

Green Marketing, Lifestyle, and the Purchase Intention of Bottled Water among Generation Z

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ABSTRACT

This research aims to analyze the influence of green marketing and lifestyle on the purchase intention of Ades bottled water in Surabaya, particularly among Generation Z and millennials. The population in this study consists of consumers of packaged drinking water who are familiar with the Ades brand, aged between 17 to 43 years. The sampling technique used to determine the sample is non-probability sampling with the purposive sampling method, involving 112 respondents. The analysis method employed is the Smart PLS software with Structural Equation Modeling (SEM) technique. The results of this study indicate that: (1) Green marketing has a positive influence on purchase intention, with a value of 0.590; (2) Lifestyle has a positive influence of 0.131 on purchase intention.

INTRODUCTION

The issue of environmental pollution and waste accumulation is becoming a growing concern for Indonesian society, and it is not without reason. As reported by (CNN Indonesia, 2022), a study conducted by ECOTON revealed positive results of microplastic particle contamination in all rivers across Indonesia, with the highest contamination found in East Java. This has become one of the reasons for public concern, as microplastic contamination can threaten ecosystems and human health, considering that the public water supply (PDAM) is sourced from surface water.

On the other hand, waste accumulation has shown a decline, according to data from the National Waste Management Information System (SIPSN) covering 147 regencies/cities in Indonesia. In 2022, Indonesia produced 18.4 million tons of waste, 40% lower than the previous year's 31.1 million tons in 2021. The highest waste generation occurred in 2020, amounting to 32.6 million tons. These data indicate a growing environmental awareness among the public, leading to a reduction in plastic-packaged product consumption and wiser plastic waste management.

Despite these phenomena, they do not significantly hinder the AMDK industry's development. The National Association of Packaged Drinking Water Producers (Asparminas) stated that the AMDK industry is projected to grow by 10% compared to the previous year (liputan6, 2022). That is further supported by recent research (Ikhsan et al., 2022), which shows a 1.24-fold (124%) annual increase in AMDK usage. The research also predicts that 50% of Indonesia's population will use AMDK by 2026. Currently, the national packaged drinking water market is served by 2,000 brands from 1,200 companies, with 95% of them being Small and Medium Enterprises (SMEs) and 5% being large corporations.

The high competition in the AMDK industry has driven many well-known AMDK brands to implement diverse marketing strategies to reach a broader market. One such marketing strategy is Green Marketing, where companies aim to reduce the negative environmental impact of their products. Green marketing responds to environmental influences from product design, production, packaging, labeling, usage, distribution, and post-consumption waste management. The environmentally-friendly approach through Green Marketing also serves as a step for companies to maintain the sustainability of their products in the market and create a competitive advantage.

Ades is one of the AMDK companies that adopt the Green Marketing concept as part of its marketing strategy. Ades leverages environmental issues as a business opportunity by actively participating in environmental conservation through messages of environmental concern conveyed through its products, advertisements, and campaigns to attract consumers' interest. In a report by industri.kontan.co.id (2019), the implementation of environmentally-friendly concepts by Ades aims to expand its market share by targeting environmentally-conscious segments such as Generation Z and millennials, thereby enhancing brand trust and image concerning environmentally-friendly concepts and increasing AMDK market share in Indonesia.

Ades has been implementing Green Marketing since 2012, redesigning its packaging to incorporate environmentally-friendly accents, such as a leaf logo and a green bottle cap. Ades also claims an 8% reduction in plastic usage without compromising water quality, making its packaging easily recyclable and space-efficient.

In addition to raising consumer awareness of environmentally-friendly concepts in 2019, Ades launched billboards made from plastic bottle waste, promoting the hashtag #NiatMurni and encouraging the public to collect used plastic bottles. This initiative aimed to demonstrate Ades' commitment to the environment and showcase that its brand is environmentally conscious, with recyclable packaging. Ades has also engaged in various collaborations, including one with GOJEK, supported by Waste4Change, to facilitate the collection of used plastic bottles (www.cocacola.co.id).

Despite these efforts, implementing Green Marketing has not yielded positive results for Ades' market share. In fact, in the past three years, Ades has experienced a decline in market share, ranking third in the Top Brand Index after Le Minerale and AQUA. Other surveys also indicate a weakening presence of Ades in the market.

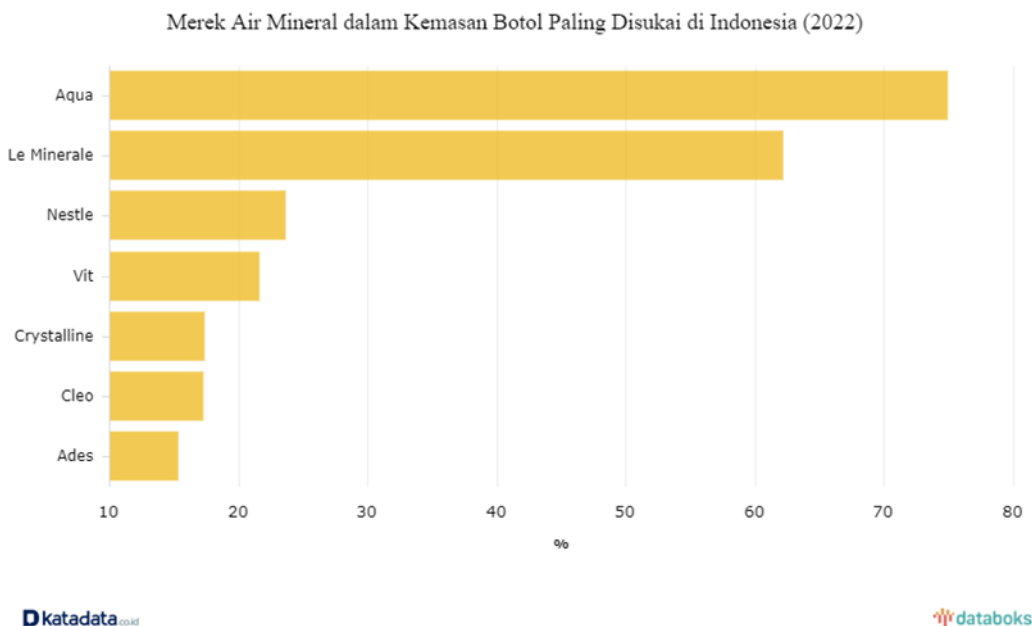


Figure 1. The Most Preferred Brand of Bottled Water in Indonesia
Source: databoks.katadata.co.id (2022)

According to the Katadata survey (2022), the preference for Ades bottled water brands is positioned at the lowest compared to other bottled water brands. This is suspected to be due to the lesser interest of consumers in Ades' implementation of green marketing concepts.

Research Question

From the description above, the research problem formulated is whether Green Marketing and lifestyle influence the purchase intention of Ades bottled water among millennial and Gen Z generations in Surabaya.

Research Objectives

Based on the research problem, this study aims to determine the influence of Green Marketing and lifestyle on the purchase intention of Aedes bottled water among millennial and Gen Z generations in Surabaya.

THEORETICAL REVIEW

Green Marketing

Green Marketing or Environmental Marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or desires so that this satisfaction occurs with minimal negative impact on the natural environment (Polonsky, 1994). According to (Dahlstrom, 2010), Green Marketing is the planning and implementation process of the marketing mix to facilitate the consumption, production, distribution, promotion, packaging, and recycling of products while considering environmental and ecological issues. According to Polonsky (1994), Green marketing operates with four dimensions: Green Product, Green Price, Green Promotion, and Green Distribution/Place.

Life Style

According to Kotler & Armstrong in (Kusumah et al., 2022), lifestyle is a distinctive daily pattern of behavior, reflected through activities, interests, and opinions that individuals possess. According to Sumarwan in (Wijaksono et al., 2022), lifestyle is the daily living pattern of an individual, involving sacrificing something such as time or money to reflect their way of life. This lifestyle significantly influences purchasing decisions, including their interest in specific products or services. According to (Kotler & Armstrong, 2018), lifestyle can be measured with the following indicators: activities, interests, and opinions.

Purchase Intention

According to Kotler and Keller in (Azaria & Utami, 2022), Purchase intention is a consumer behavior that arises through responses to objects indicating consumer desires or needs, which drives the desire to purchase and possess the item. According to Setiadi in (Wijaksono et al., 2022), consumer purchase intention is the process of unifying all available information to evaluate several choices, resulting in a decision. According to Ferdinand in (Susilo, 2022), purchase intention can be identified through indicators such as transactional interest, referential interest, preferential interest, and exploratory interest.

The Influence of Green Marketing on Purchase Intention

According to Dahlstrom (2010:14), consumers who understand green marketing have the opportunity to influence their personality towards the environment. With the increasing number of consumers interested in reducing adverse effects on the environment, green marketing will focus on these activities. This statement shows that green marketing is related to consumer purchase intention, as it focuses on the activities they are interested in and their opinions about environmental concerns, thus influencing their purchase intention for a product or service. Based on the findings of (Azaria & Utami, 2022), Green marketing has a positive and significant influence on purchase intention. Azaria & Utami (2022) also add that Green marketing approaches are based on consumers'

desires and expectations to minimize environmental damage, leading to their preference for green products. Similar research results shown by (Sukma et al., 2020) indicate that green marketing positively influences purchase intention. Therefore, it can be concluded that green marketing can influence consumers' perspectives and interests, resulting in a desire to purchase.

H1: Green Marketing Has a positive influence on Purchase Intention.

The Influence of Lifestyle on Purchase Intention

According to Kotler & Armstrong in (Kusumah et al., 2022), lifestyle is a distinctive daily pattern of behavior, reflected through activities, interests, and opinions that individuals possess. This theory explains how lifestyle reflects an individual's interest or attraction to something, thus playing a role in the purchasing decision-making process. Previous research by (Wijaksono et al., 2022) has shown that lifestyle positively and significantly influences purchase intention. (Wijaksono et al., 2022) Also add that this occurs because consumers at Gusti Ponorogo coffee shops enjoy hanging out or discussing with their friends and are willing to spend their income to fulfill this desire. The influence of lifestyle on purchase intention is concluded through the reflection of activities they engage in when making purchases based on their preferences and habits in spending time and money.

H2: Lifestyle has a positive influence on Purchase Intention.

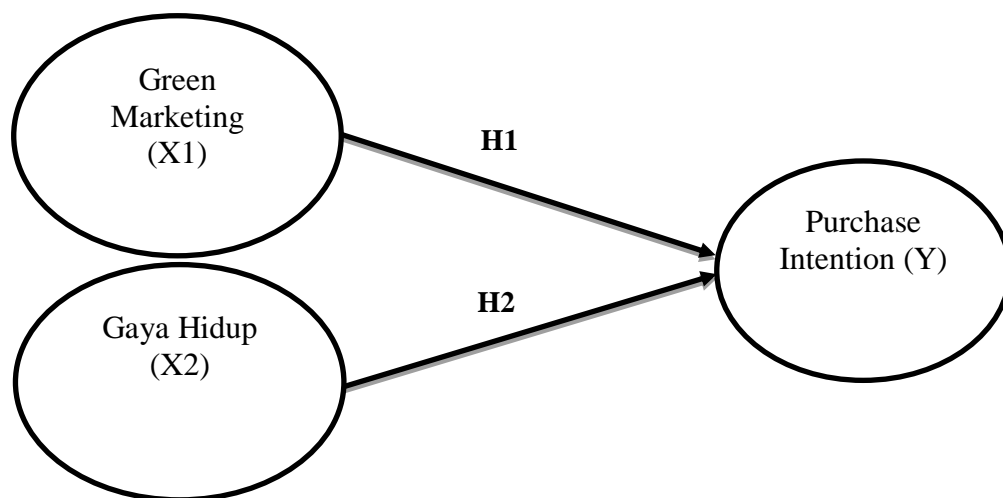


Figure 2. Conceptual Framework

METHODOLOGY

The method used in this study is Quantitative. This study's population consists of bottled mineral water consumers in Surabaya City. The sampling technique employed is non-probability sampling with purposive sampling, and 112 respondents were selected through the distribution of questionnaires via Google Forms, which were measured using a Likert scale. The data used in this research are primary data obtained through questionnaires containing research variables and secondary data obtained from various sources such as books, journals, printed media, and data processing websites. The data analysis technique

used in this study is Structural Equation Modeling (SEM) based on components, employing Partial Least Squares (PLS) using the SmartPLS application.

RESULTS

Validity Test

Second Order (Measurement Model of Variables with Dimensions)

The Green Marketing variable model with multi-dimensional constructs is a variable with measurements from several dimensions with indicator measurements through a second-order analysis. The relationship of the variable with these dimensions is essentially a regression relationship measured by examining the coefficient values and their significance. Thus, each dimension's inner weight values can be observed.

Table 1. Path Coefficients (Mean, STDEV, T-Values) between Dimensions and Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Green Price -> Green Marketing	0.343310	0.345762	0.024843	0.024843	13.819126
Green Product -> Green Marketing	0.302472	0.298313	0.020454	0.020454	14.787973
Green place/distribution -> Green Marketing	0.302265	0.301080	0.027642	0.027642	10.934816
Green promotion -> Green Marketing	0.355688	0.356909	0.022786	0.022786	15.609781

Source: Processed Data (2023)

The test results in the inner weight table above show that the three dimensions of the Green Marketing variable have good validity. This is indicated by the original sample values or coefficients of each dimension greater than 0.5 and the T-Statistic values greater than 1.96 (at $Z\alpha = 5\%$). From the four constructs (dimensions), it can be observed that the average coefficient values are almost the same, but the highest values are found in the Green Promotion and Green Product dimensions. This indicates that these two dimensions have a more significant role in measuring the Green Marketing Value than the other dimensions. However, the difference in coefficient values is not too significant.

First Order (Measurement Model of Dimensions with Indicators and Variables with Indicators)

The measurement model in this study uses reflective indicators, including indicators from the dimensions of the Green Marketing variable (Green Price, Green Product, Green Place/distribution, Green Promotion), the Lifestyle variable,

and the Purchase Intent variable. All of these indicators are measured using a first-order analysis, and to assess their validity, the factor loadings in the outer loading table are examined.

Table 2. Outer Loadings

			Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1.1	<-	Green Product	0.877090	0.878040	0.019634	0.019634	44.672285
X1.1.2	<-	Green Product	0.799668	0.783562	0.055552	0.055552	14.394873
X2.1.1	<-	Green Price	0.749494	0.746937	0.045182	0.045182	16.588402
X2.1.2	<-	Green Price	0.776405	0.771913	0.044195	0.044195	17.567611
X2.1.3	<-	Green Price	0.514901	0.511625	0.100252	0.100252	5.136086
X3.1.1	<-	Green promotion	0.930459	0.928007	0.014243	0.014243	65.328458
X3.1.2	<-	Green promotion	0.928034	0.927188	0.011841	0.011841	78.372321
X4.1.1	<-	Green place/distribution	0.852252	0.844689	0.032940	0.032940	25.872782
X4.1.2	<-	Green place/distribution	0.885244	0.885056	0.017702	0.017702	50.007143
X2.1	<-	LifeStyle	0.611568	0.601944	0.097926	0.097926	6.245235
X2.2	<-	LifeStyle	0.902025	0.894773	0.025984	0.025984	34.714580
X2.3	<-	LifeStyle	0.864749	0.860340	0.032125	0.032125	26.918303
Y1.1	<-	Purchase Intention	0.870476	0.869093	0.021564	0.021564	40.366667
Y1.2	<-	Purchase Intention	0.832055	0.830764	0.028127	0.028127	29.581890
Y1.3	<-	Purchase Intention	0.817124	0.813889	0.029360	0.029360	27.831178
Y1.4	<-	Purchase Intention	0.613861	0.607731	0.057972	0.057972	10.588863

Source: Processed Data (2023)

Based on the outer loading table above, all reflective indicators in each dimension of Green Marketing, the Lifestyle variable, and the Purchase Intention variable show factor loading values (original sample) greater than 0.50 and are statistically significant (T-Statistic values greater than $Z \alpha = 0.05$ (5%) = 1.96). Thus, the estimation results of all reflective indicators in this study are said to meet convergent validity or good validity.

Outer Model

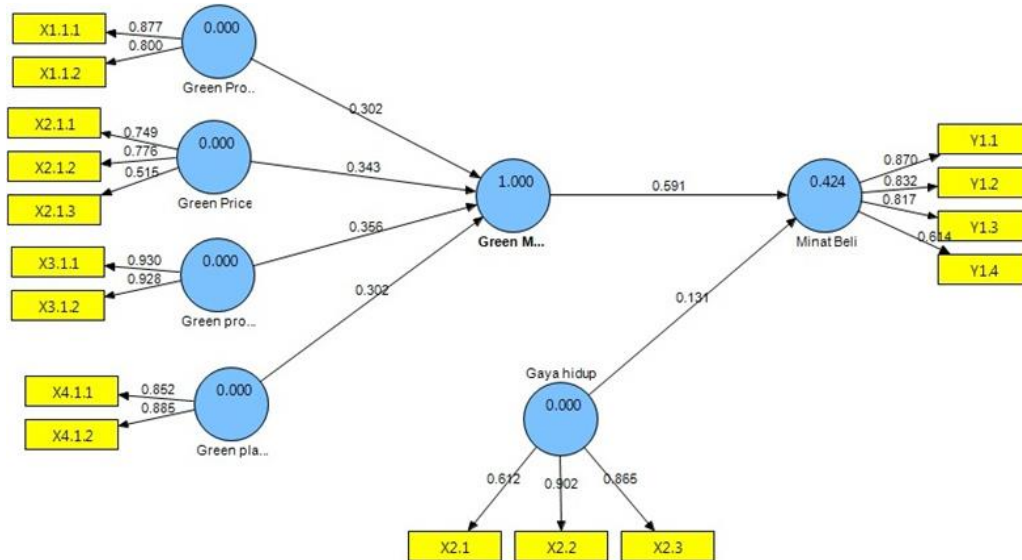


Figure 3. Outer Model with Factor Loading, Patch Coefficient and R-Square

Discriminant Validity

Table 3. Average Variance Extracted (AVE)

	AVE
Life Style	0.645152
Green Marketing	0.394739
Green Price	0.476557
Green Product	0.704378
Green place/distribution	0.754995
Green promotion	0.863501
Purchase Intention	0.623640

Source: Processed Data (2023)

The next measurement model is the Average Variance Extracted (AVE), which indicates the amount of indicator variance captured by its latent variable. An AVE value greater than 0.5 indicates good validity for the latent variable. For reflective indicator variables, it is required that each construct's AVE value is more significant than 0.5 to be considered a good model.

The AVE test results for all dimensions and variables of Green Marketing, the Lifestyle variable, and the Purchase Intention variable show AVE values above 0.5. Therefore, it can be said that overall, the constructs (dimensions) and variables in this study have good validity.

Reliability Test

Table 4. Composite Reliability

	Composite Reliability
Life Style	0.841611
Green Marketing	0.851402
Green Price	0.726194
Green Product	0.826246
Green place/distribution	0.860352
Green promotion	0.926751
Purchase Intention	0.867062

Source: Processed Data (2023)

The results of composite reliability testing for all dimensions and variables of Green Marketing, the Lifestyle variable, and the Purchase Intention variable show composite reliability values above 0.7. Therefore, it can be said that overall, the constructs (dimensions) and variables in this study are reliable.

Latent Variable Correlations

Table 5. Latent Variable Correlations

	Life Style	Green Marketing	Minat Beli
Life Style	1.000000		
Green Marketing	0.374133	1.000000	
Purchase Intention	0.352473	0.639940	1.000000

Source: Processed Data (2023)

From the latent variable correlations table above, it can be observed that the average correlation values between variables are pretty high, above 0.6. The highest correlation value is found between the Purchase Intention variable and the Green Marketing variable, with a value of 0.639940. This indicates that among the variables in the research model, the relationship between Purchase Intention and Green Marketing shows a stronger association than the relationships between other variables. This can also be interpreted as meaning that in this research

model, the level of Purchase Intention is more influenced by the Green Marketing variable than the Lifestyle variable.

R-Square

Table 6. R-Square

R Square	
Life Style	
Green Marketing	
Purchase Intention	0.424384

Source: Processed Data (2023)

The value of $R^2 = 0.424384$. This can be interpreted as the model's ability to explain the phenomenon of Purchase Intention influenced by exogenous variables, including Green Marketing and Lifestyle, at a percentage of 42.43%. The remaining 57.57% ($100\% - 42.43\%$) is explained by other variables outside the scope of this study (besides Green Marketing and Lifestyle variables).

Hypothesis Testing

Hypothesis 1: Green Marketing has a positive effect on Purchase Intention and is accepted, with a path coefficient of 0.590760 and T-Statistic value of 13.4934461, which is greater than the critical value of $Z\alpha = 0.05$ (5%) = 1.96. Thus, it can be considered significant (positive).

Hypothesis 2: Lifestyle positively affects Purchase Intention and is accepted, with a path coefficient of 0.131450 and a T-Statistic value of 2.134024, greater than the critical value of $Z\alpha = 0.05$ (5%) = 1.96. Thus, it can be considered significant (positive).

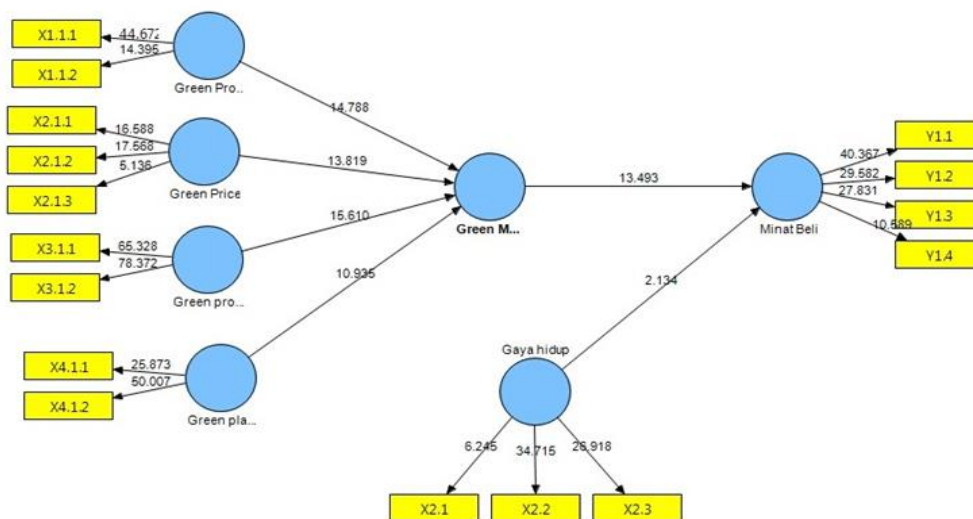


Figure 4. Inner Model Diagram with Significance Values of T-Statistic Bootstrapping
Source: Processed Data (2023)

DISCUSSION

The Influence of Green Marketing on Purchase Intention

The research results indicate a positive influence between Green Marketing and the Purchase Intention of Ades bottled mineral water in Surabaya. The factor loading and path coefficients show that one dimension of Green Marketing, "Green Promotion," has the highest value, with the advertisement indicator being the most influential on the purchase intention of Ades mineral water products. The stronger the environmental care message Ades conveys through advertisements, the more it attracts environmentally conscious consumers, thereby strengthening their purchase intention for the product. These findings align with previous research by (Azaria & Utami, 2022), (Chandra & Tunjungsari, 2019), (Oktaviani & Rodhiah, 2021), (Osiyo & Samuel, 2022), (Sukma et al., 2020), which also found positive results regarding the relationship between Green Marketing and Purchase Intention.

The Influence of Lifestyle on Purchase Intention

Furthermore, the research indicates that Lifestyle positively affects the Purchase Intention of Ades bottled mineral water in Surabaya. The value in factor loading shows that the "Interest" indicator in the Lifestyle variable has the highest value among other indicators, thus significantly influencing the purchase intention variable. The "Interest" indicator refers to a person's interest in an object or activity by giving attention or priority to it. Based on respondents' responses who are interested in environmentally friendly products and activities, Ades provides an eco-friendly concept for its products, attracting the attention of consumers, especially Gen Z and Millennials, who embrace an eco-friendly lifestyle and want to purchase the product. This finding aligns with previous research by (Putri & Rahmawan, 2022) and Wijaksono et al. (2022), identifying a positive and significant relationship between lifestyle and purchase intention.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis and discussion in the previous section, the following conclusions can be drawn:

1. The research supports the hypothesis that Green Marketing positively influences the Purchase Intention of Ades bottled mineral water in Surabaya. This indicates that the optimal implementation of Green Marketing contributes to attracting consumer purchase intention.
2. The research also shows that Lifestyle plays a significant role in influencing consumer purchase intention. The positive results of the hypothesis testing on the Lifestyle variable demonstrate its impact on the purchase intention variable. Products that align with consumers' lifestyles can attract their interest and encourage them to purchase the product.

Based on these conclusions, some suggestions for future research and product evaluation for Ades. Ades has a substantial value in advertisements with environmental care messages. Ades should maintain consistency in conveying these messages to make them a distinctive product value, making it easy for consumers to

remember. The decrease experienced by Ades indicates a lack of promotion, which should be a strength to enhance market share.

ADVANCED RESEARCH

For further research development, future studies can explore other factors that influence purchase intention by expanding the scope of the study or increasing the sample size to improve the generalization of results, or using more advanced data analysis methods.

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