

THE ROLE OF BRAND IMAGE IN MEDIATING THE INFLUENCE OF GREEN MARKETING ON THE DECISION TO PURCHASE GALLOON PACKAGED MINERAL WATER FROM THE AQUA BRAND

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Abstract:

The decline in the position of the Aqua brand mineral water is reflected in the decline in the Top Brand index ranking. It indicates a change in consumer purchasing decisions regarding Aqua brand gallon bottled mineral water due to the issue of BPA content, which is unhealthy or environmentally friendly. This research aims to determine the role of brand image in mediating the influence of green marketing on the decision to purchase gallon bottled mineral water from the Aqua brand. The method for determining the sample in the research is non-probability sampling with a purposive sampling technique. The population in this study were all consumers of Aqua brand gallon bottled mineral water. The data analysis technique uses path analysis. The research results show that green marketing has a positive and significant effect on purchasing decisions, green marketing has a positive and significant effect on brand image, brand image has a positive and significant effect on purchasing decisions, and green marketing has an indirect effect on purchasing decisions through brand image.

Keywords: Green Marketing, Brand image, Purchasing Decisions

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INTRODUCTION

Technological changes and advances in processing natural resources hurt the environment. Consumers are becoming more selective in choosing products, particularly those that are environmentally friendly. The company also tries to implement environmental issues as a marketing strategy.

This situation raises public awareness to consume environmentally friendly products or at least products that can reduce environmental damage. With this awareness, companies compete to implement environmental issues as one of their marketing strategies or what we know better as green marketing. Chen (2010) emphasized that companies that use a green marketing strategy will be able to increase the value that consumers feel when using the product and can reduce the risk of using the product on the environment so that it can increase the product's competitive advantage.

Understanding the factors influencing consumers in purchasing decisions is very important for companies. Consumer purchasing decisions are the stage in the decision-making process where consumers buy a product produced by the company (Marlius, 2017; Dewi & Aksari, 2018). It occurs when consumers feel interested in a product and want to buy, try, use, and own it. Purchases are created because of needs, wants, or a mixture of both (Sanjiwani & Mood, 2019).

The functional iMAGE brand is related to product performance and the benefits offered to consumers. On the other hand, Iconic BRAND IMAGE is related to the meaning and value attached

to the brand. According to Aaker (2014), brand image comprises five dimensions: awareness, association, perceived quality, brand loyalty, and brand equity. Brand awareness refers to how well consumers recognize a brand. Brand associations refer to the attributes and characteristics associated with a brand. Tonibun et al. (2021) stated that perceived quality refers to consumers' perceptions of the quality of the products and services offered by a brand.

One of the business actors implementing environmentally friendly marketing in Indonesia is PT. Danone Indonesia produces Aqua brand bottled drinking water (AMDK) (Aqua.co.id, 2020). PT. Danone - Indonesia, During its business, Aqua strives to promote goodness in the community by providing healthy mineral water while maintaining natural sustainability. It aligns with Danone's vision of "One Planet, One Health," which emphasizes the importance of a healthy lifestyle and environment in determining people's well-being. Aqua is committed to responsibly managing its social and environmental operations by protecting water resources, reducing CO2 emissions, optimizing packaging, collecting waste, and sustainably distributing products. (Aqua.co.id, 2020).

However, now Aqua has been hit by rumors that the Aqua brand gallon packaging contains BPA. BPA is a chemical used in industrial processes to make polycarbonate, a hard plastic often used in food and drink storage containers. According to research, the use of plastic that does not meet the requirements will cause various health problems because it can trigger cancer and tissue damage in the human body (carcinogenic). Apart from that, plastics are generally challenging to degrade (break down) by microorganisms. Plastic waste can last for years, causing environmental pollution. (Nurhenu, 2013).

It, of course, impacts Aqua sales, as reported by Hops. According to the Top Brand Index, Aqua's market share is increasingly declining and is threatened with even decreasing from 2021 to 2022. Aqua fell from 62.5 percent to 57.2 percent.

Literature Review, Buying Decision. Purchasing decisions are the customer evaluation stage in forming preferences among product choices and can form the intention to buy the most preferred product (Kotler and Keller, 2016: 102). Purchasing decisions can be interpreted as assessing and selecting from various alternatives according to specific interests that are considered the most profitable by determining a choice (Priyanto et al., 2016; Laura et al., 2017).

Green Marketing. Green marketing is defined as an individual or group activity to fulfill green marketing; according to Hawkins and Mothersbaugh (2010), it is an activity to market environmentally friendly products, including modifying product design, changing the production process, changing packaging, and even changing the way the company operates. Promote the product. Charter and Plonsky (1999) in Islam (2018) state that green marketing is an alternative strategy that not only builds the company's image but can also provide added value for the company, even from consumer responses demanding green marketing options, and they are willing to pay for more value expensive. Thus, green marketing is a marketing activity that includes price, planning, process, production, promotion, and disposal designed to minimize the environmental impact of the products and services produced.

Brand Image. Brand image is a name, term, sign, symbol, design, or combination of these things, which is intended to identify the seller's goods or services so that they are different from competitors' goods and services (Kotler & Keller, 2016). Deisy et al. (2018) stated that brand image is how a brand influences the perception views of the public or consumers towards a company or its products. It aligns with research by Muharam and Soliha (2016) and Iis Miati (2020), which state that brand image positively and significantly affects purchasing decisions.

METHODS

This research was conducted in Denpasar City, with the object of this research being consumer behavior, namely the decision by consumers to purchase Aqua brand gallon bottled mineral water products, which was mediated by brand image and influenced by green marketing. The population in this research are customers who use gallon Aqua products in Denpasar City. The population in this study cannot be determined with certainty. Determining the best sample size recommended for measuring multivariate is 5-10 times the number of indicators used (Sugiyono, 2017). By using estimates based on parameters of 20 indicators, the number of respondents used for the sample ranges from 100-200 respondents. This study, 100 respondents were used due to limited research time and searching for respondents who used Aqua Gallon Packaging products.

RESULT AND DISCUSSION

The data analysis technique used in this research is the path analysis technique. Path analysis is an analytical technique for testing causal relationships between variables presented in a graphical format (Rahyuda, 2016). The results of regression analysis using the Statistical Program of Social Science (SPSS) version 26.0 for Windows can be seen in Table 1.

Table 1. Results of Path Analysis 1

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,073	,826		3,722	,000
Green marketing	,162	.016	,708	9,930	,000
R Square = 0.502					

Based on the results of path one analysis, as presented in Table 1, the following structural equation can be created:

$$Y1 = \beta1 X + e1$$

$$Y1 = 0.162X + e1$$

The regression coefficient value for the green marketing variable is 0.162, which shows that increasing green marketing will improve the brand image.

The magnitude of the influence of the green marketing variable on the brand image variable, as shown by the total determination value (R Square) of 0.502, means that green marketing variations influence 50.2% of brand image variations, while the remainder is (100% - 50.2%) = 49.8% explained by other factors not included in the model.

Table 2. Path Analysis Results 2

Coefficients ^a					
Model	Unstandardized Coefficients		StandardiMed Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,962	1,017		2,913	,004
1 Green marketing	.126	,027	,424	4,716	,000
Brand image	,544	.116	,420	4,668	,000
R Square = 0.609					

Based on the results of path two analysis as presented in Table 2, the following structural equation can be created:

$$Y_2 = \beta_2 X + \beta_3 Y_1 + e_2$$

$$Y_2 = 0.126X + 0.544Y_1 + e_2$$

The regression coefficient value for the green marketing variable is 0.126, which shows that if green marketing increases, purchasing decisions will increase.

The regression coefficient value for the brand image variable is 0.544; this shows that increasing brand image will increase purchasing decisions.

The magnitude of the influence of the independent variable on the dependent variable, as shown by the total determination value (R Square) of 0.609, means that variations influence 60.9% of the variation in purchasing decisions in green marketing and brand image, while the remainder is $(100\% - 60.9\%) = 39.1\%$ explained by other factors not included in the model.

Indirect influence occurs if other variables mediate the relationship between the two variables. Indirect influence occurs if other variables mediate the relationship between the two variables.

The influence of the green marketing variable (X) on brand image (Y1) with purchasing decisions (Y2) as an intermediary variable: through brand image. It means that the better green marketing supported by a good brand image, the more purchasing decisions will increase.

$$X \rightarrow Y_1 \rightarrow Y_2 = (0.162) \times (0.544) = 0.088$$

The influence of green marketing on brand image. The path coefficient value of the direct influence of green marketing on brand image was 0.162. These results indicate that green marketing directly positively and significantly influences brand image. It means that better green marketing will improve the brand image. The influence of green marketing on purchasing decisions

The path coefficient value for the direct influence of green marketing on purchasing decisions was 0.126. These results indicate that green marketing directly positively and significantly influences purchasing decisions. It means that the better the green marketing, the greater the purchasing decisions. The influence of brand image on purchasing decisions

The path coefficient value for the direct influence of brand image on purchasing decisions was 0.544. These results indicate that brand image positively and significantly influences purchasing decisions. It means that the better the brand image, the greater the purchasing decision. The role of brand image in mediating the influence of green marketing on purchasing decisions

The path coefficient value for the indirect influence of brand image in mediating the influence of green marketing on brand image was 0.088. These results indicate that green marketing indirectly influences purchasing decisions through brand image. It means that the better green marketing supported by a good brand image, the more purchasing decisions will increase.

CONCLUSION

Based on the data analysis and discussion results, the research conclusions are as follows: Green marketing has a positive and significant effect on the brand image of Aqua gallon packaging. It means that the better the green marketing, the brand image of Aqua gallon packaging will improve. Green marketing positively and significantly influences purchasing decisions in Aqua gallon packaging. It means that the better the green marketing, the greater the decision to purchase gallon Aqua.

Brand image has a positive and significant influence on purchasing decisions for gallon bottles of Aqua. It means that the better the brand image, the greater the decision to purchase gallon Aqua. Brand image mediates the influence of green marketing on purchasing decisions. It means that the better a good image supports green marketing, the greater the decision to purchase gallon Aqua.

Future researchers should add other variables, such as price and product quality; apart from that, it is necessary to increase the number of samples and expand the scope of research, which is more comprehensive than consumers of Gallon Packed Aqua in Denpasar.

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