



(REVIEW ARTICLE)



## Relationship of green products, green brand image and green purchase intention of bottled beverage products in Indonesia: Conceptual Paper

Batara Avdy Nugraha \*, Arry Widodo, Nurafni Rubiyanti and Anita Silvianita

*Master of Business Administration, Faculty of Economics and Business, Telkom University, Indonesia.*

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### Abstract

It is a well-known fact that in the past few years, environmental awareness has increased significantly in Indonesia, leading to heightened demand for environmentally friendly products, namely bottles of beverage. This increased awareness has triggered both local and international brands to proceed with a kind of green competition to offer greener and more sustainable choices to the growing market. The research proves that products that are eco-friendly and a strong green brand image greatly affect the purchasing behavior of consumers. This conceptual paper discusses the relationship among green products, green brand image, and green purchase intention among consumers of beverage bottles in Indonesia in particular. This paper will review existing literature to try and give insights into specific factors which influence consumers to opt for environmentally friendly beverage bottles. Understanding the dynamics is very important for manufacturers who want to capture the eco-conscious consumer market segment. Insights obtained from this study are supposed to increase the understanding of how green products and a positive green brand image can effectively drive consumers' intention to purchase eco-friendly beverage bottles and thus create a more sustainable market.

**Keywords:** Green Products; Green Brand Image; Green Purchase Intention; Bottle Beverage; Indonesia

### 1. Introduction

People are now beginning to understand how important it is to preserve the environment. This is important because environmental problems have an impact on health problems, human survival, and even human descendants.[1]. If a company has and uses an environmentally friendly orientation but does not use a green marketing strategy, the company may not achieve the desired business results.[2]. The marketing concept has evolved, so that it is not only marketing in general, but there are other goals where an example of the goal is to improve the quality of the environment and health.[3].

According to research from Statista in December 2023, 63% of consumers in Indonesia consider it important to buy environmentally friendly and sustainable products.[4]. This shows that awareness of environmental issues is increasingly widespread among Indonesian society. This reflects a significant increase in consumer attitudes who prefer products that support sustainability and have a positive impact on the environment.[5]. Although consumer awareness of environmentally friendly products is positive, previous studies have shown that the general consumer does not purchase environmentally friendly products as expected and the market share of these products is regularly lower than 4% of total sales.[6]. It is possible that consumers adhere to social and cultural norms that may reflect their purchasing decisions.[7]. However, there may be specific barriers and drivers, especially in everyday consumption, that complicate green purchasing intentions.[8].

\* Corresponding author: Batara Avdy Nugraha

Green brand image, namely customer perception of the brand image of the product to be used or used, is a factor that influences purchasing decisions.[9]. Consumers are more likely to buy or choose goods whose brands are already well-known compared to products whose brands they are not familiar with. Customers are more likely to make purchases when the brand image of the product being sold has a higher quality.[10]. Based on this and with the current business performance, the company adopted environmentally friendly marketing practices, and it has become an important tool for sustainable business strategies, especially in the beverage business.[3].

Results of the research[11] There is a positive and significant influence of green products on purchasing decisions. Meanwhile, according to[12] shows that green products do not have a positive and significant effect on purchasing decisions. The research conducted[13] found that green brand image has a positive and significant influence on purchasing decisions. Meanwhile, according to[14] green brand image does not have a significant effect on purchasing decisions. Based on the results of previous studies, I began to examine further the relationship between green products, green brand image and green purchasing intentions.

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## 2. Research Background

Eco-friendly beverage bottle products have significant potential in supporting sustainable economic growth in Indonesia. However, manufacturers in Indonesia face challenges in convincing consumers about the value and benefits of these green products. A deep understanding of consumers' purchase intentions and the factors that influence their decisions to choose eco-friendly products is essential. Green purchase intentions cannot be fully understood without identifying the elements that are factors, such as green products and green brand image. Previous studies have shown that these two factors play an important role in driving green purchase intentions. This conceptual paper aims to provide a framework that can help manufacturers and policy makers in understanding and improving purchase intentions of green beverage bottle products in Indonesia, by identifying the relationship between green products, green brand image, and green purchase intentions.

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## 3. Overview

### 3.1. Green Products

Green Green products refer to products that incorporate recycling strategies or are manufactured using recycled or recyclable content and/or use less toxic materials to reduce the impact on the environment. According to the Department of Research and Development, the industry continues to strive to develop environmentally friendly products and reduce environmental damage.[15]. According to[16] Environmentally friendly products usually offer several benefits to consumers, including:

- Product perception: environmentally friendly products usually offer product benefits that can be felt by consumers such as; not tested on animals and not causing environmental pollution.
- Packaging contents: environmentally friendly products offer eco-labeled packaging, namely packaging that does not cause environmental pollution and packaging that is easy to recycle, so it is not harmful to the environment and safe to use.[17].

### 3.2. Green Brand Image

Image is a concept that is difficult to explain systematically because it is abstract.[18].[19] defines image as the images, impressions, and beliefs that a person has about an object. Green brand image is the thoughts, perceptions, and beliefs that exist in the minds of consumers about a brand of a product that is considered environmentally friendly.[18]. Brand image is the perception and beliefs held by consumers, as reflected in associations embedded in the consumer's memory.[20]. Green brand image is a perception that exists in the minds of consumers and is reflected through brand associations (everything related to memories about a brand) related to the brand's commitment to not causing harm to the environment.[18].

Adopting an opinion[21] which states that Brand Image has three components, namely green company image, green user image, and green product image.

### 3.3. Green Purchase Intention

According to[22] Purchase intensity is the consumer's attitude as a response to an object that shows customer interest in a purchase. One study found that consumer interest in consuming green goods is reflected in their behavior towards

recycling, buying less environmentally friendly products, and turning off unnecessary lights.[23]. In research[24], green purchasing intensity is defined as customers' plans, desires, and likelihood to purchase green products.[25]. Green purchasing intensity is defined as the likelihood and willingness of a person to give preference to products that have environmentally friendly features over conventional products in their purchasing considerations.[26]. Meanwhile, according to[27]defines green purchasing intensity as the possibility and desire of consumers and are interested in environmentally friendly issues and are aware of choosing more environmentally friendly products compared to current conventional products, most of which in their production process tend to ignore the impact on the environment. In the study[28], the green purchasing intensity aspect can be seen from consumer purchasing intentions which are based on knowledge about environmental protection.[29], [30]. Green purchasing intensity itself is described as the actual purchasing level of consumers related to environmental friendliness in products or brands that attract their attention.[31].

#### 4. Conceptual Framework Development

This This means that the better the green product, the better the green brand image.[13]. Consumers who have a green lifestyle tend not to experience an increase in the market because there are still many people who do not care about the environmental ecosystem.[16].

**Hypothesis 1: Green products have a positive effect on green purchasing intentions for beverage bottle products in Indonesia through the mediation of green brand image.**

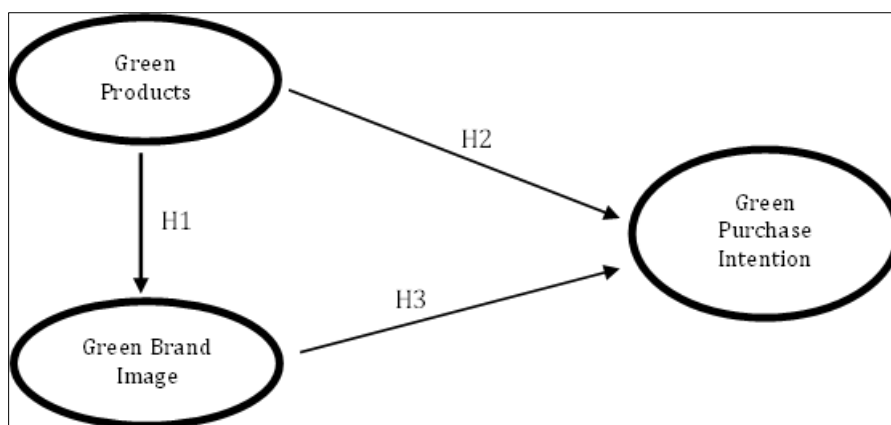
In the research results[32]stated that consumers warmly welcome green products and this will have a positive impact on brand equity and will likely increase future purchases.

**Hypothesis 2: There is a significant relationship between green products and green purchase intention for beverage bottle products in Indonesia.**

The magnitude of the contribution of the influence of Green Brand Image consisting of green company image, green user image, and green product image simultaneously on Purchasing Decisions[18]. Brand image has a positive relationship and has a significant influence on purchasing decisions. This proves that brand image is an important factor and has a strong relationship with purchasing decisions.[33].

**Hypothesis 3: The relationship between green brand image and green purchase intention of beverage bottle products in Indonesia can be said to be influential.**

In this study, it aims to examine the relationship between green products and green purchase intention with green brand image as a mediating variable. The conceptual framework is shown in Figure 1.



**Figure 1** Conceptual Framework

#### 5. Conclusion

This study discusses the relationship between green products, green brand image, and green purchase intention on beverage bottle consumers in Indonesia. Increasing awareness of environmental issues in the country has spurred the

demand for environmentally friendly products, like beverage bottles. Nevertheless, this rise in awareness has not translated into equivalent market share for green products; the share often remains below 4% in total sales.

Green brand image is the consumer perception and belief on the environmental commitment of the brand that directly influences the purchase decision. According to the previous research, the green brand image has positively significant impact on purchase decision but there are other researches showing the opposite result, green brand image has no significant impact on purchase decision.

Green purchase intention is defined as the possibility and desire of consumers to choose more environmentally friendly products compared to conventional products. It is proposed in this study that green products positively influence green purchase intention through the mediation of green brand image.

The conceptual framework developed in this paper will be helpful for the manufacturers and policy makers in understanding and enhancing the purchase intention of the green beverage bottle products in Indonesia. Hence, this study provides important insights for sustainable marketing strategies and green product development in the Indonesian market.

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## Compliance with ethical standards

### *Disclosure of conflict of interest*

The authors declare no conflict of interest concerning the research, authorship, or publication of this literature review.

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