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## The Influence of Green Promotion, Brand Image and Environmental Awareness on Purchase Interest

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## Abstract

Promotion and purchasing are two elements that cannot be separated. This research aims to analyze the effect of green promotion, brand image and environmental awareness on purchase intention of Le Minerale in Yogyakarta. The independent variables used in this research are green promotion, brand image and environmental awareness, while the dependent variable in this study is purchase intention. This research uses a causal quantitative approach. Data collection was carried out by distributing questionnaires to 100 respondents who had purchased Le Minerale products. The question items of all variables proved to be valid and also reliable. The classic assumption test results in normally distributed data, a regression model that does not occur multicollinearity and does not occur heteroscedasticity. The results of this research indicate that green promotion has a positive and significant effect on purchase intention; brand image has a positive and significant effect on purchase intention; environmental awareness has no positive and significant effect on purchase intention.

## Keywords

Brand Image, Consumer Behavior, Environmental Awareness, Green Promotion, Purchase Intention.

## 1. Introduction

The modern lifestyle that prioritizes convenience has increased the demand for instant products such as bottled water (Pratiwi & Arini, 2021). With 1,032 bottled water companies in Indonesia, competition in this industry is becoming increasingly intense. Companies are required to develop innovative marketing strategies to remain competitive in a dynamic market. PT. Tirta Fresindo Jaya, through its product Le Minerale, has managed to compete in the bottled water market despite being launched only in 2015. According to a Katadata survey (2023), 74.7% of respondents frequently consume Le Minerale, while a Kapanlagi (2024) indicates that this brand is the top choice for breaking the fast. This reflects the success of Le Minerale's marketing strategy in meeting consumer preferences.

The green promotion strategy has become a trend adopted by many companies, including Le Minerale. Green promotion emphasizes environmental values, such as the use of BPA-free packaging and recycled materials, which are relevant to current consumer needs (Tusyaidah et al., 2022). Oktaviani and Rodhiah, (2021); Ginting and Safrin (2023) state that green promotion positively influences purchase intention, although the significance of the results varies. Brand image is a crucial element that influences consumers' perceptions of a product. Research by Kussoy et al. (2020) shows that brand image has a positive and significant effect on the purchase intention of bottled water products. In a highly competitive market, a strong brand image becomes an important asset that can enhance consumer trust and loyalty. Environmental awareness also plays a role in influencing the purchase intention of bottled water products, including Le Minerale. Research by Krisnanda & Nurcaya (2019) and Amanda et al. (2024) shows that environmental awareness positively affects purchase intention. Tan et al. (2022) and Mawardi (2023), found the opposite result among millennials. These differing findings highlight the relevance of further research on the relationship between environmental awareness, green promotion, brand image, and consumer purchase intention.

Although there are many studies examining the influence of green promotion, brand image, and environmental awareness on purchase intention of bottled water products, there is still a gap in understanding the interaction between these factors, especially in the context of the dynamic Indonesian market. Previous studies often focus on one aspect only, without considering how these three elements influence each other. Furthermore, the differences in findings regarding environmental awareness among millennials indicate the need for more in-depth research to understand the demographic factors that influence purchase intention. Therefore, this study aims to fill this gap by analyzing a more comprehensive relationship between these variables. Environmental awareness is also a factor that influences purchase intention of bottled water products, including Le Minerale. Research by Krisnanda & Nurcaya (2019) and Amanda et al. (2024) showed that environmental awareness has a positive effect on purchase intention, but Mawardi (2023) found the opposite result in the millennial generation. This difference in findings makes the relationship between environmental awareness, green promotion, brand image, and consumer purchase intention a relevant topic for further research. The purpose of this study is to analyze the effect of green promotion, brand image and environmental awareness on purchase intention of Le Minerale in Yogyakarta.

## 2. Literature Review

### 2.1 *The Influence of Green Promotion on Purchasing Interest*

Green Promotion plays a significant role in consumer decision-making to purchase a product. Setiawan et al. (2022) and Romadhany and Hakim (2024), also stated that green promotion is an environmentally friendly product marketing

strategy, aimed at changing mindsets and forming green characters in society, as well as influencing consumer decisions in choosing environmentally friendly products. Green promotion also aims to introduce environmentally friendly products, as mentioned by Wang et al. (2023) and Handoko et al. (2024). Previous research conducted by Ginting and Safrin (2023) stated that the green promotion variable has a positive and significant effect on millennial purchasing interest in the city of Medan. Furthermore, research conducted by Oktaviani & Rodhiah (2021) showed that Green Promotion had a positive but not significant effect on the purchasing interest of Love Beauty and Planet consumers in Jakarta.

**H1:** Green promotion has a positive and significant effect on purchasing interest.

### ***2.2 The Influence of Brand Image on Purchasing Interest***

Brand image is the result of consumers' understanding of the various information they receive, where consumers act as recipients and analyzers of the information. A positive brand image can increase consumer confidence in product quality. The better the brand image built by the company, the more likely consumers are to make a purchase (Reynaldi & Nuvriasari, 2021). This means that when consumers trust a product, the tendency to buy will arise. Previous research on this theme was conducted by Kussoy et. al (2020) which stated that brand image has a positive and significant effect on the interest in purchasing bottled drinking water. In addition, research was also conducted by Riyanto et. al (2023), with the results found that brand image has a positive and significant effect on the purchasing interest of bottled water Le Minerale consumers in Semarang City. This is reinforced by research conducted by Supriadi et. al (2024) which stated that brand image has a positive and significant effect on the interest in purchasing bottled drinking water.

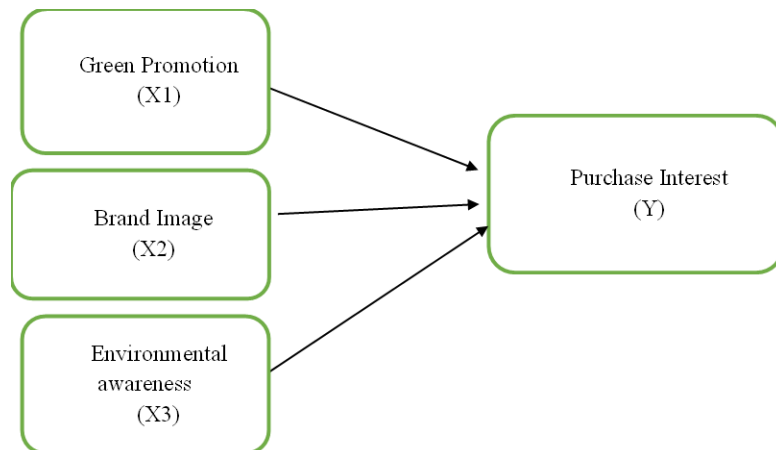
**H2:** Brand image has a positive and significant effect on purchasing interest.

### ***2.3 The Influence of Brand Awareness on Purchasing Interest***

According to Putri (2017), environmental awareness is a multidimensional concept that includes knowledge, attitudes, and actions related to environmental conservation. Consumers who are environmentally aware tend to be willing to pay more to obtain products that support environmental sustainability and provide benefits to themselves and their surroundings (Sun et al., 2022). This shows that environmental awareness not only influences product choices but also influences overall consumption behavior.

There are several studies that examine the effect of environmental awareness variables on purchasing interest variables. One of them is a study conducted by Krisnanda and Nurcaya (2019) whose results stated that environmental awareness has a positive and significant effect on consumer purchasing interest in Philip LED lights. In line with this study, Zameer and Yasmeen (2022) and Amanda et al. (2024), in her study found that environmental awareness has a significant effect on purchasing interest in green cosmetic products. However, another study conducted by Mawardi (2023) showed different results where environmental awareness did not have a significant effect on the purchasing interest of the millennial generation.

**H3:** Environmental awareness has a positive and significant influence on purchase interest.



**Figure 1.** Framework of thought

Figure 1 is the research framework in this study. There are three independent variables, namely Green Promotion (X1), Brand Image (X2), and Environmental Awareness (X3). Meanwhile, the dependent variable in this study is Purchase Interest (Y). The three independent variables are assumed to have an influence on Purchase Interest. This model shows that green promotion, positive brand image, and environmental awareness can increase consumer purchasing interest in a product.

### 3. Methods

This study employs a quantitative research method to investigate the factors influencing consumer purchase interest in Le Minerale products in Yogyakarta. The population in this study comprises customers who have purchased Le Minerale products. A total sample of 100 respondents was selected using a purposive sampling technique. The number of samples according to the Slovin formula is 30-500 samples. Purposive sampling is a non-probability sampling method where respondents are selected based on specific predetermined criteria to ensure the relevance of the data collected. The criteria for selecting respondents were as follows: (1) respondents must have purchased Le Minerale products at least once; (2) respondents must be domiciled in Yogyakarta; and (3) respondents must be at least 17 years old. Data collection was conducted through the distribution of questionnaires to the selected respondents. The measurement instrument used a five-point Likert scale ranging from "strongly disagree" to "strongly agree." All questionnaire items for each variable were tested and confirmed to be valid and reliable, ensuring that the data obtained accurately represented the constructs being measured. This study focuses on analyzing the influence of three key independent variables—green promotion, brand image, and environmental awareness—on consumers' purchasing interest in Le Minerale products. Green promotion refers to marketing efforts that emphasize environmental friendliness, while brand image pertains to consumers' perceptions of the brand's reputation and credibility. Environmental awareness is defined as the extent to which consumers are informed about and concerned with environmental issues. The dependent variable in this study is the consumers' purchasing interest in Le Minerale, which reflects their willingness or intention to buy the product. By focusing on consumers in Yogyakarta, this study aims to contribute to a better understanding of how environmental factors and brand perception affect consumer behavior in the bottled water industry.

#### 4. Results

Validity test in this study aims to measure whether an instrument is valid or not. Validity test in this study uses product moment correlation from Pearson correlation. If the significance value shows a number  $<5\%$  then it can be concluded that the instrument item is valid, and vice versa if the significance value  $> 5\%$  then it is declared invalid. In this study, the results of the validity test analysis were obtained as follows:

**Table 1.** Validity Test

Variable	Statement	Sig	Criteria	Information
Green Promotion	X1.1	0.000	0.05	Valid
	X1.2	0.000	0.05	Valid
	X1.3	0.000	0.05	Valid
	X1.4	0.000	0.05	Valid
	X1.5	0.000	0.05	Valid
	X1.6	0.000	0.05	Valid
	X1.7	0.000	0.05	Valid
Brand Image	X2.1	0.000	0.05	Valid
	X2.2	0.000	0.05	Valid
	X2.3	0.000	0.05	Valid
	X2.4	0.000	0.05	Valid
Environmental awareness	X3.1	0.000	0.05	Valid
	X3.2	0.000	0.05	Valid
	X3.3	0.000	0.05	Valid
Purchase Interest	Y1.1	0.000	0.05	Valid
	Y1.2	0.000	0.05	Valid
	Y1.3	0.000	0.05	Valid
	Y1.4	0.000	0.05	Valid
	Y1.5	0.000	0.05	Valid

The Validity Test Table 1, shows the results of the validity test of each statement item on the variables Green Promotion, Brand Image, Environmental Awareness, and Purchase Interest. Each item is coded as X1.1 or Y1.5 and tested for its correlation to the total score of the variable. The significance value (Sig) of all items is 0.000. This value is smaller than the criterion limit of 0.05, which means that all items pass the validity test. Thus, each statement is considered valid and suitable for use in research. This shows that the instrument used is appropriate for measuring the variables studied.

**Table 2.** Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Information
Green Promotion	0.885	0.6	Reliable
Brand Image	0.729	0.6	Reliable
Environmental awareness	0.739	0.6	Reliable
Purchase Interest	0.806	0.6	Reliable

Table 2 Reliability Test Results show The Green Promotion variable (X1) has a reliability value of 0.885, indicating high internal consistency. The Brand Image variable (X2) has a reliability value of 0.729, while Environmental Awareness (X3) is 0.739. The Purchase Interest variable (Y) shows a reliability value of 0.806. All these values exceed the minimum threshold of 0.60 based on Cronbach's Alpha. Therefore, all questionnaire items for each variable are considered reliable.

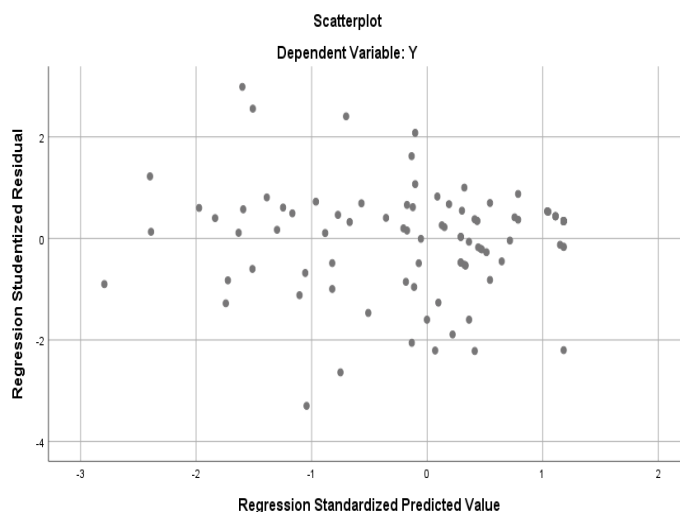
**Table 3.** Reliability Test Results

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	1.307235
Most Extreme Differences	Absolute	0.079
	Positive	0.074
	Negative	-0.079
Test Statistic		0.79
Asymp. Sig. (2-tailed)		0.132

Table 3 shows the results of the normality test using the Kolmogorov-Smirnov test on unstandardized residuals. The number of samples (N) in this test is 100. The average value of the residual is 0.0000000 and the standard deviation is 1.307235. The Kolmogorov-Smirnov statistical value (Test Statistic) is 0.079 with a significance of 0.132. Since the significance value is greater than 0.05, the residuals are normally distributed. Thus, the assumption of normality is met and the regression model is suitable for further analysis.

**Table 4.** Regression Coefficients

Variable	Un-Std. Coef B	Un-Std. Coef. Std. Error	Std. Coef. Beta	t	Sig.	Tolerance	VIF
(Constant)	-.925	2.119		-.437	0.663		
Green Promotion	0.190	0.060	0.255	3.161	0.002	0.559	1.788
Brand Image	0.868	0.106	0.613	8.162	0.000	0.644	1.552
Environmental awareness	0.083	0.036	0.036	0.506	0.614	0.733	1.365



**Figure 2.** Scatterplot

Based on Figure 2, it can be observed that the points are scattered above and below the 0 mark on the Y-axis and do not form any particular pattern. Therefore, it can be concluded that this study does not exhibit heteroscedasticity. This means that the variance of residuals remains constant from one observation to another. The

decision-making process at the significance level uses the following criteria: if the significance value is greater than 0.05, then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected, indicating that the data does not have a significant effect. Conversely, if the significance value is less than 0.05, then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, indicating that the data has a significant effect. Based on the t-test results in the Table 4, the decision-making is as Green Promotion (X<sub>1</sub>): The calculated t-value is 3.161 with a significance value of 0.002. Since the significance value is less than 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that the Green Promotion variable has a positive and significant effect on the purchase intention of Le Minerale products. It can be concluded that H<sub>1</sub> is accepted. Brand Image (X<sub>2</sub>): The calculated t-value is 8.162 with a significance value of 0.000. Since the significance value is less than 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This indicates that the Brand Image variable has a positive and significant effect on the purchase intention of Le Minerale. It can be concluded that H<sub>2</sub> is accepted. Environmental Awareness (X<sub>3</sub>): The calculated t-value is 0.506 with a significance value of 0.614. Since the significance value is greater than 0.05, H<sub>0</sub> is accepted and H<sub>a</sub> is rejected. This means that the Environmental Awareness variable does not have a significant effect on the purchase intention of Le Minerale products it can be concluded that H<sub>3</sub> is rejected.

**Table 5.** Model Summary

<b>Analysis</b>	<b>Value</b>
R	0.807
R Square	0.651
Adjusted R Square	0.640
Std. Error of the Estimate	1.99271

Based on Table 5, the coefficient of determination value is 0.640. This indicates that the model has a good level of explanatory power. It means that the independent variables—Green Promotion, Brand Image, and Environmental Awareness—can explain 64% of the variation in Purchase Intention. The remaining 36% is attributed to other factors not included in this study. These unidentified factors could include price, product quality, or social influence, which were beyond the scope of this research.

## **5. Discussion**

The results of the study show that H<sub>1</sub>, the green promotion variable does not have a positive and significant effect on Purchase Interest. This is in line with Andika and Nuvriasari (2024), which stated that the green promotion variable does not have a positive and significant effect on Purchase Interest. Good promotion will affect purchase interest because it provides interesting information to consumers and increases trust. However, the results of the study differ from the research of Zuhdi et al. (2024), which stated that the green promotion variable does not have a positive and insignificant effect on Purchase Interest. Previous research conducted by Ginting and Safrin (2023) stated that the green promotion variable has a positive and significant effect on millennial purchasing interest in the city of Medan

The results of the study show that H<sub>2</sub>, the Brand Image variable has a positive and significant effect on Purchase Interest. Previous research by Hidayatulloh and Susila (2024), stated that the Brand Image variable has a positive and significant effect on Purchase Interest. Previous and current research are in line. Brand image or a good impression in the minds of consumers can influence purchasing decisions. However, it is different from Purwanto and Prayuda (2024), which stated that The Brand Image variable has a positive and insignificant effect on Purchase Interest.

Research by Kussoy et al. (2020), Riyanto et al. (2023), and Supriadi et al. (2024) supports that brand image has a positive and significant effect on purchasing interest.

The results of the analysis show that H3, the Environmental Awareness variable does not have a significant effect on Purchase Intention. Environmental Awareness does not have a significant effect on Purchase Intention because of the low consumer perception of the benefits of environmentally friendly products, and the existence of other factors such as product quality, brand image, and personal preferences that are more prominent in purchasing decisions. This is in line with research by Nainggolan and Harsoyo (2023), which states that Environmental Awareness does not have a significant effect on Purchase Intention. This study is not in line with previous research by Yang et al. (2024), which states that the Environmental Awareness variable has a significant effect on Purchase Intention. Research by Krisnanda and Nurcaya (2019) and Amanda et al. (2024) showed a positive and significant influence

## 6. Conclusion

The results of the study prove that Green Promotion has a positive and significant effect on Purchase Interest of Le Minerale products. This shows that the better the Green Promotion on Le Minerale products, the more it will increase purchase interest in Le Minerale products. The results of the study prove that Brand Image has a positive and significant effect on purchase interest of Le Minerale products. This shows that Brand Image influences customer purchase interest in purchasing Le Minerale products. The results of the study prove that environmental awareness does not affect purchase interest of Le Minerale products. This shows that high or low customer environmental awareness does not affect the increase in purchase interest in Le Minerale products. This study still has shortcomings and limitations, including the limited research sample, namely 100 respondents who bought Le Minerale in Yogyakarta. So that in the study it cannot be generalized to represent consumer assessments in general. It would be better to use samples from a larger number of respondents. Then based on the results of the determination coefficient analysis, it shows that the independent variables studied in this study (Green Promotion, Brand Image and environmental awareness) are only able to influence the dependent variable (purchase interest) by 64%. So there are still other variables outside this study that can influence customer purchase interest that can still be developed.

Future research should expand the sample size and scope by involving more and more diverse respondents from various regions in Indonesia to increase the generalizability of the findings. In addition, researchers are advised to explore additional variables such as price, product availability, social media influence, or consumer demographics for a more comprehensive understanding. Demographic analysis, such as age, gender, or income, is needed to understand the moderating effects on green promotion, brand image, and environmental awareness, especially differences between generations (millennials vs. Gen Z). Longitudinal research can assess changes in environmental awareness over time, while comparative studies across bottled water brands can identify industry trends.

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