

## Environmental Concern as a Moderating Variable on the Influence of Green Products and Green Advertising on Purchase Intention of Bottled Drinking Water Products

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### ABSTRACT

The bottled drinking water (AMDK) sector in Indonesia faces growing environmental challenges, particularly the continuous accumulation of plastic waste, prompting industry players to adopt environmentally oriented marketing approaches. This study aims to examine the influence of green products and green advertising on consumer purchase intention for AMDK products, as well as to investigate the role of environmental concern as a moderating variable. Using a quantitative approach, data were collected from 279 respondents selected through non-probability purposive sampling and analysed using PLS-SEM. The findings reveal that green products do not significantly affect purchase intention, while green advertising demonstrates a significant positive effect. Environmental concern was not proven to moderate either relationship, suggesting that effective green advertising communication is more decisive in driving consumer purchase intention than eco-friendly product attributes alone.

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## INTRODUCTION

The bottled drinking water (AMDK) industry in Indonesia is facing increasingly serious environmental challenges, marked by the continuous rise in plastic waste volume from 9.2 million tons in 2017 to 9.9 million tons in 2025, alongside growing concerns over unsustainable groundwater exploitation by the majority of AMDK producers. As consumer awareness of environmental issues continues to grow, businesses have begun adopting green marketing strategies including green products and green advertising as tools to shape more responsible consumption behaviour (Komalasari, 2025).

Green products refer to products designed to be safe for both humans and the environment, utilising resources efficiently and minimising harmful waste (Rizal et al., 2024), while green advertising serves as an environmentally oriented marketing communication strategy aimed at influencing consumer purchase intentions by delivering messages related to sustainability and ecological responsibility (El-Hussain & Arapoglu, 2024).

Consumers' limited understanding of the green claims circulating in the market often raises doubts about the credibility of the environmental messages conveyed through advertisements. This situation presents a unique challenge for marketers how can they convey green messages that are truly informative, transparent, and do not come across as greenwashing, Amallia et al.,(2021) In the study of Anwar & Gayatri (2023), it is clear how crucial systematic efforts are in raising public awareness and concern for environmental issues in optimizing the use of green-oriented advertising which also plays an important role in forming more positive consumer attitudes towards environmentally friendly products, which ultimately leads to increased consumer purchase intentions

The main contribution of this study lies in its focus on the bottled water sector, given the growing plastic waste crisis in Indonesia and the increasing regulatory pressure on sustainable consumption. Thus, this study is expected to produce deeper insights into the existing problem. Based on this, this study aims to analyze the influence of green products and green advertising on consumer purchase intentions for bottled water, while also testing whether environmental concern moderates the relationship between these two variables and purchase intentions.

## LITERATURE REVIEW

### *Theory of Planned Behavior*

This study is grounded in the Theory of Planned Behavior (TPB), originally developed by Ajzen.(1991), which explains the relationship between individual attitudes and actual behaviour, including purchase intention. TPB posits that behaviour is determined by intention, which is shaped by three components: attitude toward the behaviour, subjective norm, and perceived behavioural control. Attitude reflects an individual's positive or negative evaluation of a specific behaviour, subjective norm refers to perceived social pressure that encourages or discourages a behaviour, and perceived behavioural control represents the extent to which an individual feels capable of performing the behaviour. In the context of green marketing.

### ***Purchase Intention***

Purchase intention refers to a state in which an individual has not yet made a purchase decision but is engaged in a rational deliberation process that shapes perceptions toward a product or service, ultimately generating internal motivation to act (Zebua & Sijabat, 2025). It reflects the level of readiness and commitment of consumers to plan future purchases and is widely used as an indicator for predicting actual buying behaviour (Nabilla, 2019).

### ***Environmental Concern***

Environmental concern is defined as the extent to which individuals are aware of environmental issues and are willing to actively engage in supporting efforts, taking real action, and contributing to addressing environmental problems (Hernomo & Christian, 2021). Schlegelmilch et al. (1996) further describe it as an individual's attitude and attention toward more sustainable environmental protection and management, encompassing not only knowledge of ecological damage but also a moral responsibility to change behavior.

### ***Green Product***

Green products are innovations developed with consideration for environmental sustainability and human health, generally perceived as offering significant benefits to consumers (Hafizah, 2025). These products are characterised by high durability, the use of recyclable or environmentally friendly packaging materials, and safety for human use, while also being designed to minimise negative environmental impacts throughout their lifecycle (Ahmad et al., 2016). Prior research supports a positive relationship between green products and purchase intention, as consumers with higher environmental awareness tend to favour products that reduce environmental harm (Ardheta & Shiratina, 2024; Hotimah & Samsudin, 2024).

H1: Green product has a significant effect on purchase intention.

### ***Green Advertising***

Green advertising is a marketing strategy that links promotional content with environmental issues, enabling consumers to distinguish it from conventional advertisements (Putri Mauliza et al., 2019). It is designed to facilitate exchanges that satisfy human needs and desires while minimising environmental impact. Beyond product promotion, green advertising also functions as an educational platform for disseminating information about environmental issues such as global warming, reinforcing that environmental responsibility is a shared obligation (Alamsyah et al., 2020). Empirical evidence consistently supports the positive influence of green advertising on purchase intention (Dahhan & Arenkov, 2025; Dongqin, 2025; Youyou & Shan, 2025).

H2: Green advertising has a significant effect on purchase intention.

### ***The Moderating Role of Environmental Concern***

Environmental concern is proposed as a moderating variable in this study, hypothesised to strengthen the relationships between green product and green advertising toward purchase intention. Consumers with higher levels of

environmental concern are more likely to respond positively to green product attributes, as their awareness motivates them to seek out and prefer environmentally responsible products (Hudayah et al., 2023; Lianita et al., 2024; Moslehpour et al., 2022). Similarly, environmental concern has been found to amplify the effectiveness of green advertising in driving purchase intention, as individuals who are more sensitive to environmental issues tend to be more receptive to green advertising messages (Ahmadi & Zazai, 2022; El-Hussain & Arapoglu, 2024; Hussain et al., 2020).

H3: Environmental concern moderates the effect of green product on purchase intention.

H4: Environmental concern moderates the effect of green advertising on purchase intention.

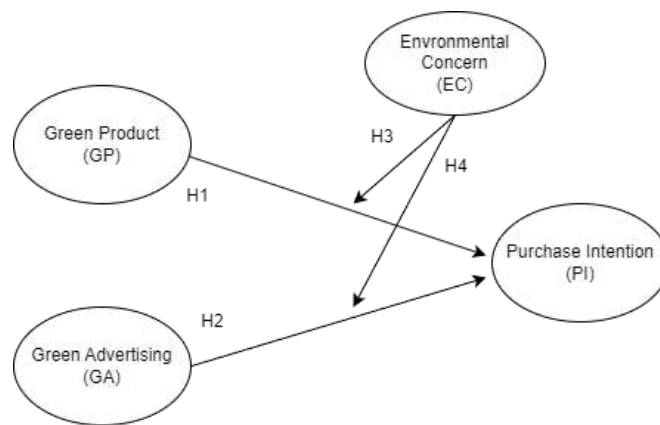


Figure 1. Conceptual Framework

## METHODOLOGY

This study uses a quantitative research approach to examine the influence of green products and green advertising on consumer purchase intentions of bottled drinking water (AMDK), with environmental concern as a moderating variable. The population of this study consists of consumers who have consumed environmentally friendly bottled drinking water products in DKI Jakarta. A non-probability sampling technique with a purposive sampling approach was applied, targeting individuals who are aware of or have consumed bottled drinking water products that adopt an environmentally friendly concept. The sample size refers to the formula by Hair et al. (2022), where the minimum sample size is calculated by multiplying the number of indicators by ten. With 19 indicators used in this study, the minimum sample size required is 190 respondents but has not produced a good outer loading, this study collected data from 279 respondents to ensure greater reliability and representativeness.

Data were collected through a structured questionnaire distributed to respondents, measured using a six-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (6). The use of a six-point scale eliminates the neutral midpoint, encouraging respondents to express a clearer directional opinion. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The measurement model (outer model) was evaluated through convergent validity, assessed via

loading factors ( $>0.70$ ) and Average Variance Extracted ( $AVE > 0.50$ ), as well as discriminant validity examined through cross-loading, the Fornell-Larcker criterion, and the Heterotrait-Monotrait ratio ( $HTMT < 0.90$ ). Construct reliability was assessed using Cronbach's Alpha and Composite Reliability, both required to exceed 0.70. The structural model (inner model) was evaluated using R-square and effect size ( $f^2$ ) to assess the predictive power of the model. Hypothesis testing was performed through bootstrapping with 5,000 subsamples, with significance determined at  $t > 1.96$  and  $p\text{-value} < 0.05$ .

## RESEARCH RESULT

### Outer Loadings

According to Ghozali & Kusumadewi (2023), An indicator is considered to have good convergent validity if its outer loading value exceeds 0.70. However, in research that is still in the model development stage, outer loading values between 0.50 and 0.60 are still acceptable as long as the research construct continues to meet the specified values for Average Variance Extracted (AVE) and Composite Reliability. Therefore, indicators with outer loadings above 0.50 can be retained, taking into account the overall quality of the measurement model.

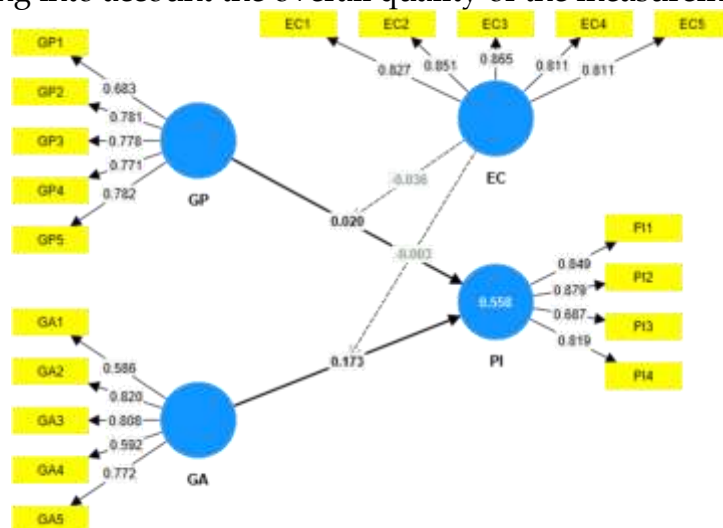


Figure 2. PLS Algorithm Result

According to the SmartPLS 4 output, all test values were recorded as being above 0.5. This indicates that each construct is valid. Consequently, all indicators possess an adequate level of validity and have met the criteria for convergent validity.

Table 1. Average Variance Extracted (AVE)

| Variabel              | Average variance extracted (AVE) |
|-----------------------|----------------------------------|
| Purchase Intention    | 0.694                            |
| Green Product         | 0.523                            |
| Green Advertising     | 0.578                            |
| Environmental Concern | 0.659                            |

All variables have AVE values above 0.50; it can be concluded that the constructs in this study meet the criteria for reliability and convergent validity and are suitable for further structural equation modeling.

### ***Discriminant Validity***

Discriminant validity was determined using the Heterotrait–Monotrait Ratio (HTMT) approach, with all values obtained falling below the conservative threshold of 0.90.

Table 2. Discriminant Validity

|         | EC    | GA    | GP    | PI    | EC x GA | EC x GP |
|---------|-------|-------|-------|-------|---------|---------|
| EC      |       |       |       |       |         |         |
| GA      | 0.815 |       |       |       |         |         |
| GP      | 0.688 | 0.821 |       |       |         |         |
| PI      | 0.831 | 0.740 | 0.576 |       |         |         |
| EC x GA | 0.683 | 0.611 | 0.553 | 0.566 |         |         |
| EC x GP | 0.616 | 0.594 | 0.538 | 0.534 | 0.914   |         |

The results show that the constructs in the model cover different conceptual domains and do not exhibit problematic overlapping.

### ***Reliability Assessment***

According to Ghozali & Kusumadewi (2023), a construct is considered reliable if it has a Cronbach's Alpha value of more than 0.70, a Composite Reliability (rho\_a) of more than 0.70, and a Composite Reliability (rho\_c) value that also exceeds 0.70.

Table 3. Composite Reliability Results

| Variabel              | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) |
|-----------------------|------------------|-------------------------------|-------------------------------|
| Environmental Concern | 0.890            | 0.895                         | 0.919                         |
| Green Advertising     | 0.772            | 0.804                         | 0.843                         |
| Green Product         | 0.818            | 0.818                         | 0.872                         |
| Purchase Intention    | 0.827            | 0.848                         | 0.885                         |

The research findings indicate a very high level of internal consistency and can be analysed further.

### ***Inner Model***

Ghozali & Kusumadewi (2023) states that coefficient of determination ( $R^2$ ) values of 0.25 (low), 0.50 (moderate) and 0.75 (strong) are considered benchmarks for assessing a model's predictive ability, whilst effect sizes of 0.02 (small), 0.15 (moderate) and 0.35 (large) are used as guidelines

Table 4. R<sup>2</sup>Result

| Variabel            | R-square | R-square adjusted |
|---------------------|----------|-------------------|
| Purchase Intentions | 0.558    | 0.550             |

In the table above, the (R<sup>2</sup>) value is 0.50, which is classified as moderate.

Table 5. Effect Size (f<sup>2</sup>)

| Variabel | F-square            |       |
|----------|---------------------|-------|
| GP       | Purchase Intentions | 0.000 |
| GA       | Purchase Intentions | 0.029 |
| EC x GP  | Purchase Intentions | 0.000 |
| EC x GA  | Purchase Intentions | 0.002 |

These discoveries show that, although some predictors make only a small contribution, all constructs play an important role in explaining this endogenous variable.

### *Direct Effect*

The bootstrapping procedure was performed to test the significance of the direct relationship between variables.

Table 6. Direct Effect

| Variabel      | Original sample (O) | T statistics | P values | Result   |
|---------------|---------------------|--------------|----------|----------|
| GP -> PI      | 0.020               | 0.391        | 0.696    | Rejected |
| GA -> PI      | 0.173               | 2.602        | 0.009    | Accepted |
| EC x GA -> PI | -0.003              | 0.056        | 0.955    | Rejected |
| EC x GP -> PI | -0.036              | 0.619        | 0.536    | Rejected |

Based on the results of the analysis, it was found that green products had no significant effect on purchase intention, with a path coefficient of 0.020, a t-statistic of 0.391, and a p-value of 0.696 ( $p > 0.05$ ); consequently, this hypothesis was rejected. Conversely, green advertising was found to have a significant effect on purchase intention, with a path coefficient of 0.173, a t-statistic of 2.602, and a p-value of 0.009 ( $p < 0.05$ ) therefore, this hypothesis is accepted.

As for the moderating interaction of environmental concern regarding green products on purchase intention, it yielded a coefficient of -0.003 with a p-value of 0.955, while the interaction of environmental concern regarding green advertising on purchase intention yielded a coefficient of -0.036 with a p-value of 0.536. Both moderation hypotheses were rejected, indicating that environmental concern neither strengthens nor weakens the influence of green product and green advertising on consumers' purchase intention.

## **DISCUSSION**

### *Green Product*

The research findings indicate that green products do not influence purchase intention. These results are consistent with a study conducted by Abdillah & Ignatia Martha. (2022), which concluded that green products do not have a positive and significant effect on green purchase intention among consumers of Ades bottled drinking water in Surabaya. This occurs because

consumers have not yet demonstrated a sufficiently positive attitude toward environmentally friendly products, which prevents them from developing the intention to make a purchase. Similar results were also found by Kirana et al. (2025) in a study on Cleo Eco Green products. The study showed that green products do not have a significant effect on green purchase intention. The lack of a significant effect is believed to be caused by low consumer awareness of the importance of environmentally friendly products, as well as limited information received by consumers regarding the characteristics and benefits of such products. Furthermore, a study conducted by Febriandari & Suryati (2025) on Avani Eco consumers yielded similar findings. The results showed that eco-friendly products do not have a direct and significant effect on purchase intention. These findings indicate that the availability of products that emphasize eco-friendliness does not always automatically increase consumer purchase intention. In other words, other factors particularly internal psychological factors such as an eco-friendly lifestyle are needed to act as mediating variables in strengthening the relationship between eco-friendly products and consumer purchase intent.

### ***Green Advertising***

The findings showing that environmentally friendly advertising has a significant effect on purchase intention align with the results of various previous studies. Through messages that emphasize aspects of hatred and concern for the environment, environmentally friendly advertising has been shown to increase consumer interest in purchasing a product. Consumers who are exposed to advertisements with environmental themes tend to show greater interest in making a purchase compared to those who are not exposed to similar messages (Questania et al., 2024). This influence is also reinforced by various dimensions in environmentally friendly advertising, such as consumers' cognitive and affective responses, perceptions of the company and its products, and the ethical embodiment contained in the advertising message. All of these dimensions have been shown to have a statistically significant relationship with consumer purchase intention (Dahhan & Arenkov, 2025). Furthermore, the level of consumer acceptance of environmentally friendly advertising also contributes positively to the intention to purchase organic food products. Consumers who are able to understand, trust, and accept the information conveyed through environmental advertising tend to make more positive purchasing decisions (Youyou & Shan, 2025). Other studies have also shown that environmentally friendly advertising has a positive and significant effect on the intention to purchase environmentally friendly products. This influence is even stronger when consumers have a high level of environmental knowledge, so they are better able to convey the benefits and value of the products offered (Dongqin, 2025). Green advertising has been shown to have a significant positive impact on green product purchase intentions. Effectively designed advertisements not only convey environmental benefits but also act as a driver that shapes consumer preferences and decisions towards more sustainable informed choices (Ayu et al., 2024). Overall, these findings confirm that green advertising plays a very



important role in increasing consumer purchase intentions. This effective influence will be even greater if the message delivered is informative, has a high level of credibility, and is in line with consumers' environmental values and concerns.

### ***The Role of Environmental Concern Moderation***

Environmental concern neither strengthens nor weakens the influence of green products and green advertising on consumers' purchase intention. Lonika et al. (2025), who studied consumers of Green Tropical cooking oil, also found that environmental concern did not have a significant effect on green purchase intention, which is attributed to limited information about a product's environmental impact and the dominance of other factors in the purchase decision-making process thus, environmental concern alone is not yet sufficient to transform consumer awareness into concrete action in purchasing environmentally conscious products.

Anwar & Gayatri (2023) emphasize that environmental concern and exposure to environmentally themed advertisements do not directly shape consumers' purchase intentions but rather operate through consumer attitudes as a mediating variable. These findings underscore the importance of raising public awareness and concern regarding environmental issues, while simultaneously optimizing the use of green marketing-based advertising to foster positive consumer attitudes, which ultimately contribute to increasing consumers' propensity to purchase environmentally friendly products.

## **CONCLUSIONS AND RECOMMENDATIONS**

Green products were not found to significantly affect purchase intention, in contrast to green advertising, which demonstrated a meaningful influence on buying intentions. Environmental concern did not function as a moderator in the relationship between green product or green advertising and purchase intention.

Regarding practical recommendations, bottled drinking water companies should avoid treating green product and green advertising as separate endeavors instead, both should be implemented in a synergistic manner to ensure that the environmental message conveyed to consumers remains aligned across product and communication dimensions.

## **ADVANCED RESEARCH**

Given that the environmental concern variable failed to demonstrate its role as a moderator in this study, future research is encouraged to explore other moderating variables that may be more relevant, such as green knowledge and green awareness.

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