FACTORS INFLUENCING CONSUMER PURCHASE DECISIONS FOR AQUA LIFE INDONESIA PRODUCTS: ANALYSIS OF ECOLABEL AWARENESS, GREEN MARKETING MIX, AND BRAND IMAGE

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Abstract: This study aims to answer two main objectives. The first is to answer the current eco-label, green marketing mix, and brand image of AQUA Life, and the Second is to answer how eco-label awareness, green marketing mix, and brand image influence consumer purchasing decisions. The study was conducted from November to December 2021. The data collected in this study were primary data obtained from a questionnaire survey in Indonesian, which was distributed via the Google Form link using the Ordinal scale. The sampling method (respondents) used is purposive sampling. The data was processed and analyzed using Structural Equation Modeling. The study's results obtained 105 respondents and showed that the eco-label awareness variable did not significantly affect consumer purchasing decisions for AQUA Life products. The green marketing mix and brand image variables positively and significantly impact consumer purchasing decisions for AQUA Life products. A green marketing mix has a significant effect on brand image. Producers and the government must provide more education to consumers to gain more knowledge about the use of environmentally friendly products and their benefits.

Keywords: brand image, consumer purchasing decisions, ecolabel awareness, green marketing mix, structural equation modeling

Abstrak: Penelitian ini bertujuan menjawab dua tujuan utama. Pertama untuk menjawab ekolabel, bauran pemasaran hijau, dan citra merek AQUA Life saat ini, dan Kedua untuk menjawab bagaimana kesadaran ekolabel, bauran pemasaran hijau, dan citra merek memengaruhi keputusan pembelian konsumen. Penelitian dilakukan pada bulan November sampai Desember 2021. Data yang dikumpulkan dalam penelitian ini adalah data primer yang diperoleh dari survei kuesioner berbahasa Indonesia yang disebarkan melalui link google form menggunakan skala Ordinal. Metode pengambilan sampel (responden) yang digunakan adalah purposive sampling. Data diolah dan dianalisis menggunakan Structural Equation Modeling. Hasil penelitian memperoleh 105 responden dan menunjukkan bahwa variabel ecolabel awareness tidak memberikan pengaruh signifkan terhadap keputusan pembelian konsumen produk AQUA Life. Variabel green marketing mix dan brand image berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen produk AQUA Life. Green marketing mix berpengaruh signifikan terhadap brand image. Para produsen dan pemerintah harus lebih memberikan edukasi kepada konsumen agar konsumen mendapatkan pengetahuan lebih mengenai kesadaran akan penggunaan produk ramah lingkungan serta manfaatnya.

Kata kunci: brand image, ecolabel awareness, green marketing mix, keputusan pembelian konsumen, structural equation modelling

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INTRODUCTION

People worldwide have faced various environmental problems such as pollution, forest destruction, and global warming in recent years. Many factors, such as industrial and technological developments, are believed to be the root of environmental problems. In addition to having a positive impact, industrial and technological developments also have a negative impact in the long term, leading to environmental damage and global warming (Nguyen et al. 2020). According to data from the Ministry of Environment and Forestry (KLHK, 2021), until 2021, the total amount of waste in Indonesia will reach 85 million tons. Plastic waste accounts for 15% of the total waste, or around 13 million tons, and of total plastic waste, only 10-15% of all plastic waste can be recycled, so the management of plastic waste is not yet adequate (KLHK, 2021).

Consumer awareness of environmental issues encourages healthy lifestyles by consuming products that contain safe components and organic products, can be recycled, do not contain toxins, and use environmentally friendly packaging (Kinoti, 2011; Petrescu et al. 2020). The company as a producer is one of the parties that play a vital role in preserving the environment by reducing plastic waste, which is one of the packaging used by business owners. The company's strategy was developed, among others, by producing various kinds of products using materials that are not harmful to the environment. One of the company's efforts is to label environmentally friendly products. Environmentally friendly labels (eco-labels) are products that are labeled as signs or information for consumers that those using the label are environmentally friendly products (Meis-Harris et al. 2021). Environmentally friendly labels play an essential role as a symbol in a product and aim to educate consumers and provide critical information about the concept of being environmentally friendly. Consumers' concern for the environment will increase the purchase of products labeled as environmentally friendly as consumers' contribution to protecting the environment. Consumers will review products that have an eco-label before purchasing, compared to conventional products (Kamilah et al. 2021; Song et al. 2020).

The company as a producer is one of the parties that play an essential role in preserving the environment by reducing plastic waste, which is one of the packaging used by business owners. Business owners who can see

opportunities in their business consider that consumers will be more enthusiastic about buying their products if the products they sell have actual actions in protecting the environment and assess that consumers do not mind paying a lot for the products they buy if they have environmentally friendly elements. One such marketing strategy is known as a green marketing strategy. Green marketing refers to marketing a product based on environmental performance. *Green marketing* is conceptually defined as a marketing response to environmental impacts from production, design, labeling, packaging, disposal of goods or services, and product use (Khan et al. 2020; Majhi, 2020; Pauziah & Mulyana, 2018). Green marketing strategies are believed to play an essential role in influencing consumer purchasing decisions (consumer's purchase intention) to purchase environmentally friendly products to reduce the adverse effects of artificial products harmful to the environment.

Consumer awareness to start paying attention to the environmental friendliness of the products they choose will encourage business actors to make products that meet consumer needs and focus on a sustainable environment (Jaca et al. 2018). Several companies with their products already circulating in Indonesia have started to promote environmentally friendly programs, and these products are bottled mineral water products. Various kinds of bottled mineral water brands circulating in Indonesia, such as AQUA, Club, Ades, VIT, Nestle Pure Life, and Le Minerale, have made consumers more stringent in choosing bottled mineral water refer to healthy and environmentally friendly products. For example, one brand that applies green marketing and eco-label to its products is AQUA. The Danone-AQUA company is the largest drinking water brand and the first to be present in Indonesia that uses a marketing system with a priority on environmental sustainability. In 2011 Danone-AQUA became one of the companies that received the "Best Global Green Brands" award with 11th rank, in 2012 with the ninth rank, in 2013 with the eighth rank, and received the "Green Ranking Global Top 100" award in 2015 (rankingthebrands.com). The following is the top brand index for the phase 2 bottled drinking water category in 2020.

Green marketing becomes perfect if the company applies an environmentally friendly concept suitable for packaging or product packaging. Consumers see the first thing about a product as the packaging; from the packaging, consumers can distinguish between

environmentally friendly and conventional products. This definition is closely related to a product's selling value and brand image because product and packaging cannot be separated (Cahyani, 2017; Chung, 2020; Nguyen et al. 2020). However, previous research revealed that the view of environmentally friendly products has a negative effect on consumer purchasing decisions (Nekmahmud & Fekete-Farkas, 2020).

One of the challenges the bottled drinking water (AMDK) industry faces is plastic waste. This challenge is evidenced by Danone AQUA, which has launched drinking water packaging made of 100% recycled plastic with the AQUA Life label. Unfortunately, it is not enough, and the B-Corp-certified company has implemented several processing strategies for environmentally friendly campaigns, one of which is #bijakberplastic. This campaign is AQUA's commitment to being a pioneer in handling plastic waste in Indonesia and has three critical commitments: collection, education, and innovation. With this campaign, AQUA received an award for the third time in the form of waste reduction performance by producers from the Ministry of Environment and Forestry (KLHK, 2019).

There are still many challenges that must be overcome to realize the recycling process to preserve the environment. Through the strategy carried out by the company so that it can build a positive brand image for the brand of a product and make a reference in accommodating consumer behavior, thus affecting the company's brand image, with a positive brand image in the eyes of consumers it is expected to generate consumer buying intentions for the product. Research by Kong et al. (2014) shows that consumer perceptions of green marketing include eco-labels, company image, green packaging, green advertisement, and green product value. This study indicates that consumer perceptions of environmentally friendly products, environmental labels, and green product value significantly positively affect the repurchase intentions of environmentally friendly products. In addition, it was also revealed that eco-label and green product values significantly influence the purchase intention of environmentally friendly products.

These environmental issues make consumers more careful in choosing brands and products that are more environmentally friendly. Understanding consumers to buy the products they want is essential for company development. However, the pressure of environmental problems cannot be ignored. Existing companies are the main contributors to global warming, and companies must develop new business models that can implement the fulfillment of green trends that are currently popular. Companies need to start paying attention to eco-labels, green products, prices, places, promotions, and other variables, generally known as the green marketing mix. This study aims to answer two main objectives. The first is to answer the current eco-label, green marketing mix, and brand image of AQUA Life, and the Second is to answer how eco-label awareness, green marketing mix, and brand image influence consumer purchasing decisions.

METHODS

The researchers used quantitative research with the design in this study using a cross-sectional study, namely data collected at one time. This research was conducted in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The research location was chosen purposively because AQUA Life's products were only spread in the Greater Jakarta area, Bali and Surabaya. The criteria for respondents are residents of Jabodetabek domicile and at least have purchased AQUA Life bottled drinking water (AMDK) products once a week. Data collection was carried out from October-December 2021. Data collection was carried out using a closed list of questions. A closed questionnaire is a list of questions used to obtain data about the name, occupation, income, product availability, and purchasing decisions. Statements in the list of closed questions are made using a modified ordinal scale. The data that has been collected is then processed so that it has valuable meaning to solve the problem being studied. One analytical method is used, namely the structural equation modeling (SEM) analysis method with the partial least squares (PLS) approach.

To determine the minimum sample size using SEM analysis. A calculation of five times the number of indicators should be decided. Sampling was conducted in the Jabodetabek area because the samples taken could represent the entire population of consumers who had purchased AQUA Life products. This study uses 21 indicator variables that SEM can measure, so the minimum sample size for this study is 105 respondents (Ferdinand, 2011).

Based on the summary in Table 1, there were 105 respondents, with 39 (62.9%) women being more dominant than 66 (37.1%). The age of the majority of respondents is still of productive age, with a maximum age range of 21-25 years (63.3%), followed by an age range of 26-30 years (16.3%). An undergraduate degree is the education degree with the most respondents in this study, as many as (68.6%), followed by Masters/ Doctoral (14.3%). Based on income level, Table 1 also shows that respondents have an average income in the range of IDR 2,000,000 – 5,000,000 (33.3%) followed by an income of IDR > 5,000,000 – 10,000,000 (29.5%).

Table 1. Characteristics of research respondents

Characteristic Description	Total	Percentage (%)
Gender		
Male	39	37.1
Female	66	62.9
Age		
17-20 years	6	5.8
21-25 years	68	63.3
26-30 years	16	16.3
31-35 years	7	5.8
36-40 years	5	5.8
41-45 years	3	3
Education		
High School	9	8.6
Diploma	9	8.6
Bachelor	72	68.6
Master/Doctoral	15	14.3
Monthly Wage		
<2.000.000	23	21.9
2.000.000 - 5.000.000	35	33.3
>5.000.000 - 10.000.000	31	29.5
>10.000.000	16	15.2
Domicile		
Jakarta	43	41
Bogor	15	14.3
Depok	13	12.4
Tangerang	17	16.2
Bekasi	17	16.2

Based on the background and phenomena described above, this research has contributed to reducing plastic waste in Indonesia's consumers, producers, and the government. The hypothesis (Figure 1) proposed in this study is as follows:

H1: Awareness of environmentally friendly products (ecolabel awareness) directly affects consumer purchasing decisions.

H2: Green marketing mix directly has a significant effect on consumer purchasing decisions.

H3: Brand image directly has a significant effect on consumer purchasing decisions.

H4: Green marketing mix directly has a significant effect on brand image.

H5: Ecolabel awareness directly has a significant effect on the brand image.

This study aims to analyze the role of eco-label awareness, green marketing mix, and brand image on Danone-AQUA, especially AQUA Life products. The variables are eco-label awareness, green marketing mix, brand image, and consumer purchasing decisions. These variables were analyzed using SEM-PLS to see their effect on consumer purchasing decisions. The framework of this research is listed in Figure 2.
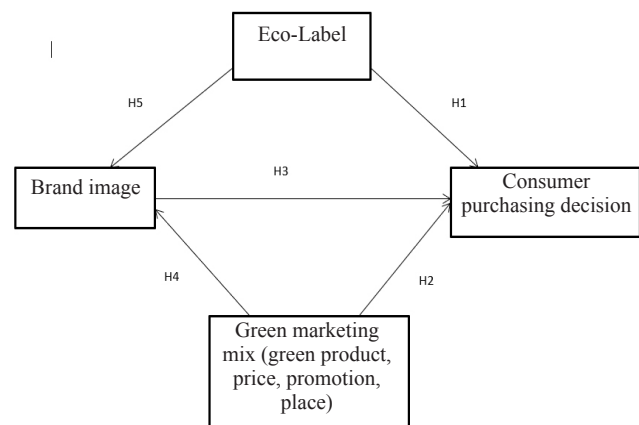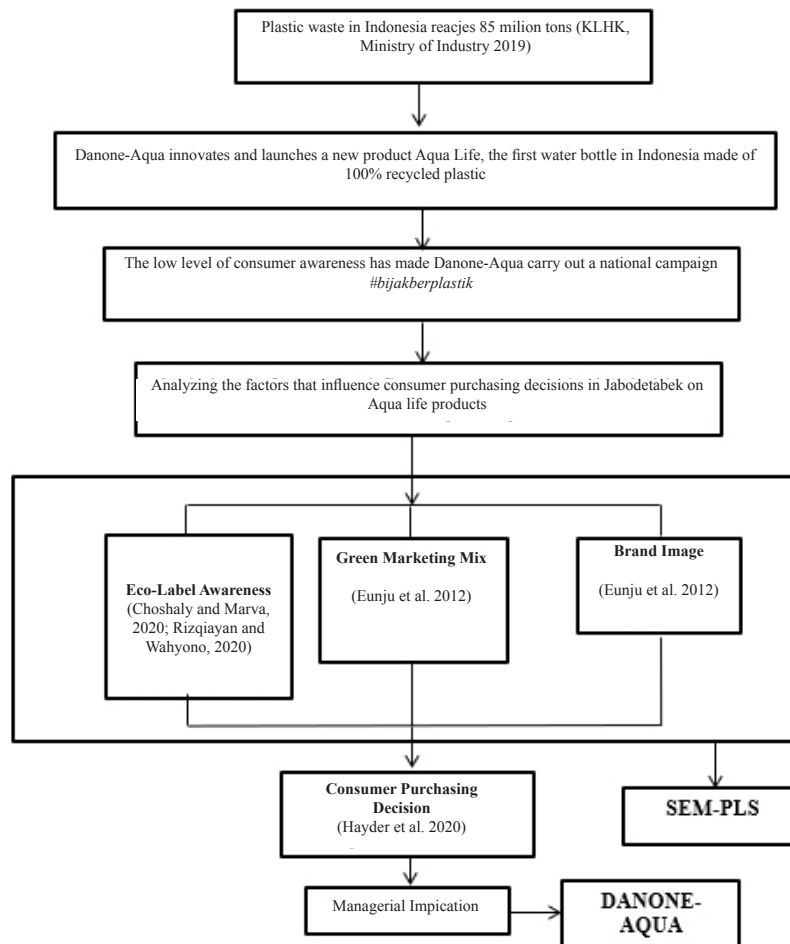

Figure 1. Hypotheses model

Figure 2. Research framework

RESULTS

The decision to purchase AQUA Life products on the research questionnaire includes eco-label awareness, green marketing mix, and brand image. There are 21 indicators, and each indicator has two questions in this questionnaire. With the assessment using an ordinal scale 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

Based on Table 2. In the eco-label awareness variable, products with environmentally friendly labels are considered different and attract consumers' attention. As many as 95.2% of respondents agree on the importance of reusing and recycling packaging after use, especially drinking water in packaging made of plastic that is not readily biodegradable. 92.3% of respondents agreed that environmentally friendly labels were easy to spot when shopping and 91.4% of respondents agreed that by buying AQUA Life products, consumers could indirectly protect the environment and support government programs to reduce plastic waste in

Indonesia. Overall, most respondents already have an awareness of environmental concerns and the use of environmentally friendly products.

Based on Table 3. Most respondents agree with the statement on the green marketing mix variable (green product (GP1-GP15)). Most respondents agree with the statement that the ecolabel logo on AQUA Life's environmentally friendly products is straightforward to recognize by getting a percentage of 90.5%. Respondents also agree that the performance of AQUA Life's environmental products meets consumer expectations (87.6%) and agree that information about environmentally friendly labels is accurate for AQUA Life products (87.7%). This result proves that environmentally friendly products have easily recognizable labels and information. In addition, the environmental performance carried out by Danone Aqua, especially on AQUA Life products, has met consumer expectations through marketing activities carried out by the company.

Table 2. Assessment of respondents' answers to Eco-Label Awareness Instruments (α: 0.87)

Indicator	Statement	Score (%)				
		S	SS	N	TS	STS
E1	I noticed the "Environmentally Friendly" label on AQUA Life products while shopping.	35.6	56	5.7	1	1
E2	AQUA Life's eco-friendly label catches the eye	30.7	55	11.4	1.9	0
E3	Currently, there is enough information about environmentally friendly labels on AQUA Life products.	34,7	50	11.4	3.8	0
E4	I realize that the Indonesian government supports the eco-label.	32.7	57	6.7	2.9	0
E5	I can easily find information about environmentally friendly labels from various media (TV, newspapers, internet)	30.7	46	14.3	8.6	1
E6	It is important to reuse or recycle the packaging after use	24.8	70	2.9	1	1
E7	I believe that purchasing eco-label products, especially AQUA Life, can protect the environment.	38.6	53	4.8	2.9	1
E8	I believe that AQUA Life protects the environment.	32.7	55	9.5	1.9	0

Table 3. Assessment of respondents' answers to Green Marketing Instruments (α: 0.909)

Indicator	Statement	Score (%)				
		S	SS	N	TS	STS
GP1	AQUA Life products are marketed in a way that is interesting or relevant to my lifestyle	30.7	53	15.2	1	0
GP12	Information on accurate eco-label for AQUA Life products	39.6	48	8.6	3.8	0
GP13	The environmental performance of AQUA Life products meets consumer expectations	44.6	43	12.4	0	0
GP14	I bought the AQUA Life product because it has more environmental benefits than other products	42.6	43	11.4	1.9	1
GP15	The ecolabel logo on AQUA Life's eco-friendly products is very easy to recognize	40.6	50	9.5	0	0
GP2	I think it makes sense to pay a higher price for a product that is produced in an ecological way	35.6	53	10.5	1	0
GP21	Premium eco-friendly product prices, due to limited available raw materials	34.7	55	9.5	1	0
GP22	The price gap between AQUA Life products and conventional bottled drinking water is huge	37.6	44	18.1	0	0
GP23	The price of AQUA Life products is proportional to the quality	36.6	56	5.7	1	0
GP3	I find eco-friendly products in special places such as booths or special shelves in supermarkets	41.6	43	12.4	2.9	0
GP31	AQUA Life packaging is Hygienic	32.7	57	9.5	0	0
GP32	AQUA Life packaging is made of recyclable materials	29.7	61	8.6	0	0
GP33	AQUA Life products are sold at special distributors	39.6	42	11.4	7.6	0
GP4	I found that the promotional advertisement for AQUA Life is different	37.6	47	12.4	2.9	0
GP41	Interesting environmental ads will encourage me to buy AQUA Life	32.7	58	8.6	0	0
GP42	AQUA Life's advertising content offers relevant emotional relevance to green consumers	38.4	51	9.5	1	0
GP43	I admit that environmental-related advertising is not exaggerating for eco-friendly products in Indonesia	43.6	42	8.6	3.8	2.9

In the green marketing mix variable (green price (GP2-GP23)), the respondent's perception of the price of the purchase of environmentally friendly products is appropriate. Most respondents agree that the price of AQUA Life's products is proportional to the quality (93.3%) and the price of premium eco-friendly products because the raw materials available are limited (89.5%). Respondents also agree that it makes sense to pay a higher price for ecologically sound products (88.5%). Judging from consumer perceptions, prices for environmentally friendly products tend to be more expensive than conventional products, but prices and products are comparable to the quality.

In the green marketing mix variable (green place (GP3-GP33)), consumers believe that AQUA Life is sold in supermarkets and particular distributors because the exclusivity of AQUA Life products is highly guarded, and the packaging used for AQUA Life products is hygienic. The majority of respondents agree with the statement in this variable. However, 91.4% of respondents agree that AQUA Life's packaging is made of recyclable materials. Then, 90.4% of respondents agree that AQUA Life's packaging is hygienic. Respondents agree that products are environmentally friendly in special places such as booths or shelves. Specialized in supermarkets (84.8%), and AQUA Life products are sold in specialized distributors (81%).

In the last promotion variable as a green marketing mix (green promotion (GP4-GP43)), the promotions carried out by AQUA Life are exciting and a way of introducing and offering new products that consumers can accept. Most respondents, as much as 91.4%, agreed that attractive advertisements would encourage consumers to buy AQUA Life. Moreover, 89.5% agreed that the content of AQUA Life advertisements provided emotional relevance to green consumers.

However, as many as 84.8% of respondents realized that advertisements related to the environment were not exaggerated in Indonesia, especially environmentally friendly products, because many consumers in Indonesia still did not understand the importance of protecting the environment.

Based on Table 4. The majority approved the statement on the brand image variable of respondents. Consumers get the impression that AQUA Life is trying to protect the environment (94.3%) and feel that AQUA Life is not only concerned with profit but also cares about the environment (94.3%). A statement followed them that AQUA Life products understand environmental care and have created a positive image of its products on social media (93.3%).

Based on Table 5. Statements on consumer purchasing decision variables where consumers have a high probability of buying bottled drinking water with ecolabels, especially AQUA Life products (88.5%), and consumers try their best to buy AQUA Life products when shopping at supermarkets (87.7%). As many as 85.7% of respondents deliberately choose products with environmentally friendly packaging and always want to buy products with ecolabel packaging.

The results of data collection through an online survey that was carried out were obtained by 105 respondents who filled out the questionnaire completely. The value of the r table for n = 105 at the 5% significance level is 0.190. All the research questions asked are valid based on the validity test results. After the research questionnaire is declared valid, it is necessary to test the reliability or confidence level of the questionnaire. The test results show that all the research questions posed are highly reliable >0.6, so they can be used in research.

Table 4. Assessment of respondents' answers to Brand Image (α: 0.92)

Indicator	Statement	Score (%)				
		S	SS	N	TS	STS
BI1	AQUA Life is successful in environmental performance	27.7	58	12.4	1	0
BI2	AQUA Life is professional about environmental reputation	34.7	57	6.7	1	0
BI3	I get the impression that AQUA Life is trying to protect the environment	30.7	63	2.9	1.9	1
BI4	I feel that AQUA Life is not only concerned with profit but also cares about the environment	37.6	56	2.9	2.9	0
BI5	Brands are considered the best benchmark of environmental commitment	32.7	50	13.3	3.8	0
BI6	AQUA Life understands environmental care	30.7	62	5.7	1	0

Assessment of respondents' answers Eco-Label InstrumentResults of SEM Analysis of PLS Ecolabel Awareness, Green Marketing Mix, and Brand Image on Consumer Purchase Decisions

The latent variables in this study consist of four variables: ecolabel awareness, green marketing mix, brand image, and consumer purchasing decisions. The test is done by evaluating the outer model (evaluation of the measurement model) and the inner model (evaluation of the structural model).

Measurement Model Evaluation (*Outer Model*)

The measurement model (outer model) is evaluated by testing the convergent validity. The convergent validity test is seen from the value of the loading factor and Average Variance Extracted (AVE). Based on data processing with the help of Smart PLS software, the results are summarized in some of the outer model pictures below. The results of the analysis of the initial outer model are presented in Figure 3.

Table 5. Assessment of respondents' answers to Consumer Purchase Decision (α: 0.914)

| Indicator	Statement	Score (%)				
		S	SS	N	TS	STS
KP1	Whenever I intend to buy bottled drinking water (AMDK), I will most likely buy bottled drinking water with an ecolabel especially AQUA Life products	35.6	53	8.6	1.9	1
KP2	I try my best to buy AQUA Life AMDK products	39.6	48	11.4	0	1
KP3	I will buy AQUA Life AMDK in the near future	38.6	48	11.4	0	1.9
KP4	I will choose AQUA Life products when I shop at the supermarket.	38.6	48	10.5	1	1.9
KP5	I always buy products with ecolabel packaging	23.8	57	13.3	3.8	1
KP6	When shopping, I purposely choose products with eco-friendly packaging	30.7	55	10.5	1.9	1.9
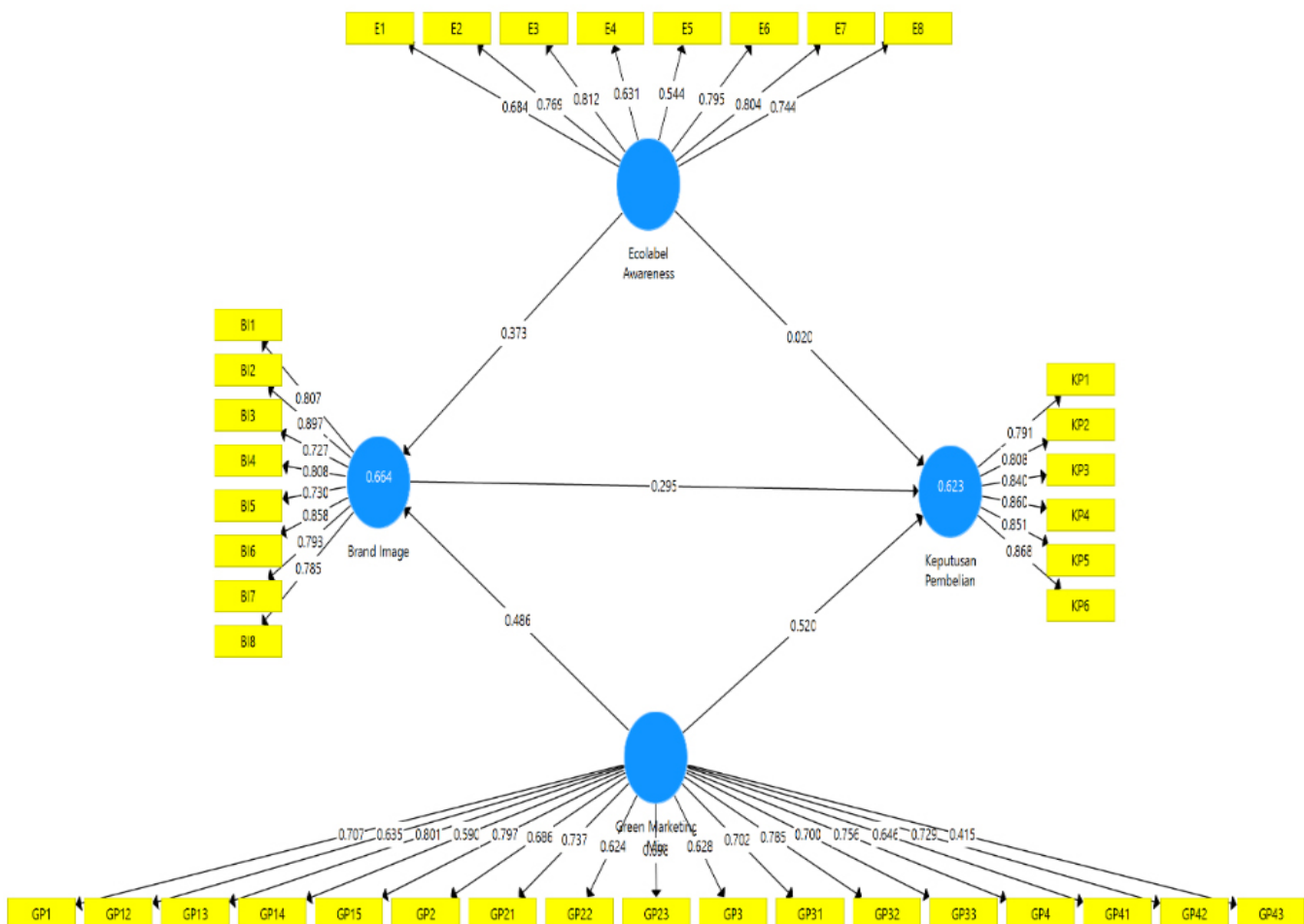
Figure 3. Measurement model evaluation (outer model)

The initial outer model analysis results in several evaluations of the variable coefficients with their indicators. The coefficient value <0.7 must be removed from the model, and the smallest loading factor value must be removed to get a standard value. In the initial outer model on the ecolabel awareness variable, three items must be removed because the value does not meet the standard, then the green marketing mix variable contains eight items that must be removed because the value is below the standard. After issuing indicators that do not meet the requirements periodically, the best outer model that meets the standards (>0.7) is presented in Figure 3.

It is known that this model has met the standard values in the outer model criteria. It shows that this model has good validity and reliability. The results of the loading factor assessment are shown in Figure 4.

Evaluation of the assessment of the outer model of purchasing decisions

Evaluation of the outer model on the variables uses the criteria of composite reliability (ρc), Cronbach's alpha, indicator reliability, and average variance extracted (AVE). All variables in composite reliability are >0.7 (Table 6). The value of Cronbach's Alpha variable for ecolabel awareness, green marketing mix, brand image, and purchasing decisions is >0.7; this value means the variable has excellent internal consistency and stability indicators (Table 6). The AVE values for the four variables are presented in Table 6. All variables in this study have an AVE value >0.5. The AVE value indicates that this study is consistent and precise in measuring the instrument based on the standard.

Figure 4. Final outer model result

Table 6. Construct validity and reliability

Variable	Cronbach's Alpha	Composite Reliability (pc)	Average Variance Extract (AVE)
Ecolabel awareness	0.870	0.905	0.656
Green marketing mix	0.909	0.925	0.579
Brand image	0.920	0.935	0.644
Consumer Purchasing Decision	0.914	0.933	0.700

Evaluation of Assessment on the Structural Model Test (Inner Model)

Testing of the structural model is done by looking at the R-Square value. The value of the coefficient of determination on the consumer purchasing decision variable is 0.619, which shows that 62.3% of consumer purchasing decisions can be explained by the ecolabel awareness, green marketing mix, and brand image variables. The value of the coefficient of determination on the green marketing mix variable is 0.567. The brand image variable can explain 56.7% of consumer purchasing decisions. The assessment of the inner model is used to see the relationship between latent variables in the model. In the inner model, there are four latent variables. The bootstrapping method on Smart PLS obtains P-values, T-Statistics values, and path coefficients. Table 7 presents the bootstrap results using Smart PLS. It can be seen that with the most significant t-statistics indicator, the green marketing mix is the most influential factor in consumer purchasing decisions (t=2.864).

Hypothesis testing was carried out to answer the research objectives. The bootstrapping technique was carried out to answer the hypothesis, which is shown in Table 7.

Awareness of environmentally friendly products (ecolabel awareness) does not directly affect consumer purchasing decisions.

Bootstrap results show that H1 is rejected (p-value > 0.05). Consumers perceive that eco-label awareness does not affect purchasing decisions for environmentally friendly products. Consumers feel that by having a high awareness of the environment, consumers may not necessarily be able to decide to buy environmentally friendly products. Taufique et al. (2016) state that environmentally friendly products do not affect consumer behavior in developing countries. This finding happens because consumers often hesitate about the information on environmentally friendly labels when the

source is considered irrelevant. Consumers believe that information about eco-labels is only a company strategy to present a good and environmentally responsible public image. According to a survey from KIC, only 28% of consumers understand eco-label products due to the lack of education from the government and the uneven distribution of environmentally friendly products throughout Indonesia. This finding is in line with another study by Nyremo and Widerberg (2020), where there is no direct positive relationship between eco-label knowledge and intention to buy eco-labeled food through attitudes towards eco-label. Attitudes were found to have no mediating effect on the relationship between eco-label knowledge and purchase intention. This finding implies that, even though consumers have high subjective knowledge about certain eco-labels, their attitudes will not be greater and will not elicit purchase intentions.

Green marketing mix directly has a significant effect on consumer purchasing decisions

The hypothesis test results stated that H2 was accepted with a p-value <0.05. These results indicate that the marketing activities carried out by AQUA Life are successful. Because they can lead to consumer purchasing decisions on environmentally friendly products by doing green marketing to make consumers believe that the company's steps are tangible to improve the environment. The hypothesis test results align with the research conducted by Boztepe (2012), wherein companies have begun to change the production of their goods or services in the presence of environmental problems. Therefore companies must initiate appropriate marketing concepts. For example, the company has started producing environmentally friendly products and is trying to achieve the concept of green marketing to consumers. In addition, Kartawinata et al. (2020) research states that the green marketing mix positively and significantly affects customer attitudes towards purchasing intentions for green products. Corporate responsibility towards the environment is an important thing to do. The company provides products,

prices, places, and solid promotions, pays attention to environmental aspects, and is committed to protecting the environment, which will produce positive attitudes from various aspects (cognitive, affective, and behavioral) in the minds of consumers.

Brand image directly has a significant effect on consumer purchasing decisions.

The hypothesis test results stated that H3 was accepted with a p-value <0.05. Brand image will automatically grow more robust in the minds of consumers and become part of buying behavior when consumers are aware of a brand and have a good perception of the brand. This finding proves that brand image strongly influences consumer buying behavior (Sivanesan, 2014). The hypothesis test results align with research conducted by Rizqiyana (2020), which states that brand image has a positive and significant effect on consumer buying behavior because the brand image can mediate the effect of green marketing tools on consumer buying behavior for Ades products. If the green marketing tools improve, it will increasingly affect the brand image so that it will have an impact on increasing consumer buying behavior towards Ades products. Similarly, in research by Ali et al. (2021), a positive brand image plays an essential role in influencing consumers' purchase intentions on Halal products. From another perspective, Halal attributes will act as a source of added value that can generate consumer preferences for the brand.

Green marketing mix directly has a significant effect on brand image.

The results of hypothesis testing indicate that H4 is accepted (p-value <0.05). As an environmental responsibility effort, green marketing can be an effective tool to strengthen the company's brand image because

it describes a company that is responsive to current environmental issues. The hypothesis test results align with research conducted by Eunju (2012), where green marketing affects the company's image. These results suggest that green marketing practices are more likely to enhance a company's image regarding product quality. This finding supports the research of Jeong et al. (2018), which states that customer perceptions of green marketing positively affect green brand image. This finding also supports Grant (2017), who says that green marketing aims to communicate that a brand or company cares about the environment to create a positive image for consumers. This study proves that the higher the influence of green marketing, the higher the company's brand image.

Ecolabel awareness directly has a significant effect on brand image

The results of hypothesis testing indicate that H5 is accepted (p-value <0.05). The existence of innovations carried out by the company, one of which is issuing environmentally friendly products, can increase the company's brand image in the eyes of consumers. The company's awareness of caring for and preserving the environment attracts consumer sympathy to make purchases on its products. The hypothesis test results align with research conducted by Rizqiyana (2020) which states that brand image has a positive and significant effect on green marketing tools in the form of eco-brands, eco-labeling, and brand image. Furthermore, it is proven to be an intervening variable between green marketing tools in the form of eco-brands: brands, eco-labeling on consumer buying behavior. If the green marketing tools are improving, it will increase the influence of the brand image so that it will have an impact on increasing consumer buying behavior.

Tabel 7. Bootstrapping result

	T-Statistics	P-values	Path Coefficients
Ecolabel awareness → consumer purchasing decisions	0.134	0.894	0.018
Green Marketing Mix → consumer purchasing decisions	2.864	0.004	0.478
Brand Image → consumer purchasing decisions	2.441	0.015	0.345
Green Marketing Mix → brand image	4.934	0.000	0.468
Ecolabel awareness → brand image	3.335	0.001	0.374

Managerial Implication

Based on the results of the discussion that has been carried out, can be obtained views about consumers' purchasing of environmentally friendly products. Several factors influence the purchase of environmentally friendly products made by consumers in Indonesia, one of which is the consumer's view of a polluted environment and attractive marketing carried out by the company. Consumer awareness of the environment is one of the opportunities that producers can utilize, one of which is the launch of environmentally friendly packaging by producers, which can also lead to a good image for the company, namely concern for the environment from producers to consumers. Attractive marketing can make consumer decisions to buy environmentally friendly products.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

It happens because the introduction and knowledge of consumers towards eco-label products have not been maximized and encourages consumers to buy environmentally friendly products. In addition, the price factor of environmentally friendly products makes consumers not want to buy environmentally friendly products because AQUA Life products have a higher price than other bottled water products.

However, the analysis results on the green marketing mix and brand image variables positively and significantly affect consumer purchasing decisions. Marketing carried out by the company makes consumers desire to buy a product; based on the results of this study, it can be seen that environmentally friendly labels have their interests for consumers. Labels are one of the marketing strategies companies can use to attract consumers' attention; by having an attractive label on a product, consumers are interested in buying the product. In addition to the company's marketing strategy, a strong brand image can also present the possibility of consumer buying interest. AQUA Life offers products by prioritizing the ecological aspects of their products so that they are not harmful to the environment. It is embedded in the minds of consumers that the company has a deep concern for the environment. Currently, corporate responsibility toward the environment is an important thing to do; companies provide services in the form of products, prices, places, and strong promotions and pay attention to environmental aspects, and are committed to protecting the environment, which will produce positive attitudes from various aspects (cognitive, affective and social). behavior) in the minds of consumers. A good brand image in the eyes of consumers can lead to consumer purchasing decisions, and AQUA Life can prove it by receiving an award from the Ministry of Environment and Forestry, which makes consumers believe that AQUA is successful in environmental performance.

In general, AQUA Life consumers have started to be aware of the polluted environment, global warming, sustainability, and their concern for the life to come. In several studies, consumers have expressed a higher willingness to pay for products labeled as eco-friendly. However, introducing eco-labels has not encouraged consumers to buy eco-label products. There is a clear gap between eco-label awareness and purchasing behavior concerning environmentally friendly products.

Recommendations

The results of this study prove that ecolabel awareness does not positively affect consumer purchasing decisions. Suggestions for companies are to continue to innovate on their products and improve strategies and concepts in advertising their products so that consumer knowledge is further increased on environmentally friendly products and consumer purchasing decisions can be created. It is hoped that the company will be able to expand the coverage area for selling AQUA Life products so that awareness of environmentally friendly products is not only limited to certain areas. Further research can be developed with a broader coverage area of respondents and uses other influence variables that have not been used in this study, as well as the influence of gender, especially women, in purchasing environmentally friendly products.

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