



## DRIVING SUSTAINABLE CONSUMPTION: THE ROLE OF GREEN PRODUCT AND GREEN PROMOTION IN SHAPING ENVIRONMENTAL AWARENESS AND PURCHASE DECISIONS

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### Abstract

Plastic waste constitutes the second-largest type of waste in Bandung City, with mineral water bottles as the main contributor. Danone-AQUA, as the leading bottled water brand in Indonesia, significantly contributes to this issue. This study investigates the influence of green products, green promotion, and environmental awareness on green product purchase decisions among AQUA consumers in Bandung. A descriptive and verification research design was employed with a sample of 100 respondents selected through observation, interviews, and questionnaires. Data were analyzed using path analysis, the coefficient of determination, and hypothesis testing. The findings reveal that green products and green promotion simultaneously affect environmental awareness by 49.1%, with partial contributions of 27.7% and 21.4%, respectively. Furthermore, green products, green promotion, and environmental awareness jointly influence purchase decisions by 60.6%. Partially, green products contribute 17.7%, green promotion 23.5%, and environmental awareness 19.4%. These results highlight the critical role of environmental awareness in shaping consumer behavior toward sustainable purchasing.

**Keywords:** green product; green promotion; environmental awareness; green product purchase decisions

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## INTRODUCTION

Environmental problems are environmental issues related to the waste problem that has become a concern of the world because of its unsettling impact on the earth and living things, (Widia Nuraisyah & Nur Rokhmad Nuzil, 2023). The waste problem is increasingly becoming a problem when the amount of waste is increasing, and it is difficult to recycle. Globally, the World Bank (2022) reported that annual waste generation reached 2.24 billion tons, with plastics accounting for 12% of the total. This figure is projected to rise by 70% by 2050 if no intervention is made. Likewise, (UNEP 2021) emphasized that more than 400 million tons of plastic waste are produced annually worldwide, making plastic one of the most pressing environmental challenges.

At the national level, the waste problem in Indonesia has become increasingly serious as the amount of waste continues to rise and recycling capacity remains limited. Waste according to the Law of the Republic of Indonesia Number 18 of 2008 concerning waste management, that waste is defined as the remnants of daily human activities and or natural processes in the form of dense motion of new products to dense buyers, (Mallapiang Fatmawaty et al., 2020). Ditjen Kementerian Lingkungan Hidup dan Kehutanan (KLHK), stated that one type of waste that needs special attention compared to other types of waste is plastic waste. Various products consumed from plastic packaging make the hoarding of plastic waste in various countries.

The discussion of the waste problem is never-ending and has become a serious problem, especially in big cities in Indonesia, increasing the significant population growth and the existence of people's consumption patterns indirectly increasing the types, volumes, and characteristics of various wastes so that several problems arise that occur in the environment. Metropolitan cities and major cities in Indonesia, such as Jakarta, Bandung, Medan, and Surabaya are the largest contributors to waste. According to data published by Sistem Informasi Pengelolaan Sampah Nasional (SIPSN), The island of Java, especially the province of West Java, is the largest contributor of waste compared to other provinces. Bandung has experienced an increase in the amount of waste from year to year, peaking in 2022 with an increase of 581,876 tons of waste per year with a percentage increase of 0.10%. Judging from the increase in the amount of waste that continues to increase from year to year, it illustrates that waste management in the city of Bandung is still considered to be at a dead end when data and facts on the ground prove that the city of Bandung is still hit by a myriad of waste problems.

Waste production according to composition or type in the city of Bandung in 2021, shows that plastic waste ranks second after the type of food waste with a total production of 324.28 M3/day with a total percentage of 18,68%. Reinforced with reports Asosiasi Perusahaan Air Minum Dalam Kemasan Indonesia (Aspadin) and AC Nielsen Product Show AMDK contributed 328,117 tons of plastic waste. Some of the causes of the high accumulation of plastic bottle waste are influenced by the demand for bottled water which continues to increase every year. The increase in sales and consumption of bottled water among the public has made companies have adopted marketing strategies and implementing marketing systems that are suitable to deal with environmental issues so that their products remain in demand by consumers, namely by implementing a green marketing strategy or *Green Marketing*. One of the companies that implements the concept of environmentally friendly marketing or *green marketing* is the company PT Tirta Investama (Danone AQUA) by producing products bottled drinking water (AMDK) AQUA, which has launched initiatives such as the #BijakBerplastik campaign. However, waste audits reveal that the company remains a major contributor to plastic waste. Danone, which produces AQUA mineral water, is in the top position with a percentage of 10% in contributing plastic waste with a total of 23,522 waste items. The audit of AQUA's bottled water packaging waste shows that plastic bottle packaging waste is the largest amount of waste with 1.3 billion plastic bottles with a percentage of 49% in Indonesia.

*AQUA became the market leader for the bottled drinking water product category, however, its market share has declined. The decrease in AQUA's market share may indicate potential consumer dissatisfaction, although this assumption requires further support from quantitative data such as Nielsen or Kantar reports. Consumer decision-making in purchasing bottled water is important for companies in the industry.* According to Hartini (2021) purchasing decisions based on product benefits generally occur when consumers have concern for themselves, others, or the surrounding environment. Consumers with higher environmental awareness are more likely to consider environmental factors when making purchase decisions, and such awareness tends to increase as environmental conditions deteriorate (Hayuningtyas Primawati, 2020). Green purchasing decision making is a final decision when consumers believe that the consumption of green products brings positive effects to their lives (Mahrina Sari MS, 2020). In line with this, Mahrina Sari MS (2020) argues that the main factors influencing green purchase decisions include product type, first choice, recommendation, and future decisions. However, the "future decision" factor often scores low, indicating that many consumers still lack strong environmental awareness. Environmental awareness can be defined as an individual's understanding of the importance of protecting the environment and recognizing its fragility, which often begins with exposure to environmental movements, or what is known as environmentalism (Ariescy et al., 2019). Most prior studies on green purchase decisions have concentrated on product categories such as cosmetics, organic food, and sustainable fashion. In contrast, research in the context of bottled drinking water remains

limited, despite the significant environmental issues it poses, particularly through single-use plastic packaging. This indicates a gap in the literature, where studies on consumer green purchase decisions for bottled water products, such as AQUA, are still underexplored. Addressing this gap is crucial to provide new academic contributions while offering practical insights for the bottled water industry in developing sustainable business strategies.

The factors suspected to influence the green marketing mix in AQUA bottled drinking water are green product and green promotion. According to Agustini (2019), a green product is defined as a product that uses natural and chemical-free ingredients, where the greening process should cover the entire product life cycle, starting from design, material procurement, production, storage, distribution, usage, and post-usage. Meanwhile, green promotion is described as promotional activities aimed at educating and shaping consumer perceptions of environmentally friendly products. Green promotion is closely related to green products, as the more effectively it is implemented, the stronger its impact on consumer recognition and acceptance of green products. However, most previous studies on the green marketing mix have primarily focused on other product categories, such as cosmetics, organic food, and sustainable fashion (Sembiring, 2021). Research in the bottled drinking water sector remains limited, even though this category has significant environmental issues, particularly related to single-use plastic waste. A recent study on the Le Minerale brand revealed that green promotion significantly influences purchasing decisions, while green product does not always have a direct impact (Fadilah et al., 2024). These findings highlight a research gap regarding how the interaction between green product and green promotion shapes green purchase decisions in the bottled water industry. Therefore, examining this issue in the context of AQUA is important to fill the gap in the literature and to provide practical contributions for sustainable marketing strategies in the bottled water sector.

Chen and Chang (2013) highlighted the role of green perceived value and green trust in shaping consumers' purchase intentions toward green products. Trust is established when consumers believe that a company's green claims are genuine, thereby minimizing the risk of skepticism. This finding is consistent with the study of Rahman, Park, and Chi (2021), which demonstrated that green trust mediates the effect of green promotion on purchase decisions in the sustainable fashion industry. In addition, price factors (*perceived price premium*) remain a potential barrier. Numerous studies have reported that although consumers exhibit high environmental awareness, they are often reluctant to purchase green products due to relatively higher prices (Nguyen et al., 2020). Hence, research that incorporates price as a moderating variable is particularly relevant to provide a more realistic picture of green purchase decisions. On the other hand, recent literature has also emphasized the importance of digital green marketing, including the use of social media and environmentally conscious influencers. According to Kumar et al. (2021), digital promotion grounded in sustainability values may be more effective in fostering environmental awareness, particularly among younger consumers who are more responsive to ecological issues.

Green consumer behavior has increasingly attracted the attention of scholars due to the growing awareness of environmental issues. Green products are defined as products that possess environmentally friendly attributes throughout the stages of production, distribution, and post-consumption (Marcon, 2022). Attributes such as organic raw materials, eco-friendly packaging, energy efficiency, and eco-label certifications have been proven to enhance consumers' perceptions of product value and quality (Zhuang et al., 2021). Meanwhile, green promotion focuses on marketing communications that highlight the ecological benefits of a product, including green advertising, digital campaigns, and eco-labels (Li et al., 2025). Several studies indicate that green promotion not only increases purchase intention but also fosters environmental awareness, which subsequently influences green product purchase decisions. For instance, Mehmood (2023) found that environmental knowledge mediates the effect of green promotion on consumer buying behavior. Similarly, Li et al. (2025) emphasized that credible and educational green advertising enhances knowledge as well as the intention to purchase environmentally friendly products. However, prior studies have also highlighted the risk of consumer skepticism toward green claims (*greenwashing*). Green promotions lacking credibility may weaken their positive influence on environmental awareness and purchase decisions (Ogiemwonyi, 2023). Therefore, green trust and information credibility are critical factors that may moderate the relationship between green promotion, environmental awareness, and purchase decisions. Although the literature is relatively extensive, several research gaps remain. First, there is limited research that examines the

relative contribution of green products and green promotion within an integrated model of purchase decisions, with environmental awareness serving as a mediating variable. Second, most studies investigate green promotion in general without differentiating between types of promotion (e.g., eco-labels vs. digital green advertising) and their specific effects on environmental awareness. Third, there is a lack of studies in the Indonesian context that compare the effects of green product attributes and green promotion on purchase decisions, even though cultural and social contexts may significantly influence green consumer behavior.

Based on the literature review, this study develops a conceptual framework where green product and green promotion act as the main predictors that influence environmental awareness. In turn, environmental awareness plays a crucial role in shaping green purchase decisions. This framework emphasizes that marketing strategies focusing only on product or promotion are insufficient unless they succeed in enhancing consumers' environmental awareness, which ultimately drives their purchasing behavior. Accordingly, this study proposes the following conceptual framework:

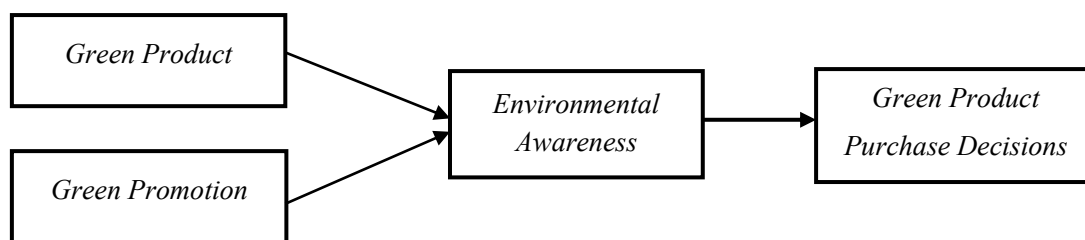


Figure 1. Conceptual Framework of the Study

The purpose of this study is to analyze the influence of green products and green promotion on environmental awareness and its implications on green product purchase decisions in AQUA bottled water.

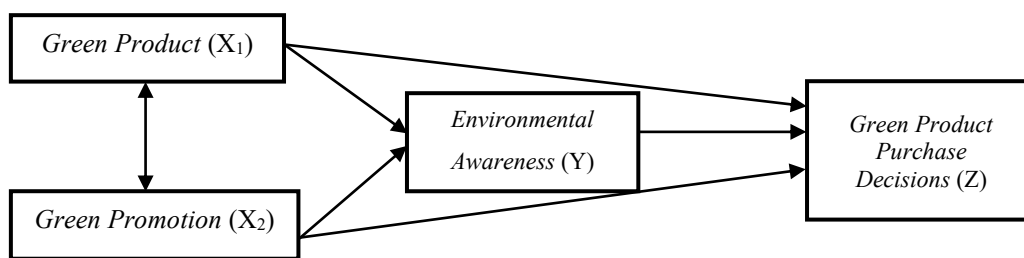


Figure 2. Path Diagram

## METHOD

This study uses a survey research method combined with *path analysis* using SPSS version 29.0.2 as the analytical tool. The survey method was chosen because it allows researchers to collect data on consumer behaviours, attitudes, and perceptions in a relatively short time and from a broad population according to Sugiyono (2022). The target population is residents of Bandung City in 2023, totalling 2,299,187 people.

The sampling technique applied in this study is non-probability sampling, specifically purposive and incidental sampling. This approach was chosen because the research focuses on a specific group of respondents consumers who are aware of environmental issues and have purchased AQUA bottled water. Using Slovin's formula with a 10% margin of error, the required sample size was determined to be 100 respondents.

Respondents were selected based on the following criteria: (1) residents of Bandung City, (2) consumers who have purchased or consumed AQUA bottled water, and (3) have made at least two purchases. Data were collected through a Google Form questionnaire, supported by consumer interviews and direct observation at the research site. To ensure data quality, the questionnaire was tested for validity and reliability using Cronbach's Alpha and the Kaiser-Meyer-Olkin (KMO) measure.

## RESULTS

The characteristics of the respondents in this study show that the majority are female (68%). The predominance of female respondents supports according to Hartini (2021) findings that women are generally more concerned with the consumption of environmentally friendly products. This result is also consistent with previous studies indicating that women typically demonstrate higher environmental awareness than men, which makes them more likely to engage in green purchasing behavior. In terms of age, the dominant group is 31–40 years old (34%). This productive age group generally has stable purchasing power and higher access to information, which may increase their sensitivity to sustainability issues. Regarding occupation, the largest proportion of respondents are self-employed (35%). This group typically has more flexibility in purchasing decisions, which may influence their preference for green products. From the perspective of income, most respondents earn between IDR 3,000,000 - IDR 7,000,000 (59%), which can be categorized as middle-income. According to previous research, the middle-income segment plays an important role in the adoption of green products, as they have sufficient purchasing power while still paying attention to product value and benefits. Furthermore, the average frequency of AQUA purchases is 3–10 times per week (55%), indicating that bottled water is considered a routine necessity. In addition, 70% of respondents are aware that AQUA is an environmentally friendly product, and 86% of respondents understand the meaning of green products. However, as noted by Peattie & Crane (2005), awareness alone does not always translate into consistent green purchasing behavior, highlighting the need to examine mediating factors such as trust, convenience, and perceived effectiveness. This suggests that consumer environmental literacy is relatively high; however, further analysis is needed to determine whether such awareness actually translates into green purchase decisions.

The results of the validity test using the correlation formula showed that 8 items of *green product* statements, 7 items of *green promotion* statements, 7 items of *environmental awareness* statements and 8 items of *green product purchase decisions* statements were declared valid. The results of the reliability test using *Cronbach's Alpha* value showed reliable results.

The equation of path analysis is divided into 2 structural, in this study as follows:

$$Y = 0,422 X_1 + 0,340 X_2 + 0,461 \varepsilon_1 \dots\dots\dots(1)$$

Table 1. Simultaneous Determination Coefficient of Green Product and Green Promotion on Environmental Awareness

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 <sup>a</sup>	.539	.530	4.692

a. Predictors: (Constant), Green Promotion (X<sub>2</sub>), Green Product (X<sub>1</sub>)

b. Dependent Variable: Environmental Awareness (Y)

Table 2. Coefficient of Green Product (X<sub>1</sub>) and Green Promotion (X<sub>2</sub>) Pathways to Environmental Awareness (Y)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.006	1.751		5.142	<.001
	Green Product (X <sub>1</sub> )	.378	.120	.422	3.154	.002
	Green Promotion (X <sub>2</sub> )	.289	.114	.340	2.544	.013

a. Dependent Variable: Environmental Awareness (Y)

Tables 1 and 2 show that the value of the multiple correlation coefficient (R) in structure I is 0.734, in the range of 0.600 – 0.799, indicating that simultaneously association between green product and green promotion have a strong relationship with environmental awareness among AMDK AQUA. The coefficient of determination (R<sup>2</sup>) is 0.539, which means these independent variables jointly explain 53.9% of the variance in environmental awareness; the remaining 46.1% is attributable to other factors not included in the model. The path diagram of equation 1 (structural 1) can be seen as follows:

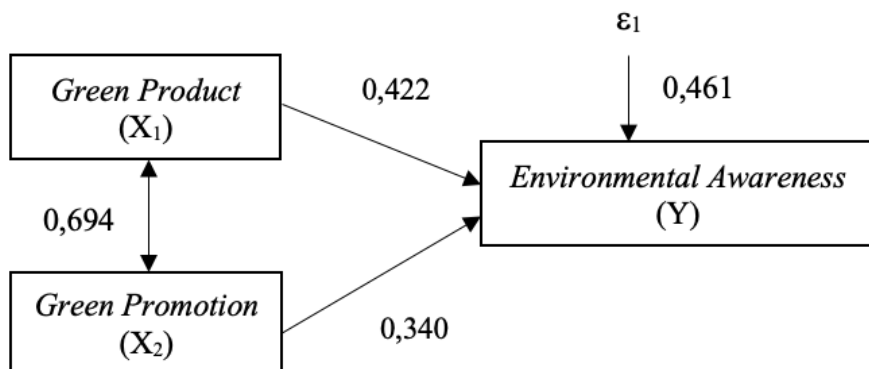


Figure 3. Structure Path Diagram I

$$Z = 0,408 X_1 + 0,474 X_2 + 0,428 Y + 0,031 \varepsilon_2 \dots\dots\dots(2)$$

Table 3. Coefficient of Determination of Green Product, Green Promotion and Environmental Awareness Pathways to Green Product Purchase Decisions

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	1.000 <sup>a</sup>	.999	.999	.165	

a. Predictors: (Constant), Environmental Awareness (Y), Green Promotion (X<sub>2</sub>), Green Product (X<sub>1</sub>)

b. Dependent Variable: Green Product Purchase Decisions (Z)

Table 4. Partial Determination Coefficients of Variables X<sub>1</sub>, X<sub>2</sub> and Y to Variable Z

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-12.011	.175		-68.606	<.001
	Green Product (X <sub>1</sub> )	.324	.004	.408	75.334	<.001
	Green Promotion (X <sub>2</sub> )	.584	.005	.474	123.302	<.001
	Environmental Awareness (Y)	.770	.009	.428	86.663	<.001

a. Dependent Variable: Green Product Purchase Decisions (Z)

Table 5. ANOVA Variables X<sub>1</sub>, X<sub>2</sub> and Y Relative to Z

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2600.769	3	866.923	32010.399	<.001 <sup>b</sup>
	Residual	2.600	96	.027		
	Total	2603.369	99			

a. Dependent Variable: Green Product Purchase Decisions (Z)

b. Predictors: (Constant), Environmental Awareness (Y), Green Promotion (X<sub>2</sub>), Green Product (X<sub>1</sub>)

Based on the output of equation 2 described above, it can be concluded that *green products* have a significant effect on *green product purchase decisions* by 17.7%; then *green promotion* has a significant effect on *green product purchase decisions* by 23.5%; and *environmental awareness* has a significant effect on *green product purchase decisions* by 19.4%. Simultaneously, there was a significant influence of *green product*, *green promotion* and *environmental awareness* on *green product purchase decisions*, which was 60.6%. The magnitude of the indirect influence of *green products* through *environmental awareness* on *green product purchase decisions* is  $0.422 \times 0.428 = 0.180$  by 18%, while the magnitude of the indirect influence of *green promotion* through *environmental awareness* on *green product purchase decisions* is  $0.340 \times 0.428 = 0.145$  by 14.5%. The path diagram of equation 1 (structural 1) and the path diagram can be seen as follows:

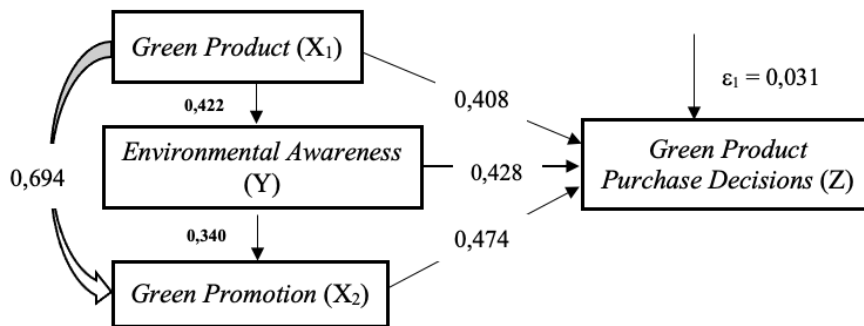


Figure 4. Structure Path Diagram II

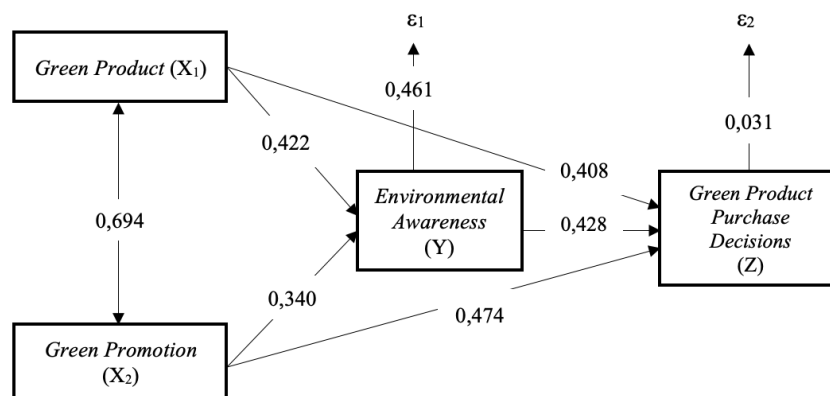


Figure 5. Overall Path Diagram

## DISCUSSION

Based on the research findings and discussion, the data analysis indicates a significant influence between the examined variables. Green products have a notable effect on environmental awareness, with an impact magnitude of 27.7%. The positive path coefficient suggests that the better the green product, the higher the likelihood that consumers will develop environmental awareness regarding AQUA bottled water as an environmentally friendly product. This result is consistent with the findings of Nia Resti & Eristia (2021) and Selvia & Syahrinullah (2023), who also report a significant relationship between green products and environmental awareness. However, unlike previous studies that generally analyzed consumer goods such as cosmetics or organic products, this research provides new evidence by focusing on bottled drinking water, specifically the case of AQUA in Bandung. In addition, the effect magnitude of 27.7% offers a more detailed understanding of how strongly green products contribute to consumer environmental awareness in this particular industry context.

Furthermore, the study shows that green promotion significantly influences environmental awareness, with a direct effect magnitude of 21.4%. The positive path coefficient indicates that more informative and intensive green promotional strategies increase consumer environmental awareness of AQUA bottled water in Bandung. This finding aligns with the research of Siregar & Widodo (2021) and Azzahra (2024), which emphasize the role of green promotion in fostering environmental awareness. Moreover, this study extends the discussion by simultaneously testing green product and green promotion variables in the local context of Bandung, which has not been widely explored in previous literature. This contextual contribution strengthens the practical implications for companies in designing more effective green marketing strategies to improve consumer environmental awareness. Therefore, this research not only confirms consistency with previous studies but also highlights novel contributions through product focus, local context, and more specific effect measurement, providing added value both academically and practically.

Beyond confirming previous studies, these findings enrich the literature on green consumer behaviour by suggesting that green product attributes have a stronger effect on environmental awareness compared to green promotion. This implies that consumers may place greater trust in the intrinsic environmental quality of

the product itself rather than in promotional messages. From a practical perspective, the findings suggest that companies such as AQUA should prioritize enhancing product sustainability and credibility—for example, through eco-friendly packaging innovations, transparent supply chain practices, and third-party environmental certifications. At the same time, green promotion should be strategically designed to complement these product efforts, ensuring that communication is not only persuasive but also backed by tangible environmental practices. This dual approach can help strengthen consumer trust and foster long-term green purchasing behaviour.

Meanwhile, the simultaneous influence of green products and green promotion on environmental awareness is 53.9% ( $R^2 = 0.539$ ). The positive path coefficient indicates that the better the green product and the more informative the green promotion, the more likely it is that consumers will develop environmental awareness of environmentally friendly products such as AQUA bottled water. The results of this study are in line with the findings of Purnama, et al. (2020), Irfanita, et al. (2021) and Willyana, et al. (2023), which demonstrate that green products and green promotion have a significant and positive influence on environmental awareness. The relatively moderate level of influence may be due to ineffective delivery of green promotion campaigns and limited consumer exposure to information about green products. When media exposure is low or promotional messages are unattractive, the impact on environmental awareness becomes restricted. In addition, if consumers do not perceive direct benefits such as health improvements or cost savings, they may be less responsive to green promotions. This suggests that consumers are more strongly influenced by tangible evidence and first-hand experiences than by promotional claims alone.

The data analysis shows that green products, green promotion, and environmental awareness significantly influence green product purchase decisions, jointly explaining 60.6% of the variance. Green products account for 17.7%, a relatively modest contribution, which may suggest that consumers in the bottled water category remain more influenced by brand familiarity and price sensitivity than by product greening efforts. Theoretically, this aligns with prior studies that highlight the limited role of intrinsic product features in shaping purchase behaviour for low-involvement FMCG products. Green promotion exerts a stronger influence of 23.5%, indicating that persuasive communication plays a more decisive role in shaping consumer decisions than the product attributes themselves. This may reflect a shift in consumer patterns within the FMCG sector, where effective and consistent green messaging is increasingly necessary to overcome habitual purchasing and encourage trial of greener alternatives. This is consistent with recent findings by Simanjuntak et al., (2023) who demonstrated that green marketing and environmental knowledge positively shape consumers' intentions to purchase eco-friendly products. Similarly, Sharma et al., (2023) emphasized that unclear or inconsistent promotional communication can weaken green marketing effectiveness, especially when contextual factors such as price and product availability are not addressed.

Environmental awareness contributes 19.4%, illustrating the well-documented attitude-behaviour gap, where environmental concern does not always translate into green product purchase decisions. Recent reviews by Zhuo et al., (2022) and the meta-analysis by Haenlein et al., (2021) further confirm that while environmental awareness and positive attitudes are important precursors to green purchase intentions, actual behaviour is often constrained by situational barriers such as convenience and accessibility. Thus, the relative contribution of green promotion over green product, coupled with the moderate role of environmental awareness, suggests that consumer behaviour in FMCG particularly bottled drinking water relies more on external communication strategies than on intrinsic product attributes or abstract attitudes. While these findings provide useful insights, several limitations should be noted. First, the interpretation that promotional messages may be difficult to understand or insufficiently disseminated remains speculative in this study, as no direct survey or interview data were collected to validate consumer perceptions of AQUA's green campaigns. Second, although the analysis links environmental awareness with green product purchase decisions, the explanatory mechanism was inferred through consumer behaviour theories rather than empirically tested.

Future research should therefore incorporate primary data collection, such as consumer surveys or focus group discussions, to examine how message clarity, information reach, and consumer attitudes concretely shape green product purchase decisions. Taken together, these findings suggest that to effectively drive sustainable purchasing, AQUA must not only ensure product credibility but also reinforce awareness with clear, persuasive promotion and supportive market contexts.



Meanwhile, the results of the calculation of the indirect influence of green products on green product purchase decisions through environmental awareness of AQUA bottled water consumers in the city of Bandung have an influence of 18%, which means that the safer and higher quality of environmentally friendly green products that are offered to consumers, consumers can encourage consumers to make decisions to buy green products more appropriately compared to conventional products. The influence of green promotion on green product purchase decisions through environmental awareness of AQUA bottled water consumers in the city of Bandung has an influence of 14.5%, which means that the more informative and effective information about green products in the green promotion carried out by AQUA can affect consumer perception and preferences for environmentally friendly products, thus encouraging AQUA consumers to make the decision to purchase green products that are more environmentally friendly. The results of this study are in line with previous research conducted by Irfanita et al., (2021) and Dicky Aldoko, (2019) stated that green products and green promotion have a significant influence on green product purchase decisions through environmental awareness. However, most previous studies have emphasized the direct relationship between green marketing variables and purchase decisions, whereas this study highlights the importance of indirect effects through environmental awareness in the bottled water sector. This provides new empirical evidence on the mediating role of environmental awareness in the bottled water industry, a context that has received limited attention compared to other green product categories such as cosmetics or organic food.

## CONCLUSION

Based on the results of the study, it can be concluded that consumer responses regarding green products, green promotion, environmental awareness, and green product purchase decisions for AQUA bottled water in Bandung are generally poor. Specifically, consumers have limited knowledge and familiarity with green products, promotional messages are less informative, environmental awareness campaigns are not fully effective, and actual green purchase behaviour does not align with consumer awareness. The analysis also shows that green products have a direct influence of 27.7% on environmental awareness, while green promotion contributes 21.4%; together, these factors explain 49.1% of the variance in consumer environmental awareness. Regarding green product purchase decisions, green products, green promotion, and environmental awareness have direct influences of 17.7%, 23.5%, and 19.4%, respectively, with a simultaneous contribution of 60.6%. The indirect effects through environmental awareness indicate that green products influence purchase decisions by 18%, and green promotion by 14.5%.

This study provides several advantages. It offers empirical evidence on the influence of green marketing strategies in the context of Indonesian bottled water, examines both direct and indirect effects mediated by environmental awareness, and quantifies the contribution of each factor, providing actionable insights for marketing strategies. However, there are limitations. The study relies primarily on survey data, which may be subject to self-report bias, and the cross-sectional design does not allow for strong causal conclusions. In addition, the sample is limited to consumers in Bandung, limiting generalizability, and some interpretations, such as the effectiveness of green promotion, remain speculative. Future research should consider longitudinal or experimental designs, expand the sample to other regions or demographic segments, integrate qualitative methods such as focus groups or interviews, and explore additional mediating or moderating factors such as price sensitivity, social norms, or perceived product quality to develop a more comprehensive understanding of green product purchase behaviour.

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