# THE EFFECT OF BRAND AWARENESS AND GREEN MARKETING ON PURCHASE INTENTION OF PACKAGED MINERAL WATER CONSUMERS

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**Article Info**

The purpose of this study is to ascertain how brand awareness and green marketing strategies affect customer interest in purchasing bottled mineral water goods. This study uses a quantitative methodology and is a correlational investigation. Multiple linear regression analysis is used in the analytical method. The outcomes of the partial, simultaneous, and coefficient of determination tests can be used to infer the outcomes of the data analysis. The conclusion is green marketing has little impact on customers' interest in purchasing bottled water. Brand awareness significantly influences customers' desire in purchasing bottled water. In order to reach the conclusion that green marketing and brand awareness simultaneously influence consumers' purchase intentions, the significance values for green marketing and brand awareness on purchase intention are 0.000 and the calculated f value is 35.4.

## 1. Introduction

One of Indonesia's fastest-growing creative industries is bottled water (AMDK). According to the Association of Indonesian Bottled Water Companies (Aspadin), the amount of bottled water used by Indonesians in 2014 and 2015 was 23.1 billion liters and 24.7 billion liters, respectively. Aspadin projects that this year, 27.17 billion liters of bottled water would be produced. Based on data on AMDK usage from the last several years, it is clear that the community is consuming more AMDK each year. According to the Chairman of Aspadin, Indonesia's growing population is the key element influencing AMDK use, and the more people there are, the greater the need for AMDK in daily life. But as water is a finite natural resource, it should not be utilized excessively as the amount of the water supply is shrinking daily [1].

The annual growth shows how much room there is for growth in the bottled water sector. In addition to the established players that still aggressively compete, such as Aqua, Nestle, Vit, Ades, and Oasis, this is one of the reasons why more and more new bottled water firms are starting to appear [2]. One such company is the bottled water brand Azzikra. Of the roughly 700 AMDK businesses in Indonesia, 207 AMDK businesses have joined Aspadin. According to information from the Food and Drug Monitoring Agency (BPOM), there are presently over 600 AMDK businesses in Indonesia creating 1625 products. As a result, each AMDK firm has many brands. This demonstrates how fierce the rivalry is in this sector [3]. Each business strives to develop brands that are readily recalled by customers in the hopes that they will purchase the product in the future [4], [5]. Due to the fierce rivalry, some people misuse the AMDK production process, which is supposed to take place at the AMDK plant, but because sales have expanded, the procedure is now being done in houses, as was the case with one of the AMDK brands in Indonesia [6].

According to poll data made public by a national survey organization, Aqua continues to be the Top Brand among other bottled waters [7]. On the other side, there are AMDK brands in the Sentul region that are quite young [2]. Where this new AMDKD differs from most other AMDKs is in its marketing approach, which positions it as an AMDK that not only quenches thirst but can also treat a

variety of illnesses including ulcers, diabetes, prostate, heart, and many other illnesses as well as neutralize blood. According to Warta Ekonomi in Firmanza, the AMDK industry's veteran players Ades, Total, Club 2Tang, and Oasis maintain the second-biggest market share at 30% and 45%, respectively [8]. Aqua continues to hold the greatest market share. Azzikra is one of the brands vying for the 25%, which is still being disputed by hundreds of bottled water companies, both established and up-and-coming [9].

With the strategy as described earlier, the new AMKD product tries to influence market share by bringing the concept of health and infaq for every purchase of one bottle of their AMDK of 10%. Not only that, this new bottled water is also water that has been prayed over during the production process [9]. It is hoped that these concepts can influence buyers to choose the product as the bottled water they consume in their daily lives [10]. The new AMDK product is a drink that contains ph above eight and uses modern technology and hygienic machines in the manufacturing process so that it has premium quality [9]. The purpose of this study is to ascertain how brand awareness and green marketing strategies affect customers' interest in purchasing bottled mineral water goods.

## 2.    Method

This study employs an associative research type with a quantitative methodology. The study was carried out at one citiy in Indonesia. Purposive random sampling was used to choose the sample for this study, and 72 respondents were included. Data was gathered through interviews and the distribution of questionnaires through the Google Form tool. The Likert scale used in this study's questionnaire has been assessed for validity and reliability, and it passed with a Cronbach Alpha score of greater than 0.7 and a significance level of less than 0.05. This study's analysis method makes use of the SPSS software and multiple linear regression analysis.

## 3.    Result And Discussion

The normality test is the first precondition test performed, and based on its findings, the output value derived asymptotically (two-tailed) using the Kolmogorov-Smirnov test is 0.056. Given that the significant value is more than 0.05, it may be said that both sets of data are normally distributed. Based on the findings of the multicollinearity test, the tolerance values for the green marketing variable are 0.961 and VIF 1.040 and the brand awareness variable is 0.961 and VIF 1.040. This leads to the conclusion that the independent variables in this study do not exhibit multicollinearity because each variable has a tolerance value of more than 0.10 and a VIF value of less than 10. The significant value for all variables is greater than 0.05 in the meanwhile, according to the heteroscedasticity results. This demonstrates that the regression model equation does not include heteroscedasticity, making it possible to utilize this regression model to forecast green marketing based on the variables that affect it, specifically the variables of brand awareness, and customer interest. According to the findings of the regression analysis, a multiple linear regression equation between the impact of green marketing (X1) and brand awareness (X2) on purchase intention (Y) can be seen. This equation has a constant value of 4.434 and regression coefficient values for X1 and X2 of 0.035 and 0.513, respectively. Thus, $Y = 4.434 + 0.035 X1 + 0.513 X2$ serves as the regression equation.

Analysis of the equation's value reveals that the constant value of 4.434 denotes the value of customer purchasing interest in the absence of any independent variables (green marketing and brand awareness). The independent variable (green marketing) will raise customer buying interest by 0.035 if its value is 1, according to the X1 coefficient value of 0.035. According to the X2 coefficient value of 0.513, customer buying interest will rise by 0.513 if the independent variable (brand awareness) has a value of 1.

Based on the findings of the partial test, the t test results are derived with a significance of $0.05/2 = 0.025$ and a degree of validity of df = n- k- 1 or 72 - 2 - 1 = 69, resulting in a value of 1.997 for the t table. The significance level for X1 (green marketing) on Y (buy intention) is known to be 0.667> 0.05, and the t value for X1 (green marketing) is known to be 0.4231.997t table. The inference drawn is that green marketing has a minimal impact on customers' interest in purchasing bottled water.

It is known that X2 (brand awareness) has a significance value of 0.000 0.05 on Y (purchase intention) and that its t value is 8.144> 1.997 in the t table. The inference drawn is that brand recognition influences consumers' interest in purchasing bottled water to some extent. If brand recognition rises, customer interest in AMDK purchases will increase, according to the positive t value.

The significance value for the simultaneous test is 0.000 0.05, and the estimated f value is 35.318> 3.13, which leads to the conclusion that the brand awareness and green marketing factors together or simultaneously impact customers' desire to purchase bottled water.

The adjusted R square value, which is based on the findings of the determination coefficient test, is 0.492, or 49.2%. According to this graph, brand awareness and green marketing may each account for 49.2% of the purchase intention variable (Y), with other unresearched factors accounting for the remaining 50.8%.

Purchase intention serves as the study's dependent variable. Based on the findings and data analysis, it is known that brand awareness and green marketing factors positively affect customers' interest in purchasing bottled water. Purchase interest, according to Kinnear and Taylor, is a propensity for consumer activity prior to the actual purchase decision being made. Marketing is one of the factors that often affects customer behavior. In this study, green marketing was employed. The American Marketing Association (AMA) defines green marketing as the promotion of goods that are thought to be environmentally safe. Green marketing includes a variety of activities, including the modification of products as well as changes to production procedures, packaging, advertising tactics, and industry-specific environmental marketing awareness campaigns. According to Jeong Yim Hee, if green marketing is a component of marketing, then the marketing mix should apply to it. For this reason, academics use the 7Ps—product, price, location, promotion, people, physical evidence, and process—as indications of green marketing.

Brands are crucial for bridging customer expectations of a product, which makes them crucial for marketing a product. Consumers must thus understand the importance of brand recognition as they always choose to purchase things that they are familiar with. This is consistent with previous research definition of brand awareness, which describes it as a measure of a person's ability to recognize and recall a brand of a certain product because the brand represents the product category. Consumers' knowledge of the brand, their ability to distinguish it from other brands, their awareness of the brand, their ability to quickly identify brand traits, their ability to quickly identify brand symbols or logos, and their ease in visualizing the brand in their minds are all signs of brand awareness.

According to the study's findings, customers' interest in purchasing bottled water is only marginally influenced by the green marketing component. This is demonstrated by the fact that 55.56% of people disagree with one of the green marketing indicators. Customers complain because it's difficult for them to locate vendors or salespeople who offer bottled water. This is consistent with the findings of interviews with a number of buyers and sellers who were unaware of green marketing, let alone AMDK, which employs green marketing and yields negligible study findings. The only information that consumers and sellers are aware of regarding the bottled water that is the subject of this study is that it is prayer water and health water.

Research by previous researcher, whose findings show that green marketing only has a 25.4% effect, supports the findings of this study. This suggests that green marketing does affect purchase interest, but not significantly. According to the study's findings, brand awareness is a factor that influences AMDK consumers' desire in making purchases. Even though this AMDK is a newcomer to the Indonesian AMDK market, it already has devoted customers. This is demonstrated by the survey findings, of which 80.66% gave positive responses, making AMDK at the brand recognition and brand recall levels. The second of the four degrees of brand awareness that are available is brand recall. According to the analysis of this study's data, brand awareness (X2) and green marketing (X1) have a combined or simultaneous impact on customers' (Y) desire to make a purchase. The findings of Niar Andini's study, which reveal that green marketing, brand awareness, and attitude have a favorable and substantial impact on purchase intention for the Ades brand, confirm the findings of this study.

## 4. Conclusion

The purpose of this study is to ascertain whether or not the independent variables—green marketing and brand awareness—have an impact on the dependent variable, or customer purchase intention. Based on the analysis's findings, it is determined that brand awareness has a significant influence on bottled water consumers' buying intentions, brand awareness alone has a significant influence on consumers' buying intentions, and green marketing and brand awareness both have a significant influence on consumers' buying intentions.

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