



The Influence of Green Marketing, Green Products and Brand Image on Decisions to Purchase Packaged Drinking Water

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Received: 23 January 2025

Accepted: 21 June 2025

DOI: <https://doi.org/10.32479/irmm.18562>

ABSTRACT

The increasing concern for environmental sustainability has led to changes in consumer behavior, with more people seeking environmentally friendly products in their purchasing decisions. This study aims to investigate the influence of green marketing, green products, and brand image on the decision to purchase bottled water. This study is a quantitative study with data collected from 126 respondents who manage small businesses that sell bottled water. The questionnaire filling technique is with a Likert scale of 1-5 and the data collected are analyzed using the structural equation modeling method with a partial Least Squares (PLS) approach. By taking an alpha of 5%, the results of the study indicate that green marketing and brand image have a positive effect on the decision to purchase, but green products do not affect the decision to purchase bottled water.

Keywords: Green Marketing, Green Product, Brand Image, Decision to Purchase

JEL Classifications: M31, D47, M21

1. INTRODUCTION

In today's environmentally conscious world, the impact of green marketing, green products, and brand image on consumer purchasing decisions has become increasingly significant. Consumers are becoming more aware of the environmental impact of their purchasing behaviors, and they are demonstrating a growing preference for products that are perceived as environmentally friendly or "green" (Singh et al., 2023). As a result, companies are incorporating green initiatives into their marketing strategies to cater to this shift in consumer demand (Siyal et al., 2021; Jouzdani and Esfahani, 2020; Hasnain et al., 2020; Singh et al., 2023).

Green marketing, defined as the promotion of products or services based on their environmental benefits, has been shown to positively influence consumer purchasing decisions (Singh et al., 2023; Jouzdani and Esfahani, 2020). This is because consumers who are concerned about the environment are more likely to choose products that align with their values and

contribute to environmental sustainability (Hasnain et al., 2020). Green marketing, which encompasses the promotion and sale of environmentally-friendly products, has become increasingly important in the Indonesian market. Companies have recognized the need to adopt a more sustainable business approach, focusing on elements such as green environment, green products, green branding, and green pricing. This shift in consumer preferences and corporate strategies has significant implications for purchasing decisions in Indonesia.

In addition to green marketing, the availability of green products, which are goods and services that have a reduced environmental impact, has also been a key factor in shaping consumer purchasing behavior. Research has found that consumers who have a positive perception of green products are more likely to make purchasing decisions that favor these products over their non-green counterparts (Jouzdani and Esfahani, 2020; Hasnain et al., 2020). Furthermore, the brand image, which encompasses the overall perception and reputation of a company or product, plays a crucial role in influencing consumer purchasing decisions.

Consumers tend to associate certain brands with environmental consciousness and are more likely to purchase products from these brands, as they perceive them to be more aligned with their own environmental values (Singh et al., 2023; Jouzdani and Esfahani, 2020; Hasnain et al., 2020; Krstić et al., 2021).

The consumption of bottled water has become a global phenomenon, with its popularity growing rapidly even in countries where clean tap water is readily available and inexpensive (Wilk, 2006). This trend reflects a complex interplay between cultural perceptions, corporate marketing strategies, and public trust in government-provided water infrastructure (Pacheco-Vega, 2019). The rise of the bottled water industry can reflect a broader shift in the political economy of water governance, where the commodification of a fundamental human resource has become increasingly accepted (Pacheco-Vega, 2019; Jaffee and Newman, 2012).

Bottled water companies have been adept at leveraging cultural associations and anxieties around water purity and safety to drive consumer demand (Wilk, 2006). The contrast between tap water and bottled water can be seen as a contest for public trust between governments and corporations, in a context of heightened concerns about health risks and environmental sustainability (Pacheco-Vega, 2019). However, the global expansion of the bottled water market poses a serious threat to the provision of universal public drinking water systems, potentially undermining the long-term viability of tap water as a public good (Jaffee and Newman, 2012).

Research has shown that while the 20th and early 21st centuries saw significant advances in the provision of reliable water to the developed and developing world, concerns about chronic health issues from chemical contamination of drinking water remain paramount (Levin et al., 2023). The bottled water industry in Indonesia has experienced significant growth in recent years, driven by a combination of factors, including rising disposable incomes, increasing health consciousness among consumers, and the convenience of portable, ready-to-drink water options. The food and beverage sector, of which the bottled water industry is a part, has been a significant contributor to Indonesia's overall industrial growth, accounting for 34% of the country's total industrial output (Arifin et al., 2020).

The increasing consumption of bottled water in Indonesia is a phenomenon that has significant implications for the country's consumer behavior, environmental sustainability, and marketing strategies employed by the industry. In recent years, the food and beverage industry, including the bottled water segment, has become a significant contributor to the Indonesian economy, accounting for 34% of the overall industrial sector (Arifin et al., 2020). This growth has been driven by various factors, such as the rise in disposable income, heightened concerns about the safety and quality of tap water, and the strategic marketing efforts of bottled water companies.

The consumption of bottled water in Indonesia has been on the rise, with a growing number of consumers opting for this convenient and perceived healthier alternative to tap water. This

trend can be attributed to several factors, including the widespread availability of bottled water, effective marketing campaigns that emphasize the brand's image and perceived superior quality, and the increasing distrust in the safety of tap water due to concerns about contamination and poor infrastructure.

The bottled water industry in Indonesia has responded to this growing demand with a range of marketing strategies. One of the key strategies employed by these companies is the use of branding and packaging to create a distinct identity and appeal for their products. Bottled water brands often leverage the cultural significance of water, associating their products with concepts of purity, health, and environmental responsibility (Wilk, 2006). Additionally, the industry has capitalized on the emergence of e-commerce and social media platforms to reach a wider consumer base and enhance their brand visibility.

Based on the phenomena and descriptions above, research on marketing strategies for bottled drinking water is an interesting and important issue to be reviewed. Therefore, the purpose of this study is to analyze whether there is an influence of green marketing, green products and brand image variables on the decision to buy bottled drinking water.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Green Marketing on Purchasing Decisions

Green marketing has become an increasingly important aspect of business strategy in recent years as consumers and stakeholders have become more aware of the environmental impact of corporate activities. Indicators of green marketing in research can be broadly divided into several key areas: (1) Green product and packaging - This includes the use of environmentally-friendly materials, sustainable production processes, and eco-friendly packaging (Genoveva and Samukti, 2020). (2) Green promotion and branding - This involves marketing communication that emphasizes the environmental benefits of the product or brand (Genoveva and Samukti, 2020; Singh et al., 2023). (3) Green pricing - This refers to pricing strategies that account for the environmental costs of production and appeal to eco-conscious consumers (Genoveva and Samukti, 2020). Green distribution and place - This includes the use of sustainable logistics and distribution channels that minimize the environmental impact.

Researchers have also identified other important indicators such as consumer environmental consciousness, green perceived value, and green satisfaction, which can influence consumer purchase decisions and brand loyalty towards green products (Ma'rifatun and Riptiono, 2020; Genoveva and Samukti, 2020). In today's increasingly eco-conscious world, the concept of green marketing has emerged as a powerful strategy for businesses seeking to appeal to environmentally-aware consumers. Green marketing encompasses a range of efforts aimed at marketing products while emphasizing their minimal environmental impact (Singh et al., 2023; Dutta, 2012). As global consumption and marketing of

green products continue to accelerate, understanding the factors that influence consumers' green purchase decisions has become a crucial area of research (Singh et al., 2023).

One study found that factors such as environmental protection, environmental responsibility, green product experience, environment-friendly brands, and social acceptance all play a significant role in shaping consumers' decision to buy green products (Jouzdani and Esfahani, 2020). Another review article highlighted that while many consumers express intentions to behave in an environmentally-friendly manner, there is often a "green gap" between their intentions and actual purchasing behavior (Krstić et al., 2021). This suggests that the effectiveness of green advertising and the factors that influence its impact are crucial for stimulating the cognitive and affective reactions necessary to bridge this gap.

H₁. There is a positive influence between green marketing on purchasing decisions.

2.2. Green Products on Purchasing Decisions

Green marketing and green products are two related yet distinct concepts that have gained significant attention in the business and sustainability spheres. Green marketing refers to the systematic process of planning, developing, and promoting goods and services that cater to the needs of environmentally conscious consumers while minimizing the impact on the environment (Bekhet et al., 2012). It encompasses a holistic management strategy that identifies and markets products or services based on their environmental friendliness (Singh et al., 2023). In contrast, green products are those that are designed, manufactured, and marketed with the intention of having a reduced negative impact on the environment. Green products may utilize sustainable materials, energy-efficient production processes, and eco-friendly packaging, among other characteristics.

In today's increasingly environmentally-conscious consumer landscape, the influence of green products on purchase decisions has become a topic of growing interest among researchers and marketing professionals alike. Studies have shown that consumers are becoming more aware of the environmental impact of their purchasing behavior, which is driving a greater demand for products that are eco-friendly and sustainable (Hasnain et al., 2020; Jouzdani and Esfahani, 2020). According to one study, while over 67% of consumers expressed a favorable opinion toward green products, only 4% actually purchased them, suggesting a disconnect between perception and behavior (Singh et al., 2023). This disparity highlights the need for a deeper understanding of the factors that influence consumers' decisions to purchase green products.

The concept of green products has gained significant attention in recent years as consumers and businesses increasingly prioritize environmental sustainability. To understand the key indicators of green product variables in research, it is essential to examine the multifaceted nature of this construct (Driessen et al., 2013). One important indicator of green product variables is the presence of eco-friendly labels or certifications. Consumers often rely on these labels to make informed purchasing decisions, and the

presence of credible green labels can positively influence consumer preferences. Another key indicator is the use of environmentally responsible materials and production processes, which can contribute to the overall sustainability of a product (Blanco and Sheffi, 2016; Kulshreshtha et al., 2019).

H₂. There is a positive influence between green products on purchasing decisions.

2.3. Brand Image on Purchasing Decisions

Consumers today are bombarded with a vast array of brands, each vying for their attention and loyalty (Sundar et al., 2020). In the bottled water market, brand image has emerged as a crucial factor in shaping consumer purchasing decisions (Foster, 2017). Researchers have identified several key components of brand image, including product attributes, consumer benefits, and overall brand attitudes or perceptions (Jaya and Prianthara, 2020; Odilova, 2018). The existing literature suggests that a brand's image can have a significant impact on consumer purchase intent. Consumers tend to be drawn to brands that they perceive as offering desirable attributes and benefits, and that align with their personal values and preferences (Singh 2023; Jaya and Prianthara, 2020).

For instance, a study on the mineral water brand "Amidis" found that consumer attitudes towards the brand had a greater influence on purchasing decisions than attributes or perceived benefits. Brand image is a critical factor that can significantly influence consumer purchasing decisions. Retailers understand the importance of creating a strong and positive brand image to attract and retain customers in the highly competitive retail industry (Ailawadi and Keller, 2004). Brand image refers to the perception and associations that consumers have about a particular brand, which are often shaped by various marketing and advertising efforts (Sanjaya et al., 2020).

Research has shown that brand image can have a significant impact on consumer purchase intentions. A strong brand image can create a sense of trust and loyalty among consumers, leading them to choose that brand over competitors (Sanjaya et al., 2020). Furthermore, consumers are more likely to have a greater purchase intention for a brand they are familiar with and perceive positively (Jaya and Prianthara, 2020; Sanjaya et al., 2020).

H₃. There is a positive influence between brand image on purchasing decisions.

3. DATA AND METHODOLOGY

This study is a quantitative study. The exogenous latent variables in the study are green marketing (X1) consisting of indicators (1) Policy of green products design. (2) Distribution with green criteria. (3) Pricing of green products. (4) Green publicity and green sponsoring. Variable green products (X2) with indicators (1) Beneficial for the environment, (2) Product performance according to quality, (3) Raw materials from non-hazardous materials, (4) Does not contain toxins, and (5) Uses recyclable raw materials. Variable brand image (X3) with indicators (1) Strength, (2) Uniqueness, (3) Ease of brand pronunciation, (4) Easy to remember. Endogenous variable purchasing decisions

(Y) measured by indicators (1) Purchasing decisions, namely perceived needs, (2) Activities before buying, (3) Behavior when using, (4) Post-purchase behavior.

The time period used is cross-sectional. Data collection is done by filling out questionnaires online via google form or filling them out directly and through interviews. The questionnaire was created using a Likert scale of 1-5 and distributed to bottled drinking water business owners in Gorontalo Province, Indonesia, and the questionnaires that can be processed are 126 data. Sampling using the simple random sampling method

Furthermore, the collected data was tested using structural equality modeling (SEM_PLS) because it is a more sensitive, simple and powerful statistical technique for data analysis. Testing with PLS in the Structural Equation Modeling application is one of the analysis methods that is very suitable or powerful for every type of data scale, be it ordinal, nominal, ratio, or interval data. According to Hair, the minimum sample size recommended for analyzing data

using SEM-PLS is 30, which means that SEM-PLS is suitable for use in this study (Hair et al., 2021).

4. FINDINGS AND DISCUSSION

4.1. Descriptive of Research Respondents

The data collected shows the characteristics of respondents that describe the condition of respondents in this study. Respondent characteristics include age, gender, and type of business. Respondents taken in the study were those who have small and medium businesses that sell bottled drinking water with ages 18-30 years as many as 84 people and ages 30 and over as many as 42 people. Based on gender, male respondents were 54 and female respondents were 72. From the type of business, respondents from the restaurant business were 45, retail sellers were 62, and other businesses were 19 respondents.

4.2. Outer Model

The collected data was then analyzed using partial least square analysis with the following stages. Test Measurement Model/Outer model. Outer model is used to test validity and reliability. Valid or invalid and reliable or unreliable can be seen from the loading value, cronbach alpha, composite reliability, and AVE. Both dependent and independent variables are said to be valid if the outer loading of each indicator is more than 0.7 then the AVE value > 0.5 and the CR value or composite reliability value > 0.7 (Hair et al., 2021). From the data displayed in the table, all loading factor values > 0.5, and AVE > 0.7, and CR value > 0.7. This means that the variables and indicators tested in this study have met the requirements and can be continued to data testing. More details can be seen in Tables 1 and 2 below.

Table 3 presents the average variance extracted (AVE). AVE values above 0.5 indicate that the model has good reliability. AVE can also be used to evaluate discriminant validity. Discriminant validity occurs if two different instruments that measure two constructs that are predicted to be uncorrelated produce scores that are indeed uncorrelated. To check discriminant validity, it can also be seen in the fornell-larcker criteria. Fornell-Larcker is used to check the

Table 1: Significance of indicators

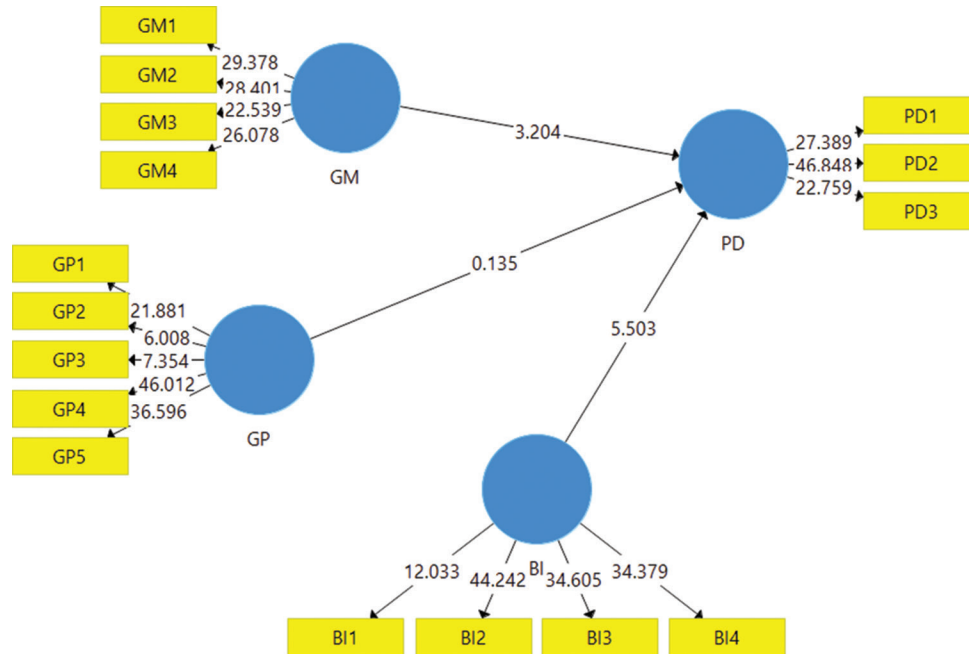
Indicator and Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P-values
BI1 <- BI	0.703	0.700	0.058	12.033	0.000
BI2 <- BI	0.909	0.908	0.021	44.242	0.000
BI3 <- BI	0.845	0.846	0.024	34.605	0.000
BI4 <- BI	0.870	0.870	0.025	34.379	0.000
GM1 <- GM	0.846	0.846	0.029	29.378	0.000
GM2 <- GM	0.848	0.848	0.030	28.401	0.000
GM3 <- GM	0.814	0.814	0.036	22.539	0.000
GM4 <- GM	0.835	0.833	0.032	26.078	0.000
GP1 <- GP	0.853	0.852	0.039	21.881	0.000
GP2 <- GP	0.561	0.561	0.093	6.008	0.000
GP3 <- GP	0.606	0.600	0.082	7.354	0.000
GP4 <- GP	0.912	0.910	0.020	46.012	0.000
GP5 <- GP	0.883	0.883	0.024	36.596	0.000
PD1 <- PD	0.841	0.841	0.031	27.389	0.000
PD2 <- PD	0.903	0.903	0.019	46.848	0.000
PD3 <- PD	0.865	0.861	0.038	22.759	0.000

Source: Data processing, 2024

Table 2: Validity and reliability

Constructs	Items	Loading factor	Cronbach alpha	CR	AVE
Green marketing (GM)	1. Policy product design	0.846	0.857	0.903	0.699
	2. Distribution	0.848			
	3. Pricing	0.814			
	4. Green sponsoring	0.835			
Green products (GP)	1. Beneficial for environment	0.853	0.831	0.880	0.604
	2. Quality product	0.761			
	3. Raw material	0.706			
	4. Does not toxins	0.912			
	5. Recyclable	0.883			
Brand image (BI)	1. Strength	0.704	0.853	0.901	0.698
	2. Uniqueness	0.909			
	3. Brand easy to pronounce	0.845			
	4. Brand easy to remember	0.870			
Purchasing decisions (PD)	1. Activities before buying	0.841	0.840	0.903	0.756
	2. Behavior when using	0.903			
	3. Post-purchase behavior.	0.865			

Source: Data processing, 2024

**Table 3: Fornell-Larcker criteria**

Latent Variable	GM	GP	BI	PD
Latent variable GM	0.836			
Latent variable GP	0.695	0.777		
Latent variable BI	0.775	0.659	0.835	
Latent variable PD	0.750	0.587	0.782	0.870

Source: Data processing, 2024

Table 4: Model fit test

Variable	R Square	F Square
PD	0.655	
GM		0.127
GP		0.000
BI		0.276

Source: Data processing, 2024

Table 5: Hypothesis testing results

Connection	Original sample (O)	Sample mean (M)	T statistics (O/STDEV)	P-values	Information hypothesis
GM→PD	0.355	0.344	3.126	0.002	Accepted
GP→PD	0.010	0.019	0.136	0.892	Reject
BI→PD	0.500	0.505	5.552	0.000	Accepted

Source: Data processing, 2024

discriminant validity of the measurement model, as can be seen in Table 3 below.

4.3. Inner Model dan Hypothesis testing

The next stage in PLS is the Inner Model/structural model. There are two measures that are often used, namely the R-square value and the t-statistic value. To measure the goodness of the observation value produced by the model, it is seen in the R-square value. R-square has a value between 0 and 1. The R-square value is closer to 1, the better the model produced. Can be seen in Table 4. Then the t-statistic value is more than 1.96 also indicates that

the hypothesis is accepted. The R square in this study of 0.655 indicates a fit model for study.

The PLS output from bootstrapping is displayed as shown in the image below.

5. DISCUSSION AND CONCLUSION

Table 5 presents the results of hypothesis testing. Hypothesis 1 is accepted as seen from the P-value of 0.002 which is smaller than the alpha value of 0.05. The first hypothesis with a sample mean of 0.355, t statistic 3.126 > 1.96. The first hypothesis means that green marketing has a significant effect on the decision to purchase bottled drinking water. The magnitude of the influence of green marketing on the decision to purchase is 0.127 or 12.7%.

The results of this study are in line with research conducted by Sodhi and Singh, 2017 and Pickett-Baker & Ozaki, 2008 where green marketing is a consideration for consumers in their purchasing decisions, especially in the field of bottled water. In addition, an effective marketing strategy that highlights a product's environmental credentials can significantly influence consumer decision-making (Vilkaitė-Vaitonė and Skačkauskienė, 2020).

Regarding green marketing, factor factors such as personal values, and a sense of environmental responsibility are strong predictors of consumers' green purchasing decisions. Likewise, age factors play a part in green purchasing behavior (Witek and Kuźniar, 2020). The results of the study showed that green marketing has a positive influence on purchasing decisions. Green Marketing can provide new ideas in the world of packaged beverage business which is used as a strategy to dominate the market which attracts a lot of attention from business people. This means, the Green Marketing Strategy can be used as a strategy to dominate the market by releasing a product which is healthy and environmentally friendly.

The results of the second hypothesis test with a P-value of 0.892 is >0.05 so that the hypothesis is rejected. The second hypothesis means that green products do not affect the decision to purchase bottled drinking water. The second hypothesis with a sample mean of 0.010 t statistic $0.136 < 1.96$. These results indicate that green products do not affect the decision to purchase bottled drinking water. These results indicate that green products do not affect the decision to purchase bottled drinking water because there are still many bottled drinking water products that use plastic packaging that is difficult to recycle. Green products should be environmentally friendly products, can be used repeatedly, made of durable materials, are not contaminated with hazardous materials and have quality materials.

These results differ from previous research conducted by Zhang and Dong (2020) which found that product quality can significantly influence consumer purchasing behavior. In addition, a systematic review of the literature has identified individual factors, product attributes, and social influences as the main determinants of environmentally friendly purchasing decisions (Zhang and Dong, 2020). Furthermore, a study of the Malaysian consumer market found that social influence, price, environmental attitudes and concerns, and environmental knowledge all had significant impacts on consumers' green purchase intentions. These findings suggest that a multifaceted approach to green marketing, incorporating elements of brand image, product quality, and environmental messages, may be effective in driving green purchase decisions among Indonesian consumers.

The results of the third hypothesis test show a P-value of 0.000 which is smaller than the alpha value of 0.05. The third hypothesis with a sample mean of 0.5000 and a t statistic of 5.552 is >1.96 , therefore the hypothesis is accepted. This shows that brand image has a positive and significant influence on the decision to buy bottled drinking water. The magnitude of the influence of brand image on purchasing decisions is 0.276 or 27.6%.

These results support previous research where brand image is an important factor that can significantly influence consumer purchasing decisions. Brand image refers to a series of perceptions and associations that consumers have towards a particular brand, which can be formed by various factors such as brand familiarity, brand awareness, and brand attitude (Yazid and Kawiryan, 2023; Sheikh et al., 2014). Brand image is reflected by brand associations that exist in consumer memory (Paetz, 2021). This shows that brand image is a reflection of how a brand is perceived by consumers, and can have a direct impact on brand equity, which is the differential effect of brand knowledge on consumer response to the marketing of that brand (Paetz, 2021). Previous studies have also shown the impact of brand image on purchasing decisions. Brand image helps keep an organization in the minds of potential consumers, and can also contribute to customer loyalty, which is a major outcome of brand image and the level of service provided by an organization (Abbas et al., 2021).

In conclusion, there are previous studies that have the influence of green marketing, green products and brand image on purchasing decisions. However, this study proves that green marketing has

a positive influence on purchasing decisions. Likewise, brand image has a positive influence on the decision to purchase bottled drinking water. Meanwhile, green products do not affect the decision to purchase bottled drinking water. Highlighting the complex and diverse nature of the factors that influence purchasing decisions for environmentally friendly products in Indonesia. A successful environmentally friendly marketing strategy must focus on educating consumers about the environmental benefits of environmentally friendly products, while emphasizing the quality and brand image of the product to meet the diverse needs and preferences of consumers of bottled drinking water.

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