.450. Reliability testing for four valid indicators resulted in a Cronbach alpha value of 0.768, more than 0.600, which means that four indicators for measuring the Environmental Knowledge variable were proven to be reliable. Thus, it can be concluded that all measurement indicators of the Environmental Knowledge variable are proven to be valid and reliable, so all of them will be used in testing research hypotheses. The results of descriptive statistical processing for the Environmental Knowledge variable.

The validity test for the Eco Brand variable, which consists of 3 measurement indicators, shows that all measurement indicators are proven valid because they produce a factor loading of more than 0.450. Reliability testing for three valid indicators resulted in a Cronbach alpha value of 0.801, more than 0.600, which means that three indicators measuring the Eco Brand variable proved reliable. Thus, it can be concluded that all indicators of the measurement of the Eco Brand variable are proven to be valid and reliable, so all of them will be used in testing research hypotheses. As can be seen from the average value of respondents' answers of 4.258 with a standard deviation of 0.658 showing the variation of respondents' answers for the Eco Brand variable, the majority are in the range of answer choices between 2 and 1. The results of descriptive statistical processing for the Eco Brand variable overall respondents gave good responses. Indicator 2, with an average value of, had the highest reaction, 4.515, while the indicator with the lowest response is indicator 3, with an average value of 4.099.

The validity test for the Green Consumption variable, which consists of 4 measurement indicators, shows that all measurement indicators are proven valid because they produce a loading factor of more than 0.450. Reliability testing for four valid indicators resulted in a Cronbach alpha value of 0.811, more than 0.600, which means that four indicators measuring the Green Consumption variable were proven to be reliable. Thus, it can be concluded that all measurement indicators of the Green Consumption variable are proven valid and reliable, so all of them will be used in testing research hypotheses. Overall, respondents provided good responses to the Green Consumption variable, as shown by the average value of 4.138 responses with a standard deviation value of 0.589, which indicates that the majority of respondents' answers for the Green Consumption variable are in the



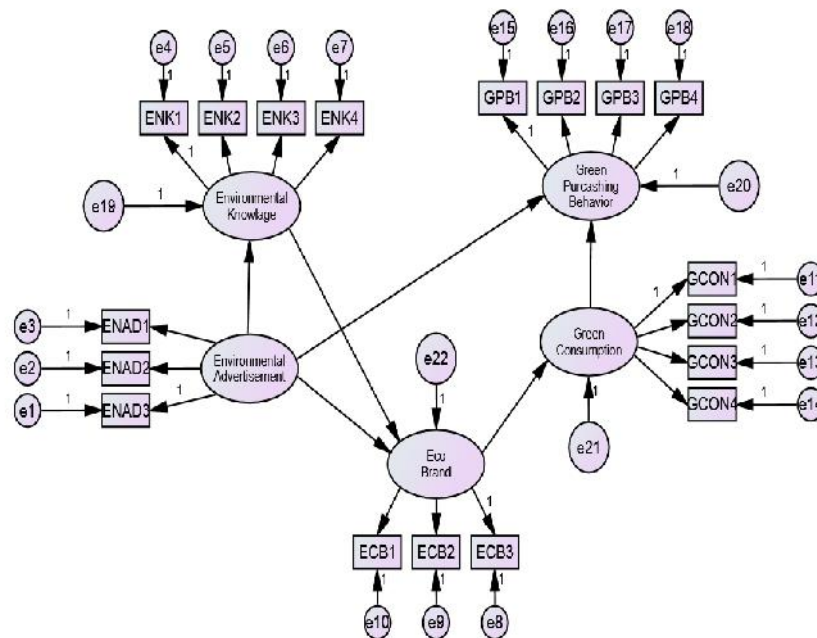


range of answer choices between 2 and 1. With an average value of 4.250, indication 3 has the highest reaction rate, while indicator 4 has the lowest response rate with an average value of 4.020.

Testing the validity for the Green Purchasing Behavior variable, which consists of 5 indicators, but on this variable, the factor loading value is found to be less than 0.450 on the 5th indicator, which is 0.433. This causes the initial validity to be invalid, so iteration 1 is done, which then becomes four indicators. After repeated measurements for the Green Purchasing Behavior variable, all measurement indicators proved valid because they produced a loading factor of more than 0.450. Reliability testing for four valid indicators resulted in a Cronbach alpha value of 0.878, more than 0.600, which means that four indicators measuring the Green Purchasing Behavior variable were proven to be reliable.

Thus, it can be concluded that all indicators of the measurement of the Green Purchasing Behavior variable are proven to be valid and reliable, so all of them will be used in testing research hypotheses. The results of descriptive statistical processing for the Green Purchasing Behavior variable, overall, respondents gave good responses to this variable, as can be seen from the variance in respondents' responses for the Green Purchasing variable, which is indicated by the average value of respondents' answers of 4.411 with a standard deviation of 0.498. The bulk of people behaves in the 2 to 1 answer choice range. Indicator 4 has the strongest reaction, with an average value of 4.442; in contrast, indicators 2 and 3 have the lowest response, with an average value of 4.395.

**Fit Model Test.** Testing the suitability of the model (model fit) is a test that must be done as a prerequisite before testing the research hypothesis using the SEM model shown in **Figure 3**.



**Figure 3. SEM Model**

The following is a Structural Equation Modeling (SEM) data analysis simulation using AMOS. This model uses 18 indicators with five independent variables consisting of Environmental Advertisement, there are three indicators; Environmental knowledge there,

four indicators, Eco Brand there are three indicators, Green Consumption there are four indicators; and Green Purchasing Behavior there are four indicators, uses a Likert scale from 1 to 5. SEM performs theoretical identification of research problems. The research topic is examined in depth, and the relationship between the variables to be hypothesized must be supported by strong theoretical justification. This is because SEM is to confirm whether the observational data is in accordance with the theory or not. So SEM cannot be used to test the imaginary causality hypothesis. This step absolutely must be done, and every relationship that will be described in further steps must have strong theoretical support.

**Table 3.** Model Conformity Test Indicator

Type Measurement	Measurement	Fit Model Decision	Results Processed	Decision
<i>Absolute fit measures</i>	<i>Chi-square</i>	low Chi-Square	295,216	
	<i>p-value Chi-Square</i>	0.050	0.000	poor fit
	GFI	0.900	0.853	Marginal fit
	RMS	0.100	0.082	Fit Model
	NFI	0.900	0.840	Marginal Fit
	IF	0.900	0.903	Fit Model
	TLI	0.900	0.884	Marginal Fit
<i>Parsimonious fit measurement</i>	CFI	0.900	0.902	Fit Model
	CMIN/DF	Between 1 to 5	2.288	Model fit

Source: (Hair et al., 2010)

From the various fit model testing criteria, a number of model fit indicators were selected, as shown in **Table 3**. The processing results for conformity testing revealed that, out of eight fit model testing criteria, four criteria RMSEA, IFI, CFI, and CMIN, DF, resulted in model fit conclusions, while three criteria GFI, NFI, and TLI resulted in marginal fit model conclusions, and one criterion Chi-Square p-value resulted in poor fit model conclusions. The majority of the fit model criteria were satisfied, enabling hypothesis testing. From the table of hypothesis testing results, it can be concluded that there are five accepted hypotheses and one rejected hypothesis. Can be seen in **Table 4**.



**Table 4.** Research Hypothesis Testing Results

	<i>Hypothesis Description</i>	<i>Estimate</i>	<b>CR</b>	<i>p-value</i>	<b>Conclusion</b>
H1	<i>Environmental Advertisements'</i> positive effect on Environmental Knowledge	0.719	7.203	0.000	supported
H2	<i>Environmental Advertisements'</i> positive effect on Eco Brand	0.828	3.184	0.001	supported
H3	<i>Environmental Advertisements'</i> positive effect on Green Purchasing Behavior	0.426	5.204	0.000	supported
H4	<i>Environmental Knowledge</i> positive effect on Eco Brand	-0.022	-0.085	0.932	not supported
H5	<i>Eco Brand</i> positive effect on Green Consumption	0.222	4.499	0.000	supported
H6	<i>Green Consumption</i> positive effect on Green Purchasing Behavior	0.675	4.477	0.000	supported

Source: Data Processing Results

## DISCUSSION

The first hypothesis was carried out with the aim of testing the effect of Environmental Advertising on Environmental Knowledge. Processed results are indicated by the estimated coefficient value of 0.719, which means that increasing Environmental Advertising will increase Environmental knowledge, and conversely, decreasing Environmental Advertising will decrease Environmental knowledge. Ho is disregarded, and Ha is accepted since the p-value of the t statistic, which is 0.000, is less than 0.050, allowing us to draw the conclusion that environmental advertising influences environmental knowledge. The findings demonstrated the beneficial and considerable impact green advertising had on environmental attitudes. The findings indicate that green advertising may have an impact on consumer awareness of and propensity for using green products. The conclusions of this investigation are supported by the results of (Handayani, 2018).

The second hypothesis was carried out with the aim of testing the effect of Environmental Advertisements on the Eco Brand. Processed results are indicated 0.828 is the expected value of the coefficient, which means that increasing Environmental Advertising will increase Eco Brand, and conversely, decreasing Environmental Advertising will decrease Eco Brand. The p-value of the t statistic of Ho is disregarded, and Ha is allowed because 0.001 is less than 0.050, allowing us to draw the conclusion that environmental advertising influences eco brands. Brands are positively and significantly impacted by green advertising, according to the findings of this study (Chaniago and Nupus, 2021).



The third hypothesis was carried out with the aim of testing the effect of Environmental Advertisements having a significant effect on Green Purchasing Behavior. Processed results are indicated by the estimated coefficient value of 0.426, which indicates that rising environmental advertising will lead to more green buying, and falling environmental advertising will lead to less green buying. Since  $H_0$  is disregarded and  $H_a$  is accepted due to the p-value of the t statistic being less than 0.050, it can be said that environmental advertisements significantly affect consumers' willingness to make green purchases. This study is being done to determine the impact of green marketing on consumers' purchasing decisions (Mantiaha, 2016). The findings of this research support the findings of (Anjani and Aksari, 2016) and (Sharma and Trivedi, 2016).

The fourth hypothesis is carried out with the aim of testing the effect of Environmental Knowledge on Eco Brand. The processed results are indicated -0.022, which is the expected value of the coefficient, that increasing Environmental Knowledge will increase Eco Brand and conversely decreasing Environmental knowledge will decrease Eco Brand. The p-value of the t statistic is 0.932 more than 0.050 then  $H_0$  is accepted, so that it can be concluded Environmental knowledge is not proven to have an effect on Eco Brand. The results also demonstrate that although the stimulus of green brand marketing had no impact on this behaviour, the measurements of green marketing tools, specifically eco-labels and the advertising environment, were found to be a predictive variable for buying green items. On the contrary, this study demonstrated an indirect positive influence on green purchasing behaviour, which is partially consistent with the findings, and environmental awareness measures do not have a positive effect on green buying behaviour (Taufique et al., 2017).

The fifth theory is tested with the intent of determining whether Eco Brand has a sizable impact on Green Consumption. The calculated coefficient value of 0.222, which indicates processed results, indicates that boosting Eco Brand will increase Green Consumption while decreasing Eco Brand would decrease Green Consumption. Since  $H_0$  is disregarded and  $H_a$  is accepted because the p-value of the t statistic, which is 0.000, is less than 0.050, it can be said that Eco Brand significantly influences Green Consumption. According to (Prastiyo's, 2016) and this research, the Eco brand has a favourable and significant effect on consumer behaviour. The positive value explains that there is a corresponding effect, that is, if the Eco brand increases an increase in green consumption. Eco Brand, as a market-driven environmental policy tool that has gained worldwide exposure in recent times, has the potential to internalize the external impact of the production, consumption and product manufacturing processes on the environment. The results of this study can be said to have a significant influence if the eco brand meets certain criteria regarding environmental performance, which generally producers or service providers claim to care about the product environment through symbols or specific environmental criteria (Rahman et al., 2016).

The sixth experiment was conducted to see if there was a connection between green consumption and green purchasing behaviour. The estimated coefficient value of 0.675, which denotes processed outcomes, indicates that increasing green consumption will result in an increase in green purchasing behaviour, and decreasing green consumption will result in a decrease in green purchasing behaviour.  $H_0$  is rejected, and  $H_a$  is allowed because the p-value of the t statistic, which is 0.000, is less than 0.050, allowing us to draw the conclusion that green consumption significantly influences green purchasing behaviour.

From the discussion above, it can be explained that the relationship between the construct and the question indicators that have been carried out has almost all of the results





that have an effect, except for the environmental knowledge variable on eco brand, which is not significant. This makes a finding in research that the concept of green marketing that is presented to influence consumers in purchasing green product behaviour cannot all be implemented. Why is that, looking at these results, one of which is an insignificant hypothesis, namely environmental to eco brand, that consumer knowledge about the green environment is only limited to knowing but has not been fully applied when buying environmentally friendly products.

The manufacturer focusing on ecolabeling does not get to influence the buying behaviour in comparison to the manufacturers who use green marketing through green branding and green advertising. This is a concept of customer confusion, as portrayed in earlier studies where customers are influenced by some initiatives but remain unaffected by others. Another thing that distinguishes this research from the previous one is that it focuses more on one brand, namely bottled drinking water, while the previous research explains, in general, what is important is the influence of environmental knowledge and purchasing behaviour of environmentally friendly products.

## CONCLUSION

The current concept of green marketing is very good for urgency, and this is based on the consistency of the answers of all consumers who really hope that there will be a new breakthrough in the drinking water industry to take part in saving the earth from damage caused by the amount of waste or waste generated by the industrial world. The government, as a policy maker, should immediately create an official agency or agency to select environmentally friendly and non-environmentally friendly production goods.

Green Purchasing Behavior towards consumers of Bottled Drinking Water products is strongly influenced by Environmental advertisements, which can affect Environmental Knowledge. The better the advertisement about the environment that is given to consumers, the more knowledge about the community's environment to be able to consume bottled drinking water because there is a motivation to care about the environment.

Green Purchasing Behavior towards consumers of Bottled Drinking Water products is strongly influenced by Environmental Advertisements, which can affect the Eco Brand. The better the advertisements about the environment that are given to consumers, the more purchases of brands that are environmentally friendly so that people can consume bottled drinking water.

Green Purchasing Behavior towards consumers of Bottled Drinking Water products is strongly influenced by Environmental Advertisers, which can affect Green Purchasing Behavior. The better the advertisements about the environment that are given to consumers, the more the selection of packaged drinking water products that are environmentally friendly will increase. Green Purchasing Behavior on consumers of Bottled Drinking Water products that are influenced by Environmental Knowledge cannot affect Eco Brands. A lack of environmental knowledge makes people consume less bottled drinking water.

Green Purchasing Behavior towards consumers of Bottled Drinking Water products is strongly influenced by Eco Brand, which can affect Green Consumption. The better the quality of an environmentally friendly brand that is given to consumers, the more consumers will recommend environmentally friendly packaged drinking water.

Green Purchasing Behavior towards consumers of bottled drinking water products is strongly influenced by Green Consumption because more consumers will recommend



environmentally friendly bottled drinking water, and the behaviour or habits of people to buy environmentally friendly products will be achieved.

Seeing the conditions above, all consumers feel aware of the environmental impact that will occur on the environmentally friendly products used. This happens because several advertisements with eco-friendly concepts have been published so that they make consumers aware of which brand to choose, which will later raise the desire to buy products, and people are not wrong in consuming bottled water that is environmentally friendly.

**Theoretical/Practical Implications.** Based on the conclusions that have been put forward, the advice that can be given regarding this research is that the Bottled Water Industry should pay more attention to environmental aspects given the deteriorating state of the earth at the moment. Environmental Impact Analysis activity needs to be carried out when you want to produce an item, taking into account its long-term effects. The managerial implications are to preserve the indicators of the Green Purchasing Behavior of bottled drinking water consumers so that they can be applied better in the surrounding environment. Meanwhile, it is necessary to adjust and improve the environmental knowledge of environmentally friendly brands so that people can choose bottled drinking water brand that is environmentally friendly.

**Limitations and Suggestions.** The study's limitations include the use of only six variables and the fact that not all of the community's bottled water brands are ecologically friendly. It is advised that additional research increase the number of variables and include other drinking water items that customers frequently use made of environmentally friendly materials so that the study is better and more accurate.

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