
Green Marketing of Aqua Mineral Water: How Does Trust Mediate Among Generation Z?

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Abstract: Indonesia is the second-largest country globally that produces a very high amount of plastic waste, reaching 68 million tons. Meanwhile, plastic materials are difficult to decompose and take hundreds of years to disappear completely. This led to the increasing awareness of consumers around the world to decrease the use of plastic by choosing sustainable products. The purpose of this study is to analyze green marketing of the Aqua product and its impact among Generation Z. The variables of this research such as green product, green branding, and green advertising are independent variables, purchase decision is a dependent variable, and consumer trust is an intervening variable. This research is quantitative research using non-probability sampling with purposive sampling to spread the questionnaires with 30 questions and processed with SmartPLS 3.3.5 (Partial Least Square-Structural Equation Model). The total respondents of this research are 299 respondents with aged around 17–25 years old (generation Z) in Indonesia. The result shows that 7 hypotheses are accepted. Hence, this study explains that the green product, green branding, and green advertising will increase consumer trust and ultimately increase customer purchase decision of Aqua green products.

Keywords: consumer trust, green advertising, green branding, green product, purchase decision.

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INTRODUCTION

The increasing need for clean water in Indonesia is met by large quantities of bottled drinking water (Setiawan, 2020). However, the rapid growth of the bottled water industry poses serious problems with plastic waste (Genoveva & Rahdino, 2020), making Indonesia the world's second-largest producer of plastic waste (McCarthy, 2018). To address this issue, PT Danone Indonesia, the largest market shareholder, is developing PET packaging for Aqua water bottles that are safer for consumption and can be recycled. This initiative, known as the Aqua Life program, aims to recycle Aqua plastic bottles into reusable materials (Afrida & Febriani, 2021). This program called Aqua Life was launched in 2018, this program uses 100% recycled bottles and can be recycled (Eveline et al., 2020). It is hoped that this circular program will increase consumer awareness in buying Aqua products as a product that supports the circular program. However, the Aqua program which wants to give an image as an environmentally friendly product cannot be said to be successful. Since the launch of the Aqua



Life program, the Aqua brand index has continued to decline, in 2019 it was 61%, in 2020 it was 59% and in 2021 it fell again to 54.8%. (Pahlevi, 2021). Moreover, if this condition is not considered, it will affect the company's reputation (Hasan & Yun, 2017).

The results of the 2020 Indonesia census, generation Z is the largest generation in Indonesia, which is 27.94% (BPS, 2020). The potential for generation Z, which is large in number, plays an important role in the future economy. Selection of researchers for generation Z will provide predictions of future purchasing decisions of environmentally friendly products. Various studies, including Suhaily et al. (2020) state that green products are made from environmentally friendly substances and require less packaging. Hanif & Hafeez (2021) define a green product as one designed and manufactured to reduce environmental pollution during quality production. Leonora (2019) describes a green product as an organization's efforts in designing, promoting, offering, and distributing environmentally friendly products. According to Hasanah & Handayani (2020), green products have indicators such as product safety, product packaging, raw materials, and eco-label certificates. Riskos et al. (2021) found that eco-label certificates have an impact on consumer trust, making them one of the indicators of green products.

Companies use green branding as a marketing strategy for their products. According to Joachimsthaler et al. (1999) brand identity is the foundation of any effective brand-building program. A brand is a name, term, symbol, design, or combination thereof that identifies a seller's product and differentiates it from competitors' products (Kotler & Keller, 2016). A green brand is an identifier and differentiator for a product that is committed to the environment, as explained by marketing experts (Kotler & Keller, 2016). The opinions of the two marketing experts explained that a green brand is an identifier and differentiator for a product that is committed to the environment. Indicators of green branding according to Hasanah & Handayani (2020) such as trustworthy, benefit, service, price, and brand image. The previous research Indrajati & Ayuni (2021) found that a good brand image positively influenced consumer trust. Furthermore, the study conducted by Alamsyah & Febriani (2020) they analyze the influence of green brand awareness and consumer trust found that green brand awareness is one of the ways to increase consumer brand recognition, and it has a strong impact on consumer trust in environmental aspects, whether they are related to the product, its components, or its packaging.

Green advertising promotes products, services, ideas, or an organization's ability to reduce environmental harm (Ratniasih et al., 2022). Sheehan & Atkinson (2012) define green advertising as environmentally friendly advertisements that can be trusted, have accurate information on eco-labels, are easy to understand, are attractive, and contain content relevant to consumers' daily lives. Kärnä (2003) identifies indicators of green advertising, including the purpose of advertising, advertising message, advertising elements, consumer benefits, and supporting factors. Achmad & Rahmawati (2020) found that advertising messages positively influence consumer decisions and customer loyalty.

Consumer trust is a consumer's knowledge and inferences about products/brands and the potential benefits derived from using them. According to Mayer et al. (1995), trust indicators include ability, benevolence, integrity, credibility, and consumer motivation. Widasari & Azzuhri (2014) found that consumer motivation has a positive and significant effect on consumer purchase decisions. Liusito et al. (2020) found that perceived integrity, competence, security control, and benevolence contribute positively to consumer trust.

The purchase decision is the choice to continue or not to continue a purchase after going through the stages of problem recognition, information search, and evaluation of alternatives (Kotler & Keller, 2016). Raeni & Buhari (2018) define the purchase decision as the selection of two or more alternative options. Hussain et al. (2014) state that consumer purchasing decisions are influenced by factors such as price, brand image, product impact

on the environment, and customer engagement. According to Kotler & Armstrong (2018), indicators used to measure the variable of purchase decision include product choice, brand choice, stability in product selection, buying habits, payment methods, and repurchase. Nishino et al. (2014) found that carbon footprint labels have an impact on consumer purchase decision-making, motivating consumers to purchase environmentally friendly products. Therefore, the fifth hypothesis is as follows

Research by Genoveva & Samukti (2020) on green packaging in mineral water found that brand image influences purchasing decisions. Mukaromah et al. (2019) concluded that green awareness increases branding, which positively influences purchasing decisions. Similarly, Amandeep et al. (2017) found that advertising attractiveness and persuasiveness significantly contribute to consumer purchase decisions. Furthermore, Chairy & Alam (2019) stated that environmental awareness, perceived green knowledge, and green beliefs can also be determinants of consumer purchasing decisions. As stated by Mauliza et al. (2019) that green products, green advertising, and green brands are some of the determining factors in consumer purchasing decisions. However, some of researchers used millennial as the respondents and the others did not group respondents based on generation, therefore, the uniqueness of this research is the selection of respondents, namely generation Z as the largest generation in Indonesia and in the future will contribute to the economy in Indonesia. Thus, predicting Generation Z's perception of environmentally friendly products will provide companies with the readiness to make policies.

The purpose of this study is to explore the perceptions of generation Z on green products, green branding, green advertising, on consumer confidence in new packaged Aqua products. In addition, consumer trust will also be examined whether it plays a role as a mediating variable in the decision to purchase new Aqua product packaging. This research is expected to be able to predict whether environmentally friendly products affect Generation Z in their purchasing decisions. All of the hypothesis of research can be illustrated on the Figure 1.

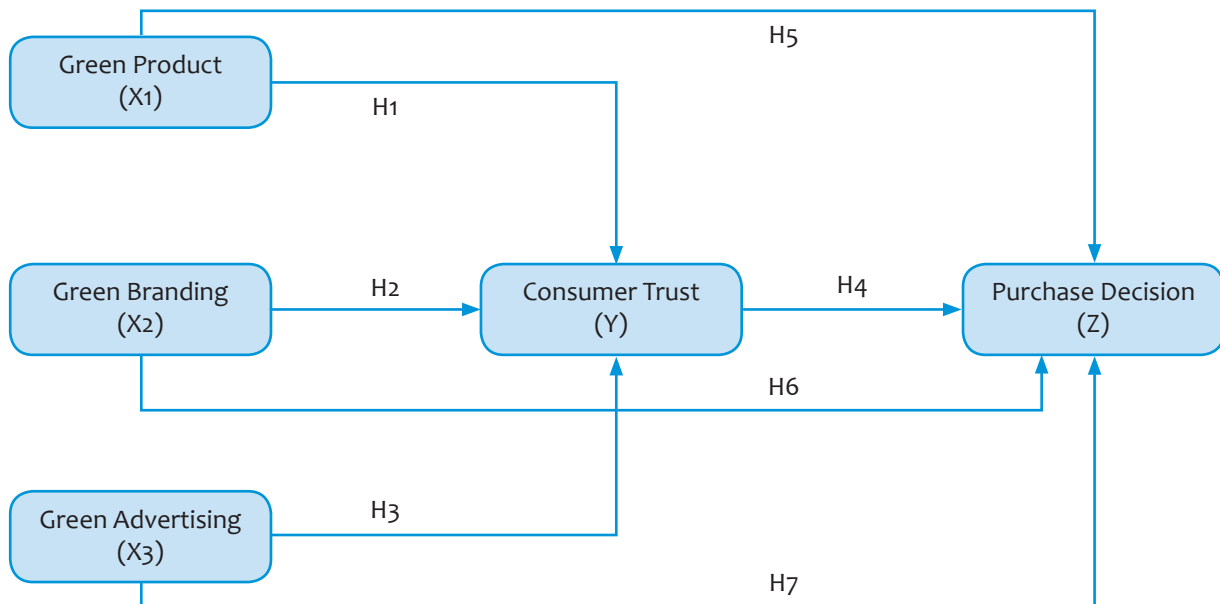


Figure 1 Theoretical Framework

METHODS

This study is quantitative research. The target population for this research are consumers who have bought and consumed Aqua mineral water especially people aged 17-25 years old (Gen Z). The sampling technique used is Non-probability Sampling, which means that each element or member of the population does not have an equal chance of being chosen as a sample (Maholtra et al., 2017). Purposive sampling (also known as judgment, selective, or subjective sampling) is a type of non-probability sampling used in this research with 299 of collected respondents. To obtain the data based on the aims of this research, the researchers are using online questionnaire by google form. Moreover, to measure the value of each indicator or questions, the researchers used Likert Scale. The researchers were using 5-level scale with strongly disagree, disagree, neutral, agree, and strongly agree statement (Maholtra et al., 2017). The researchers calculated the data analysis with Partial Least Square of Structural Equation Modelling because this research is explanatory research through SmartPLS 3.3.5 as the software instrument.

The researchers calculated the full data with both outer model and inner model measurement. On the inner model measurement, the researchers used the path analysis and determinant coefficient (R^2) to determine the hypothesis result. To analyze the validity of the data, the researchers used convergent validity and discriminant validity. Furthermore, to measure the reliability test, the researchers used the result of Cronbach's Alpha and Composite Reliability.

RESULTS AND DISCUSSION

Respondent Profile

The characteristics concluded that the number of female respondents is more dominant (55.6%) than male respondents (44.4%). Second, by the domicile characteristics most respondents are from DKI Jakarta (28.5%), followed by Bali (20.2%), Bekasi (16.9%), Bogor (14.2%), Depok (13.2%), and Tangerang (7%). Third, by the occupation characteristics the majority respondents are held by the students (86.8%), Worker (8.6%), Entrepreneur (4.3%), and unemployed (0.3%). Fourth, by the estimated monthly expense of AQUA products from < IDR 500,000 (76.8%), IDR 500,000–1,000,000 (20.3%), IDR 1,000,000–5,000,000 (2.6%), and > IDR 5,000,000 (0.3%).

Descriptive Statistic

The responses to all variables, including green product, green branding, green advertising, consumer trust, and purchase decision, are shown in Table 1. Furthermore, the green branding variable has the highest mean score of all variables, 4.223, followed by green product, which has a mean score of 4.197; consumer trust, which has a mean score of 4.182; green advertising, which has a mean score of 4.122, and purchase decision, which has a mean score of 3.944. Green branding resulted in a strong agreement based on the data above. On the other hand, the other variables, such as green product, green advertising, consumer trust, and purchase decision, were found to agree.

Outer Model Analysis

In outer model analysis, there are three criteria that should be included to measure the validity and reliability, such as convergent validity, discriminant validity, and composite validity. These calculations were measured by SmartPLS 3.3.5. To determine the level of convergent validity, the minimum score of outer loading value should

more than 0.6 (Hair et al., 2019) and the value of average variance extracted should more than 0.5 (Hair et al., 2019). Furthermore, if the result is less than with that rule of thumb, the indicator should be removed. The measurement model in Figure 2 show GP1 score is less than 0.70 which the result will be invalid (Hair et al., 2019). The modified outer loading is valid which each indicator is bigger than the rule of thumb (>0.60) and considered that those indicators have a significant connection between the latent variables whereas the indicators are required to explain the variable. For the Average Variance Extracted result, all the AVE value indicates a good value as the indicator reflects at least 50 percent of the mean of the variable.

Table 1 Descriptive Statistic Result

Variable	Mean	Standard Deviation	Result
Green product (X1)	4,197	0.913	Agree
Green Branding (X2)	4.223	0.823	Strongly Agree
Green Advertising (X3)	4.122	0.844	Agree
Consumer Trust (Y)	4.182	0.813	Agree
Purchase Decision (Z)	3.944	0.988	Agree

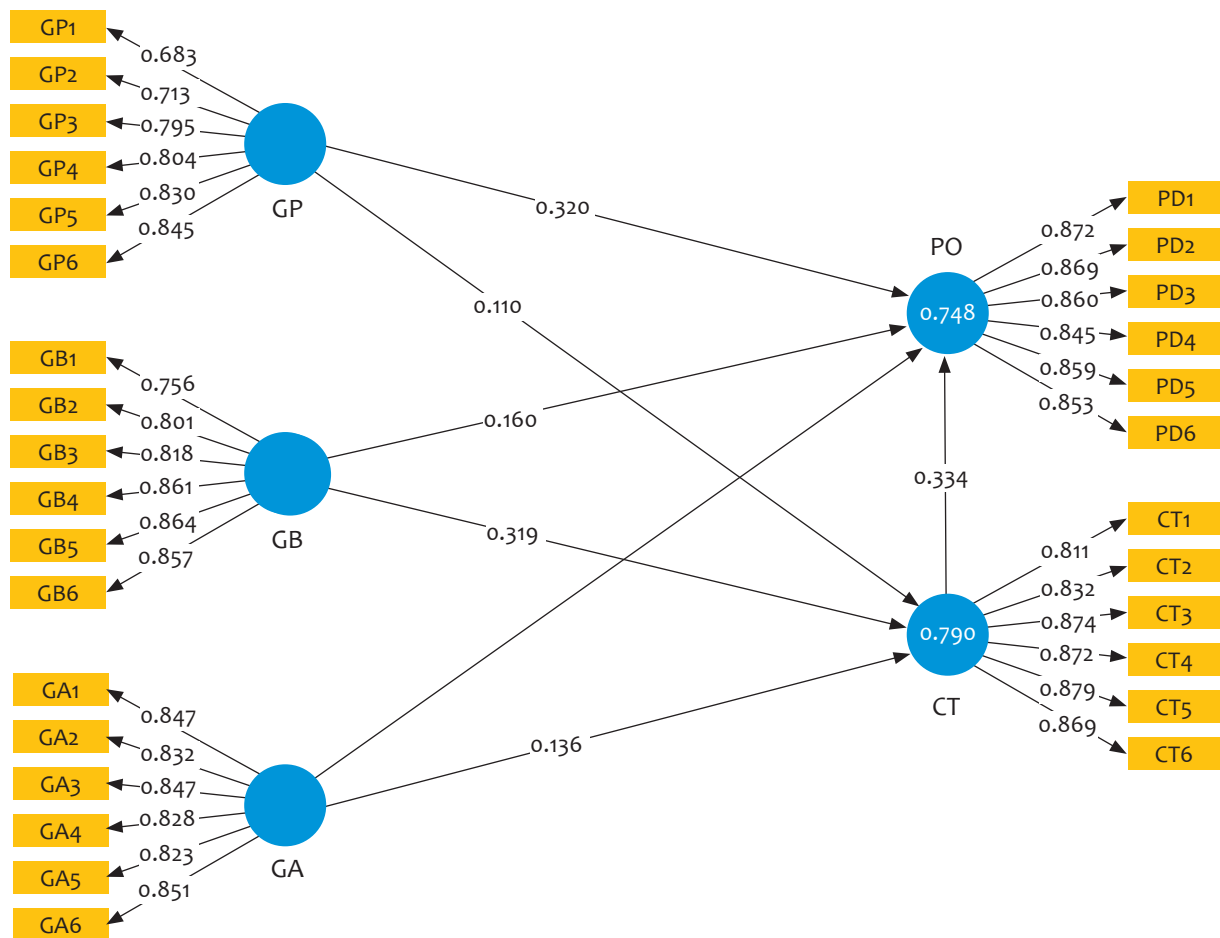


Figure 2 Measurement Model

The discriminant validity is used to ensure each structure performed and evaluated its best at its construction. The researchers measure the discriminant validity by using Heterotrait-Monotrait Ratio that the value should be lower than 1 (Henseler et al., 2015). As stated in the Table 2, it can be seen that all of the HTMT ratio are less than 1.

Table 2 HTMT Ratio Result

	CT	GA	GB	GP	PD
CT					
GA	0.875				
GB	0.866	0.798			
GP	0.813	0.788	0.849		
PD	0.871	0.824	0.835	0.872	

Reliability and AVE Result

In order to ensure the data is reliable, the researchers use reliability as the tools, the result can be used with the consistency of internal. Based on the data in Table 3, it can be concluded that the outer model is proved to be utilized as an instrument in validity and reliability. In accordance with the Table 3, the variables are reliable to calculate the proposed model according to this research with all composite reliability values are higher than 0.70. it can be seen that X_1 is 0.902, X_2 is 0.928, X_3 is 0.934, Y is 0.943, and Z is 0.944.

For the Chronbach's Alpha result, it indicates that all the variables of the construction are reliable. It can be seen that the value of X_1 is 0.863, X_2 is 0.907, X_3 is 0.915, Y is 0.927, and Z is 0.929 which described that this construction has a consistency of internal and can be used several times. In addition, all indicators can explain the whole related variable. And the last is AVE (Average Variance Extrated) value which indicates a good value as the indicator reflects at least 50 percent of the mean of the variable. Based on the analysis result which already explained above or the outer model, it can be concluded that the outer model is proved to be utilized as an instrument in validity and reliability. The indicators are represented valid and considered that the construction and reliability have a good internal consistency and can be used in several times.

Table 3 The result of Composite Reliability, Chronbach's Alpha, and AVE

Variable	AVE	Composite Reliability	Chronbach's Alpha	Result
Green product (X_1)	0.648	0.902	0.863	Reliable
Green Branding (X_2)	0.684	0.928	0.907	Reliable
Green Advertising (X_3)	0.702	0.934	0.915	Reliable
Consumer Trust (Y)	0.734	0.943	0.927	Reliable
Purchase Decision (Z)	0.739	0.944	0.929	Reliable

Inner Model Analysis Measurement

Path Coefficient

The direct effects of consumer trust as an intervening variable are discussed in this section. The significance value is expressed in the statistical test value, which used 1.96 of t-value (significant level 5%) to reach the significant result (Setiaman, 2020). Table 4 shows that all of path have a positive significant influence between X variables and Y variables, as well as Y variables and Z variables. Additionally, the P-Value score show that, all of hypotheses are accepted, because lower than 0.05.

Table 4 Path Coefficient Result of Total Direct Effect

Effect	T-Value	T-Statistic	P-Value	Result
Green Product → Consumer Trust	1.96	2.213	0.027	Significant
Green Branding → Consumer Trust	1.96	4.734	0.000	Significant
Green Advertising → Consumer Trust	1.96	8.683	0.000	Significant
Consumer Trust → Purchase Decision	1.96	3.891	0.000	Significant
Green Product → Purchase Decision	1.96	6.084	0.000	Significant
Green Branding → Purchase Decision	1.96	2.414	0.016	Significant
Green Advertising → Purchase Decision	1.96	1.967	0.049	Significant

The Coefficient of Determinant (R²)

The coefficient of determinant (R²) can show the strength of the influence of the dependent variable on the independent variable.

Table 5 The Coefficient of Determinant (R²)

Variable	R ² Value	Result
Consumer Trust	0.791	Substantial
Purchase Decision	0.751	Substantial

The variance of each variable is shown in Table 5. The results show that the exogenous variables, namely, green branding, green advertising, and green awareness, affect the mediating variable (consumer trust) by 79%, which is considered to have a substantial impact. While the variables that are not explained and discussed by the researchers in this study accounted for 21% of consumer confidence. The mediating variable (consumer trust) has a 75% influence on the endogenous variable (purchase decision), which is considered to have a substantial impact. Meanwhile, the variables that were not explained and discussed by the researcher in this study accounted for 25% of the purchasing decisions.

Our first hypothesis (H_1), the Influence of Green Product on Consumer Trust with a T-statistic of 2.213, which is higher than the rule of thumb of 1.96, the first proposed hypothesis in data analysis shows that the green product has a positive significant impact on consumer trust. Furthermore, the P-value is 0.027, indicating that this hypothesis is acceptable. The researcher claims that green products have a positive impact towards consumer trust on Aqua products. This hypothesis is also supported by previous research, which claims that a green product is one of the factors that can lead to consumer trust (Hasanah & Handayani, 2020). Furthermore, according to Dirnaya & Kurniawan (2015) green products be able to build consumer trust. Another study Mauliza et al. (2019) found that green products have a significant impact on consumer trust.

The second hypothesis (H_2), The Effect of Green Branding on Consumer Trust, with a T-statistic of 4.734, higher than the rule of thumb of 1.96, this hypothesis shows that green branding has a positive effect on consumer trust. Furthermore, the P value of 0.000 which indicates that this hypothesis can be accepted. Researchers claim that green branding has a positive impact on consumer confidence in Aqua products. This hypothesis is supported by previous research by Connolly (2007), who found that green branding has a significant and positive effect on consumer trust. Consumer trust is higher when the company's green branding is strong. Similar results, proposed by Jeanson & Ingham (2011) found that green branding has a significant influence on consumer trust. Likewise, green branding has a positive and significant relationship with consumer trust, according to previous research (Lou & Yuan, 2019). In addition, research by Taufique et al. (2017), says that green branding of businesses and products has a positive impact on customer trust.

The next hypothesis is H_3 , the effect of Green Advertising on Consumer Trust shows a T-statistic value of 8.683, higher than the rule of thumb of 1.96, the third hypothesis proposed in the data analysis shows that green advertising has a significant positive effect on consumer trust. Furthermore, the P value of 0.000 which indicates that this hypothesis can be accepted. Researchers claim that green advertising has a positive impact on consumer confidence in Aqua products. A previous study by Greiner & Wang (2010), also found that green advertising has a significant and positive impact on consumer confidence, supporting this hypothesis. When a company uses advertising to show their presence, consumers are more likely to trust them. Furthermore, previous research by Mo et al. (2018) found that green advertising in various media can build consumer trust. Likewise, the research of Tucker et al. (2012) stated that advertising has a positive and significant relationship with consumer trust. Other research from Wongkitrungrueng & Assarut (2020) and Lavuri & Susandy (2020) found the same reason, namely green advertising on businesses and products increases customer trust.

Our research proves that hypothesis 4 (H_4), namely Consumer Trust has a positive and significant influence on Purchase Decisions, with a T-statistic of 3.891, which is higher than the rule of thumb of 1.96. Furthermore, the P value of 0.000 which indicates that this hypothesis can be accepted. Researchers claim that consumer trust has a positive effect on purchasing decisions for Aqua products. This hypothesis is supported by previous research by Genoveva & Utami (2020), which found that consumer trust has a significant and positive effect on purchasing decisions. Consumers are more likely to buy from companies that offer trusted and high-quality products or services. In addition, previous research by Kumar & Ghodeswar (2015) found that consumer trust can influence purchasing decisions. In the context of paid plastic bag in Indonesia, Khoiruman & Haryanto (2017) concluded that Green customer trust influence on green customer purchasing behavior. Consumer trust has a positive and significant relationship with purchasing decisions, according to previous research (Pickett-Baker & Ozaki, 2008). Consumer confidence in businesses and products improves purchasing decisions, according to previous research (Verma, 2013).

Our fifth hypothesis (H_5), shows that green products have a significant positive effect on purchasing decisions. The T-statistic value is 6.084, indicating a higher result than the rule of thumb of 1.96. Furthermore, the P value of 0.000 which indicates that this hypothesis can be accepted. Researchers claim that green products have a positive effect on purchasing decisions for Aqua products. A previous study, in the context of environmentally friendly bottled drinking water, the research results of Genoveva & Rahdino (2020) found that environmentally friendly products have a significant and positive impact on purchasing decisions, supporting this hypothesis. Customers are more likely to buy from companies that provide reliable and high-quality eco-friendly products. Environmentally friendly products can also influence purchasing decisions, according to previous research (Fotopoulos & Chrysochoidis, 2000). The results of the same study, green products have a positive and significant relationship with purchasing decisions (Pandey & Kaushik, 2012). According to previous research, green products in business improve purchasing decisions (Rudansky-Kloppers, 2017).

Our sixth hypothesis (H_6), namely the Effect of Green Branding on Purchase Decisions shows a T-statistic number of 2.414, which is higher than the rule of thumb of 1.96, so it can be concluded that green branding has a significant positive effect on purchasing decisions. Furthermore, the P value of 0.016 indicates that this hypothesis can be accepted. Researchers claim that green branding has a positive effect on purchasing decisions for Aqua products. A previous study by Genoveva & Levina (2019) found that green branding has a significant and positive impact on purchasing decisions, supporting this hypothesis. When a company's green brand is strong, customers are more likely to buy. Furthermore, previous research by Blery & Kapsopoulou (2007) found that green branding has a significant influence on purchasing decisions. Reinforcing the results of this study, (Chamhuri & Batt, 2015) stated that green branding has a positive and significant relationship with purchasing decisions. Green branding of businesses and products also has a positive impact on purchasing decisions, according to the results of Knez et al. (2014).

Our last hypothesis is the seventh hypothesis (H_7) which shows that green advertising has a significant positive effect on purchasing decisions. This can be seen from the T-statistical value of 1.967, which is higher than the rule of thumb of 1.96, as well as the P-value of 0.049 indicating that this hypothesis can be accepted. Researchers claim that green advertising has a positive effect on purchasing decisions for Aqua products. This hypothesis is supported by previous research by Genoveva & Syahrivar (2020), which found that green advertising has a significant and positive effect on purchasing decisions. Consumers are more likely to trust and buy from companies that use advertising to promote their presence. In addition, research by Blery & Kapsopoulou (2007) found that green advertising in various media can influence customer purchasing decisions. According to previous research, green advertising affects purchasing decisions positively and significantly (Chamhuri & Batt, 2015). Likewise, according to Knez et al (2014), green advertising of businesses and products improves customer purchasing decisions.

CONCLUSION

Green products, green branding and green advertising are proven to influence consumer confidence and purchase decisions on new Aqua products. Likewise, consumer confidence can influence purchasing decisions. The implications for PT Danone Indonesia, as well as the government, can invite consumers, in the context of this research, namely Generation Z to participate in reducing plastic waste by buying products that can be recycled. The results showed that the Z generation in this study had purchasing decisions because they believed that environmentally friendly products could save the environment in the future. The role of companies and the

government in campaigning for the purchase of environmentally friendly products can involve Generation Z as promotional ambassadors, considering that the number of Generation Z is the largest in Indonesia today. In addition, generation Z is a generation that is technology literate and accustomed to socializing, learning, playing and doing various digital activities that can be adapted to the type of campaign that will be carried out, for example through social media and creating groups of lovers of environmentally friendly products. The limitation of this study is that it only examines Generation Z with a total of 299 respondents, besides that the method used is quantitative, with a questionnaire as a data collection tool so that the research results are generalized to make conclusions. The future studies need to include more respondents, resulting in more accurate data. This study only looked at Generation Z; future research can investigate other generations (Generation X, Millennial Generation) to get more specific results. Other variables such as social and promotional influences as proposed by (Genoveva & Samukti, 2020), or lifestyle variables (Genoveva & Syahrivar, 2020) and others can influence purchasing decisions for Aqua brand products, can be added to further research.

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