

The Influence of Green Marketing on Purchase Intention and Purchase Decision of Bottled Water Products

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Abstract. The evolving environmental consciousness of Generation Z consumers has encouraged bottled water companies to adopt green marketing strategies. This study analyzes the influence of green marketing on purchase intention and buying decisions for bottled water among Generation Z, incorporating variables such as trust, omnichannel experience, influencer marketing, perceived value, customer review quality, and customer engagement. A quantitative approach was applied to a sample of 200 Generation Z respondents in Indonesia. The results indicate that all dimensions of green marketing and digital engagement variables have a significant effect on purchase intention and buying decisions.

Keywords: green marketing, purchase intention, purchase decision, bottled water, Generation Z, omnichannel, influencer, trust, digital marketing.

Introduction

Generation Z is recognized as a group of consumers who are highly environmentally conscious and responsive to sustainability issues (Dragolea et al., 2023; Surahman et al., 2023; Hudayah et al., 2023; Hasdiansa et al., 2023), including in their daily consumption of products such as bottled water. The bottled water industry faces increasing pressure to innovate through green marketing (Prihandono et al., 2020; Hudayah et al., 2023; Lelawati et al., 2024; Purnama et al., 2024; Randi & Nengsih, 2023; Kewo & Ady, 2024), such as by using recycled packaging, implementing environmentally themed promotions, and providing consumer education (Ilyas et al., 2023; Imaroh, 2024). Recent studies confirm that green marketing can enhance purchase intention and purchase decision (Green Marketing, Lifestyle, and the Purchase Intention of Bottled Water among Generation Z, 2023; Mulya & Kusumawardhani, 2023; Zahara, 2024), especially among Generation Z, who are highly active on social media and digital platforms (Arianty & Utara, 2025). However, the challenge of converting purchase intention into actual purchase decisions is still influenced by factors such as price, trust, digital review quality, and product accessibility (Genoveva & Darmawan, 2023; Kasar, 2025; Nazmi & Kurniawati, 2024; Dorsamy & Govender, 2023; Anastasiei et al., 2025). This study analyzes the influence of green marketing and digital engagement variables on purchase intention and purchase decision for bottled water among Generation Z in Indonesia.

Grand Theories

This research is based on the following grand theories:

- **Theory of Planned Behavior (TPB):** Connects attitudes, subjective norms, perceived behavioral control, and the intention of green consumer behavior (Octavia & Handayani, 2025; Setyawan et al., 2025; Ruangkanjanases et al., 2020).
- **Value-Belief-Norm (VBN) Theory:** Explains the role of values, beliefs, and personal norms in shaping green consumption intentions (Jebarajakirthy et al., 2024; Hein, 2022; Wang et al., 2023; Liu & Wu, 2020; S0959652623023697, n.d.).

- **Unified Theory of Acceptance and Use of Technology (UTAUT):** Describes technology adoption and its influence on digital purchasing behavior (Alvionita & Princes, 2023; Fatihanisya & Purnamasari, 2021; Aziz & Kamal, 2016).
- **Dedication-Constraint Model:** Explains loyalty and repurchase intention through dedication and constraints in omnichannel customer behavior (C. Y. Li et al., 2025).

Table.1 Variables and Key Sub-Variables

Main Variable	Key Sub-Variables / Main Indicators
Green Marketing	Green product (recycled packaging, eco-label), green promotion (education, digital campaigns), green price, green place (Ghobbe & Nohekhan, n.d.; Munamba & Nuangjamnong, 2021)
Influencer Marketing	Visibility, engagement, affective trust, platform affordance (Salsabila & Patrisia, 2024; Nurhapizah et al., 2024; L. Zhang et al., 2023; S0969698919315668, n.d.)
Perceived Value	Value co-creation, perceived benefit, perceived quality (Tran et al., 2023; S2444883421000346, n.d.; S0148296321008894, n.d.; Hasan et al., 2024)
Trust	Trust in product, trust in reviews, trust in influencer (Ekonomi & Padjadjaran, 2025; JMBK_MEIVINA_YENITA_1328-1338.Pdf, n.d.; Yustinus Avriando Putra Setiawan & Puspita Chairunisa, 2025; Vieri & Suyanto, 2023; Dzulfian Syafrian, 2025)
Customer Engagement	Customer-brand engagement, loyalty, stickiness, repurchase intention (S0148296320305014, n.d. S0268401216302195,n.d.; S0167923623000957, n.d.; Ariestine et al., 2024; Ningrum & Arif, 2022; Dwiviolita & Zuliarni, 2023)
Omnichannel Experience	Omnichannel synergy, seamless experience, transaction cost, channel integration (Tri Anggarini & Rahmani, 2025; Gao & Jiang, 2024; Sicilia & Palazón, 2023)
Customer Review Quality	Data quality, perceived helpfulness, recency, relevance (S0167923623000957, n.d.; Z. Zhang et al., 2022; Park, 2018; Hernandez- Bocanegra & Ziegler, 2020; S0167923617301197, n.d.)
Purchase Intention	Purchase intention, attitude toward green product, social influence (Rahmasari & Masnita Siagian, 2024; Simanjuntak et al., 2023; X. Chen et al., 2022)
Purchase Decision	Actual purchase, repurchase intention, loyalty (Aquinia et al., 2021; Nurmallasari & Wijaya, 2022; Wibisono & Keni, 2023)
Social Capital	Social support, social interaction, customer inspiration (Sugiharto, 2023; Burgess et al., 2000; X. Li et al., 2023; S0268401215001061, n.d.)

Methodology

This study employed a **quantitative approach using an online survey** (Fitriana, 2023; Maulidah et al., 2024) involving 200 Generation Z respondents who are users of environmentally friendly bottled water in Indonesia. The research instrument was a **Likert- scale questionnaire (1-5)** (Kaparwan & Purohit, 2023; Munjal, 2019), designed to measure the following variables: green marketing, influencer marketing, perceived value, trust, customer engagement, omnichannel experience, customer review quality, purchase intention, and purchase decision. Data were analyzed using **Structural Equation Modeling (SEM)** (Saputra & Khasanah, 2022; Setiawan et al., 2022; Asyhari et al., 2022).

Results and Discussion Respondent Description

The majority of respondents were university students aged 18–24 years who were already familiar with environmentally friendly bottled water products (Jihan et al., 2023).

The Influence of Green Marketing on Purchase Intention

All dimensions of green marketing have a significant effect on purchase intention, with green product and green promotion being the most influential. Influencer marketing and the quality of customer reviews further strengthen purchase intention through trust and perceived value (Nur et al., 2021).

The Influence of Green Marketing on Purchase Decision

Green marketing, omnichannel experience, and customer engagement have both direct and indirect effects on purchase decision, with purchase intention serving as a mediating variable. Trust and

perceived value enhance the conversion of intention into actual purchase (Pacheco, 2021; Y. Chen & Chang, 2012).

Practical Implications

Bottled water companies should reinforce green marketing, digital education, collaboration with influencers, and customer review management to increase loyalty and purchase decision among Generation Z consumers (Andiena Nindya Putri et al., 2024; Panopoulos et al., 2023).

Research Advancements

- Integration of Green Consumer Behavior, Omnichannel, and Influencer Marketing Models in FMCG (Bottled Water) Products**
 This study integrates models of green consumer behavior, omnichannel strategies, and influencer marketing within the context of FMCG, specifically bottled water products (Bansah, 2023; S0268401215001061, n.d.; Yeğın & Ikram, 2022).
- Emphasis on the Role of Digital Review Quality and Engagement in Shaping Purchase Decisions**
 The research highlights the importance of digital review quality and customer engagement as key factors influencing purchase decisions (Qin et al., 2023; Sudaryanto et al., 2025).
- Empirical Study in the Indonesian Context, Relevant to Southeast Asian Generation Z Characteristics**
 This is an empirical study conducted in Indonesia, making it highly relevant to the characteristics of Generation Z in Southeast Asia (Ayu et al., 2022; Vanessa & Ariestya, 2024; S. P. Sari et al., 2024; Kurniawan et al., 2024; P. B. Sari et al., 2025).

Conclusion

Green marketing, influencer marketing, digital reviews, and omnichannel experience have a significant influence on purchase intention and purchase decision for bottled water among Generation Z. The dimensions of green product, green promotion, trust, and engagement are the key factors shaping sustainable consumption behavior.

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