



## **The Influence of Green Marketing, Brand Awareness, And Lifestyle on the Purchase Decision of Aqua Life Bottled Water Products in Surabaya**

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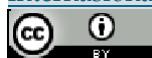
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### ABSTRACT

The progress of the bottled water industry has resulted in fierce competition, resulting in many findings of plastic waste in the form of bottled water product packaging. The large number of plastic waste findings increases the amount of waste accumulation that causes environmental damage. The change in environmentally friendly lifestyle is starting to occur, because there is concern in the community about the problem of environmental corruption. This study aims to determine the influence of green marketing, brand awareness, and lifestyle on consumer purchasing behavior. The population of this study is the people of Surabaya who have purchased Aqua Life bottled water products with a sample of 102 respondents. The research methodology used is non-probability sampling, especially using convenience sampling. Data was collected through G-form and data analysis involved a partial least square (PLS) approach. The results of the study obtained a positive, but not significant relationship between green marketing and purchase decisions. Brand awareness and lifestyle were found to have a positive and significant influence on the purchase decision of Aqua Life bottled water products in Surabaya.

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## INTRODUCTION

Global warming is currently a critical issue in the world. This is due to human activities that are not accompanied by environmental impact analysis, such as human habits of littering, excessive exploitation of the environment, the number of industries that produce plastic waste, and waste disposal that causes pollution. According to statistical data obtained by the Indonesia Solid Waste Association (InSWA) in 2023, the type of plastic waste in Indonesia is in second place, amounting to 14% of total waste production. Supported by a survey from the Sustainable Waste Institute Indonesia (SWI) providing data on the total national plastic waste per year controlling 5% of total waste. Of this amount, branded bottled water products contributed 7.06%.

The large number of plastic waste found from bottled water products illustrates the high public demand for these products. This is like a survey by the National Bottled Water Producers Association (ASPADIN), the sales performance of the bottled water industry has grown to above 5%. Research shows that the trend of using bottled water is increasing by 124% every year. In addition, research also shows that 50% of Indonesia's population in 2026 is predicted to use bottled water. The large opportunities in the bottled water industry cause fierce market competition until finally more and more newcomers enter the industry. This situation makes the generation of plastic waste will increase even more if it is not accompanied by the implementation of a recycling system as a way to preserve the environment.

The application of marketing techniques by bringing elements of environmental problems is a form of promotional strategy called green marketing. One of the companies that applies green marketing to their product line is Aqua. Aqua presents its first environmentally friendly bottled water product called "Aqua Life" with bottle packaging made from 100% recycled materials which can also be recycled later. Green marketing that is planned and implemented properly will have an impact on the purchase decision on the products that have been offered by the company. Research conducted by (Widodo, 2020) states that the increased quality of green marketing will increase consumers in making decisions to purchase a product.

Table 1. Top Brand Index of Bottled Water in 2015-2023

Brand	Top Brand Index (%)								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Bottled water	75,9	73,4	73,3	63,9	61,0	61,5	62,5	57,2	55,1
Club	5,0	3,4	4,5	3,4	5,1	6,6	5,8	3,8	3,5
Ades	2,6	3,4	4,1	7,6	6,0	7,8	7,5	6,4	5,3
Cleo	-	2,0	-	2,7	4,7	3,7	3,7	4,2	4,2
Le Minerale	-	-	-	-	5,0	6,1	4,6	12,5	14,5

Source : <https://www.topbrand-award.com>

The large selection of bottled water products on the market is the main reason for the decrease in the percentage of the Top Brand Index even though Aqua is always in the first position. The implementation of the green marketing concept by Aqua for Aqua Life products aims to improve the company's image amid the declining number of market shares owned. The role of brand

awareness is very important, because from time to time there are always new brands that try to follow the previous brand.

Brand awareness for a brand is very meaningful when it is in the process of consumer consideration in making purchase decisions. Research from (El-Haq & Nurtjahjani, 2023) also informs that brand awareness has a positive effect on purchase decisions. This means that in an effort to increase consumer purchase decisions on the products offered by the company, good brand awareness of the product is needed. In accordance with a survey conducted on 725 respondents by Katadata in 2023, it was stated that 93.1% of respondents answered that they consumed Aqua brand bottled water more often and ranked first compared to other brand bottled water products.

The high awareness of the Aqua brand continues to be developed by presenting Aqua Life products which are currently in line with the change in public awareness of an environmentally friendly lifestyle. Aqua's efforts to increase brand awareness of Aqua Life products are carried out by creating #BijakBerplastik campaigns. The #BijakBerplastik campaign targets all groups, especially the younger generation who are currently starting to care about the environment and are slowly shifting their lifestyle to an environmentally friendly lifestyle. This is in line with research (Setyawati & Santoso, 2024) stating that lifestyle significantly influences purchase decisions. This means that the lifestyle of consumers will encourage an increase in purchase decisions for a product.

It can be seen at the Playfest 2022: Reactive Your Sense event which is a collaboration between Aqua and a Healthy Food Educator and Putri Indonesia Lingkungan in 2018 to provide a space for discussion on how sustainable lifestyle trends in Indonesia continue to increase and environmentally conscious consumption patterns that have become the new lifestyle standard among millennials and generation z (Mediaindonesia.com, 2022).

Table 2. Environmental Awareness Survey on Millennials and Generation Z

Survey Statement	Survey Results (%)
Business actors or environmentally friendly brands are preferred as an important criterion in choosing products and services for millennials and generation z.	89,7
Realize the importance of choosing, buying, and consuming products that can be processed sustainably.	98,9
Prefer products from manufacturers that have various sustainability initiatives over companies that have not paid attention to these factors.	96,7
Do your research before buying a product.	91,6
Already implementing #BijakBerplastik lifestyle.	89,4

Source : <https://mediaindonesia.com>

Based on the phenomenon of environmental damage, the decrease in the percentage of Aqua Top Brand Index figures, and the change in environmentally friendly lifestyles, the researcher was interested and decided to choose the research title "The Influence of Green Marketing, Brand

Awareness, and Lifestyle on the Purchase Decision of Aqua Life Bottled Water Products in Surabaya".

## **THEORETICAL REVIEW**

### ***Green Marketing***

According to the American Marketing Association (AMA), green marketing is described as the process of marketing products that are assumed to be safe for the environment. Green marketing is part of market dynamics with changes in consumer behavior that tend to be more environmentally conscious, then marketers are encouraged to create new ways to market their products through an environmentally friendly approach. According to (Yahya, 2022) the indicators of green marketing variables, namely: a.) Eco-friendly products; b.) Premium pricing; c.) Environmentally friendly distribution channels; d.) Promotion of environmental friendliness.

### ***Brand Awareness***

According to (Anang firmansyah, 2019) brand awareness is defined as the ability of a potential buyer to recognize and recall that a certain brand is part of a certain product category. Brand awareness is a form of remembrance and recognition of a certain brand which can later cause consumers' ability to recognize and recall the brand. According to (Anang Firmansyah, 2019) brand awareness indicators, namely: a.) Recall; b.) Recognition; c.) Purchase; d.) Consumption.

### ***Lifestyle***

According to (Ningsih, 2021) lifestyle describes a person's consumption patterns that describe the person's choice in spending time and using his money for something. Lifestyle is defined as a way for a person to differentiate himself from others for what they want through thinking, feeling, and perceiving something. According to Setiadi in (Tana & Bessie, 2020) lifestyle indicators, namely: a.) Activity; b.) Interest; c.) Opinions.

### ***Purchase Decision***

According to (Andrian, 2022) a purchase decision is a person's thinking where they will evaluate the various options available and make a decision to choose a product from many choices. A series of processes in decision-making occur starting with the introduction of the problem then evaluated and ending by making a decision to choose the product according to the need. According to Kotler and Keller in (Tua et al., 2022) the indicators of purchase decisions, namely: a.) Product selection; b.) Choice of brands; c.) Distributor options; d.) Time of purchase; e.) Purchase amount; f.) Payment methods.

### ***The Relationship of Green Marketing to Purchase Decisions***

Research (Rahmawati & Nurhasan, 2021) states that green marketing influences purchase decisions. This happens because consumers already have the awareness to use environmentally friendly products. This awareness began to emerge when in the surrounding environment they realized how important

it is to use environmentally friendly products for daily life. This awareness is supported by the presence of green marketing as a form of effort from the company in providing environmentally friendly products to its consumers. This means that when the company's green marketing implementation is better, people's purchasing decisions will increase.

H1 : It is suspected that green marketing has a positive effect on purchase decisions.

#### *The Relationship of Brand Awareness to Purchase Decisions*

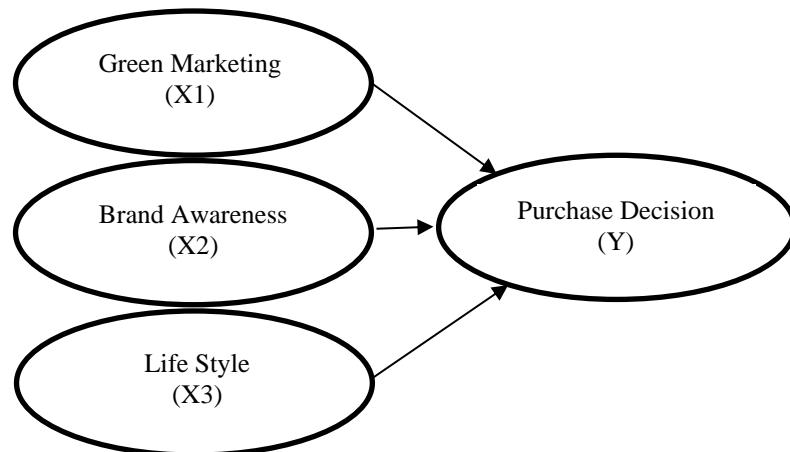
The relationship between brand awareness and purchasing decisions (Hariyanto & Wijaya, 2022) that a company must be able to create a good image of the products they offer. The goal is for consumers to easily recognize the brand compared to other brands. When they can easily recognize a brand, it will be easier for consumers to make a decision to buy their products. This means that the higher the brand awareness of a product, the higher the purchase decision for the product.

H2 : It is suspected that brand awareness has a positive effect on purchase decisions.

#### *The Relationship of Lifestyle to Purchase Decisions*

Research (Ramadhany et al., 2023) states that basically the lifestyle desired by a person is able to influence purchasing behavior in him. Changes in a person's behavior due to the desired lifestyle will move the person to make a purchase decision to meet the needs of his lifestyle. A person will buy a product if the product is felt to be able to meet their needs and can feel its benefits, or even just to fulfill their desires to support their lifestyle without paying attention to the value of the product's benefits. This means that every time there is an increase in consumer lifestyles, their purchase decisions will also increase.

H3: It is suspected that lifestyle has a positive effect on purchase decisions.



**Figure 1. Conceptual Framework**

## METHODOLOGY

The data used in the study is quantitative data. The population criteria are the people of Surabaya who have purchased Aqua Life bottled water products. The determination of the sample size uses a formula according to Hair, because the exact number of the population is not known. From this formula, 102 respondents were obtained. By using sampling techniques in the form of non-probability sampling, especially using convenience sampling. The research instrument was designed in the form of a questionnaire through G-Form by applying a likert scale that has an assessment score of 1 to 5 and each weight of the statement on all variables was analyzed with a partial least square (PLS) approach.

## RESULTS

### *Convergent Validity*

Table 3. Value Factor Loading

Indicators	Factor Loading
<b>Brand Awareness</b>	
BA1	0.814
BA2	0.790
BA3	0.864
BA4	0.865
<b>Lifestyle</b>	
GH1	0.840
GH2	0.914
GH3	0.938
<b>Green Marketing</b>	
GM1	0.851
GM2	0.615
GM3	0.809
GM4	0.767
<b>Purchase Decision</b>	
KP1	0.874
KP2	0.742
KP3	0.860
KP4	0.909
KP5	0.884
KP6	0.821

Source : Processed Data, 2024

It can be seen that the results of several indicators meet the loading factor requirements, which are above 0.5. For example, for green marketing indicators, GM1 = 0.851; GM2 = 0.615; GM3 = 0.809; GM4 = 0.767, having a value greater than 0.5. Therefore, the construct is said to be valid and has good convergent validity

### Discriminant Validity

Table 4. Cross Loading

	Brand Awareness	Lifestyle	Green Marketing	Purchase Decision
BA1	<b>0.814</b>	0.563	0.688	0.702
BA2	<b>0.790</b>	0.645	0.673	0.726
BA3	<b>0.864</b>	0.568	0.760	0.793
BA4	<b>0.865</b>	0.640	0.728	0.792
GH1	0.683	<b>0.840</b>	0.700	0.717
GH2	0.614	<b>0.914</b>	0.573	0.730
GH3	0.653	<b>0.938</b>	0.571	0.730
GM1	0.699	0.538	<b>0.851</b>	0.700
GM2	0.476	0.339	<b>0.615</b>	0.488
GM3	0.689	0.541	<b>0.809</b>	0.612
GM4	0.723	0.639	<b>0.767</b>	0.684
KP1	0.813	0.701	0.757	<b>0.874</b>
KP2	0.683	0.643	0.648	<b>0.742</b>
KP3	0.795	0.691	0.669	<b>0.860</b>
KP4	0.846	0.697	0.746	<b>0.909</b>
KP5	0.752	0.732	0.692	<b>0.884</b>
KP6	0.714	0.660	0.664	<b>0.821</b>

Source : Processed Data, 2024

It can be seen that the outer loading value of each indicator in the construction variable has a value greater than the cross loading value. For example, the indicator of variable purchase decision, KP1 = 0.874; KP2 = 0.742; KP3 = 0.860; KP4 = 0.909; KP5 = 0.884; KP6 = 0.821 has a higher value than other construction indicators, meaning that the research indicators are said to be valid and meet the requirements for the validity of discrimination.

The validity of the discrimination can also be reviewed through the AVE (Avarage Variance Extracted) value which must be greater than 0.5.

Table 5. Avarage Variance Extracted

	AVE
Brand Awareness	0.695
Lifestyle	0.807
Green Marketing	0.586
Purchase Decision	0.723

Source : Processed data, 2024

It can be seen that all AVE values in each variable of this study have values above 0.5. This shows that the variables in the study have met the requirements of Avarage Variance Extracted and have a good validity value.

### Composite Reliability

Table 6. Composite Reliability

	Composite Reliability
Brand Awareness	0.901
Lifestyle	0.926
Green Marketing	0.848

Purchase Decision	0.940
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Source : Processed Data, 2024

It can be seen that all composite reliability in each variable of this study has a value above 0.7. This shows that the variable has met the requirements of composite reliability and has a high reliability value, so it is said to be reliable.

### *R-square value*

Table 7. R-square

	R-square
Purchase Decision	0.871

This is interpreted that the model is able to explain purchasing decisions influenced by green marketing, brand awareness, and lifestyle variables with a value of 0.871 or equivalent to 87.1%. For the rest, 0.129 or 12.9% was influenced by variables other than green marketing, brand awareness, and lifestyle.

### *Hypothesis Testing*

Table 8. Path Coefficients

	Path Coefficients	T-statistics	P-values	Information
Green Marketing - Purchase Decisions	0.096	1.126	0.260	Positive is not significant
Brand Awareness - Purchase Decision	0.598	7.350	0.000	Significant positives
Lifestyle - Purchase Decision	0.310	4.637	0.000	Significant positives

Source : Processed Data, 2024

The test results stated that green marketing had a positive effect with path coefficients of 0.096, T-statistics 1.126 less than the condition of 1.96 and P-values of 0.260 exceeding 0.05 which brought insignificant results. Brand awareness had a positive influence with path coefficients of 0.598, T-statistics of 7.350 exceeding the condition of 1.96 and P-values of 0.000 less than 0.05 bringing significant results. Lifestyle positively impacted with path coefficients of 0.310, T-statistics of 4.637 exceeding the condition of 1.96 and P-values of 0.000 less than 0.05 bringing significant results.

## DISCUSSION

### *The Influence of Green Marketing on Purchasing Decisions*

Based on the research that has been conducted, it can be obtained that green marketing has a positive effect, but not significantly on purchase decisions. The weakest influence on green marketing on purchasing decisions is the premium price indicator. The presence of higher prices of Aqua Life products is adjusted to the quality of environmentally friendly products, not so felt by consumers. This means that the premium price does not provide a perception or memory of green marketing in Aqua Life bottled water products. The existence

or absence of this does not trigger consumers to make purchase decisions on Aqua Life products. This is in line with (Yulianti, 2020) and (Ariyanti et al., 2020) which stated that green marketing had a positive effect, but not significantly on purchase decisions.

#### *The Influence of Brand Awareness on Purchase Decisions*

Based on the research that has been conducted, it can be obtained that brand awareness has a positive and significant effect on purchase decisions. The value of outer loading that has the strongest influence on brand awareness on purchasing decisions is the consumption indicator. A person who has a high intensity in consuming Aqua Life products, the higher the person's purchase decision will be on Aqua Life bottled water products. This is in line with (June, 2021) and (Prabowo & Harsoyo, 2023) which states that brand awareness has a positive and significant effect on purchase decisions.

#### *Lifestyle Influences on Purchase Decisions*

Based on the research that has been conducted, it can be obtained that lifestyle has a positive effect on purchase decisions. The value of outer loading that has the strongest influence on lifestyle on purchasing decisions is an opinion indicator. A person who has a strong opinion about purchasing environmentally friendly products for the sake of environmental conservation, the higher the person's purchase decision will be for Aqua Life bottled water products. This is in line with (Fauzi, 2020) and (T. R. Anggraini, 2022) which states that lifestyle has a positive and significant effect on purchase decisions.

### **CONCLUSIONS AND RECOMMENDATIONS**

After conducting research and discussing it, it can be concluded that green marketing has a positive contribution, but not significantly to a person's tendency to make a purchase decision. This observation shows that every change in the implementation of green marketing, will not have an effect on increasing purchase decisions. In addition, the process of forming brand awareness also plays an important role in strengthening purchasing decisions. The results of the observation stated that there was a positive relationship between brand awareness and purchase decisions. The high intensity of a person in consuming a product, will make him continue to improve his purchase decision on the product. The existence of lifestyle factors also has a high contribution to a person's purchase decision. The results of the observation stated that there was a positive relationship between lifestyle and purchase decisions. The high assumption of consumers about the importance of environmentally friendly products for environmental sustainability will make them make a purchase decision.

### **FURTHER STUDY**

For the next study, it is recommended to use other variables or additional variables that have not been researched by this study, such as brand love, brand trust, brand satisfaction, and brand loyalty. This is done with the

intention of being able to find out other factors that can affect the purchase decision on a product. In addition, it is hoped that future research can use different theoretical foundations to obtain information about renewable theories.

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