

The Influence of Green Marketing on Purchase Intention of AQUA Life: The Mediating Role of Environmental Awareness

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Article Information		Abstract
Submission date	4 February 2026	Research aim : This study investigates the impact of green marketing on customers' environmental awareness and purchasing intentions, employing signaling theory and the Theory of Planned Behaviour (TPB). This study aims to determine whether environmental awareness serves as a mediating variable between green marketing and purchase intention by analyzing their relationship. Design/Method/Approach : The links among green marketing, environmental awareness, and purchase intention are examined in this study using a quantitative associative methodology utilising PLS-SEM (SmartPLS 4.0). A total of 160 AQUA Life-acquainted consumers in Kediri were surveyed using a standardised questionnaire with a five-point Likert scale. Both the structural model (R^2, f^2, and path coefficients) and the measurement model (validity and reliability) were assessed as part of the investigation. Hypothesis testing and mediation analysis were conducted using bootstrapping at a 5% significance level. Research Finding : The findings indicate that green marketing significantly enhances both purchasing intention and environmental awareness. Environmental awareness significantly influences buying intentions. Nonetheless, it does not serve as a mediating variable, indicating that green marketing directly affects purchase intention. Theoretical contribution/Originality The function of environmental awareness as a mediating variable in the correlation between green marketing and buy intention, utilizing consumer data from AQUA Life in Indonesia, demonstrates that green marketing directly influences purchase intention, independent of environmental awareness mediation.. Practitioner/Policy implication : Companies should prioritise green marketing methods, according to this report, if they want to see a direct uptick in consumer purchase intention. To further raise public awareness and promote the use of environmentally friendly products, it is imperative that governments and related stakeholders enhance environmental education.. Research limitation : This study has several limitations. First, the sample is limited to consumers in Kediri City and Regency, so the results cannot be widely generalized. Second, the study only focuses on green marketing, environmental awareness, and purchase intention. Third, the use of questionnaires may lead to biased responses. Keywords : green marketing, environmental awareness, purchase intention.
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1. Introduction

Green marketing has become an important strategy for companies in addressing increasing environmental issues and the shift in consumer preferences toward eco-friendly products. This strategy integrates environmental considerations into marketing activities to reduce negative environmental impacts while maintaining business sustainability [1]. However, although environmental awareness among consumers continues to grow, it is not always followed by an increase in purchase intention toward environmentally friendly products. This phenomenon indicates a gap between awareness and actual purchasing behavior [2]. Therefore, examining how green marketing influences purchase intention and environmental awareness is important to better understand sustainable consumer behavior.

Previous studies indicate that green marketing positively influences purchase intention, as it enhances consumers' perceptions of environmentally friendly products while strengthening brand image [3]. In addition, green marketing has been found to increase environmental awareness through the dissemination of information related to environmental issues and sustainability practices [4]. On the other hand, environmental awareness itself significantly influences purchase intention, as consumers with higher levels of awareness tend to prefer eco-friendly products [5]. These findings suggest that both green marketing and environmental awareness play important roles in shaping consumer decision-making.

Nonetheless, prior research has yielded incongruous results concerning the influence of environmental awareness. The role of environmental consciousness in the connection between eco-friendly advertising and consumer intent to buy has been the subject of mixed study [6]. This inconsistency highlights a theoretical gap concerning the precise mechanism through which environmental awareness influences consumer behavior [7]. Furthermore, existing studies predominantly examine green products in a general context, with limited attention to specific product categories, particularly eco-friendly bottled water such as AQUA Life [8]. Further, there is a dearth of data collected from developing economies such as Indonesia, where cultural, economic, and social variables may influence how environmentally conscious and environmentally conscious consumers are. This study seeks to fill these gaps by investigating how environmental knowledge mediates the connection between AQUA Life in Kediri's green marketing and consumers' intentions to buy.

Theoretical frameworks such as the Theory of Planned Behavior (TPB) and signaling theory provide the groundwork for this inquiry by providing insight into the possible relationships. The Theory of Planned Behavior states that one's attitude, subjective norms, and perceived behavioral control are the three primary factors that influence their behavioral intention. One of the most important of these is environmental consciousness, which influences people to act in ways that are good for the planet [9]. Consumers with heightened environmental knowledge typically cultivate favourable attitudes about eco-friendly products, therefore augmenting their purchasing intentions. Meanwhile, signaling theory explains how green marketing functions as a strategic signal used by companies to communicate their

environmental commitment and product credibility [10]. Through green marketing, firms reduce information asymmetry and enhance consumer trust, which in turn increases environmental awareness and encourages stronger purchase intention toward environmentally friendly products.

Examining how ecological consciousness acts as a go-between for green marketing and consumer intent to buy is the overarching goal of this research. This research is innovative due to its concentration on a specific product, AQUA Life, an eco-friendly bottled water brand in Indonesia composed entirely of recycled plastic [11]. Green marketing tactics impact customer behaviour in real market situations; this study gives a more tangible knowledge of this phenomenon by employing a specific product context.

Focusing on the ways in which green marketing influences consumers' environmental consciousness, this study will analyze the direct and indirect impacts of green marketing on consumers' propensity to buy. Furthermore, this research intends to investigate how eco-awareness mediates the relationship between green marketing and consumers' propensity to purchase. By shedding light on customer behaviour in regard to eco-friendly products, the study's authors want to assist marketers in developing more sustainable marketing tactics.

1.1. Statement of Problem

The increasing environmental issues have encouraged companies to adopt green marketing strategies to promote eco-friendly products. However, growing environmental awareness among consumers is not always followed by higher purchase intention, indicating a gap between awareness and actual behavior. Prior research indicates that green marketing affects purchase intention and environmental awareness; however, the function of environmental awareness is ambiguous due to contradictory results regarding its status as either a mediating or moderating variable. Furthermore, the majority of studies concentrate on broad items, underscoring the necessity for research within a specific setting, such as AQUA Life in Indonesia.

1.2. Research Objectives

The purpose of this research is to deduce what role environmental awareness plays as a moderator between green marketing and purchase intent, how green marketing affects purchase intent and environmental awareness, and how AQUA Life products fit into this picture.

2. Method

Examining the relationships between green marketing, eco-awareness, and willingness to buy, as well as the moderating role of eco-awareness, is the goal of this quantitative associative study. Using eco-awareness as a mediator, the model analyses green marketing's direct and indirect impacts. The impact of environmentally conscious advertising on buyers' decisions is examined. Individuals in Indonesia who have either ingested or purchased AQUA Life products are the focus of the study. Researchers employed a purposive sampling strategy to ascertain the level of AQUA Life knowledge had by each participant. Partial Least Squares

Structural Equation Modelling (PLS-SEM) states that a minimum of 160 respondents were required [12].

The information was gathered through a structured survey that depended on established tools. In every element of the survey, a five-point Likert scale was utilized, where 1 signifies strongly disagree and 5 strongly agree. Environmentally friendly product characteristics, sustainable promotion, and corporate accountability were the pillars upon which green marketing rested [13]. Environmental awareness was assessed based on consumers' knowledge, concern, and attitudes toward environmental issues. Meanwhile, purchase intention was measured by consumers' willingness and likelihood to purchase environmentally friendly products [14].

For this study, the researchers used SmartPLS 4.0 for PLS-SEM, or Partial Least Squares Structural Equation Modeling. For the purpose of evaluating complex models with mediating variables, this method is ideal since it allows data management without requiring stringent distributional criteria. Examining the outside (measuring) model and the inner (structural) model were the two parts of the analytical procedure [15]. A measurement model was considered legitimate if its AVE was more than 0.50 and its factor loadings were more than 0.70. The Fornell-Larcker criterion was used in conjunction with cross-loadings to evaluate discriminant validity. The Cronbach's alpha was 2, and the composite dependability was 0.70. Throughout the structural model evaluation, R^2 , effect magnitude, and path coefficients were relied upon. We obtained t-statistics and p-values for hypothesis testing and mediation analysis using the bootstrapping approach, with a significance level of 5% ($p < 0.05$). To examine the moderating effect of eco-consciousness, we employed indirect effect analysis inside the PLS-SEM framework.

3. Results and Discussion

Respondent Description

This study involved 160 AQUA Life consumers in Kediri City and Regency who have purchased the product. All respondents were actual buyers with direct experience of this eco-friendly product.

The majority of respondents were female, totaling 47 individuals (77%), while males numbered 14 (23%). The predominance of female respondents reflects higher interest in sustainable products like AQUA Life.

The largest age group was 20-25 years, comprising 47 respondents (77%), followed by under 20 years (7 respondents or 11.5%), 26-40 years (5 respondents or 8.2%), and over 40 years (2 respondents or 3.3%). This youthful profile highlights engagement from environmentally aware productive generations.

Respondents' occupations were dominated by students (38 individuals or 62.3%), followed by private sector/BUMN employees (15 respondents or 24.6%), and housewives (5 respondents or 8.2%). No civil servants or entrepreneurs were represented, indicating a sample skewed toward youth and entry-level workers.

Most respondents bought eco-friendly products frequently (26 respondents or 42.6%) or occasionally (26 respondents or 42.6%). Only a few purchased very rarely (4 respondents

or 6.6%) or very frequently (5 respondents or 8.2%), confirming consistent buying experience among participants.

Overall, respondent characteristics reveal a young, predominantly female group actively consuming sustainable goods, making the collected data reliable and relevant for testing green marketing's influence on purchase intention via environmental awareness.

Measurement Model Evaluation

Table 1. Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Enviromental Awareness	0,941	0,950	0,952	0,770
Green Marketing	0,958	0,961	0,965	0,774
Purchase Intention	0,942	0,945	0,952	0,712

Source: Data Processed By Researchers, 2026

Table 1 shows that all constructs demonstrate strong internal consistency, as validated by reliability and validity results. This is supported by Cronbach's alpha and composite reliability values (rho_a and rho_c) that exceed the required level of 0.70. Scores of 0.941 for Environmental Awareness, 0.958 for Green Marketing, and 0.942 for Purchase Intention on the Cronbach's alpha suggest a high degree of dependability.

Convergent validity is demonstrated by all variables with AVE values over the acceptable level of 0.50: Environmental Awareness (0.770), Green Marketing (0.774), and Purchase Intention (0.712). These results show that each concept is responsible for a considerable portion of the variance in its own indicator.

This work's ideas can endure more structural model testing, since the results demonstrate that the measurement model is dependable and has convergent validity.

Structural Model Evaluation

R-Square (R^2)

The R-square (R^2) value quantifies the explanatory capacity of endogenous variables in the structural model, reflecting the degree to which the predictors account for the variance in the dependent variables. Elevated R^2 values signify enhanced prediction efficacy of the model.

Table 2. Coefficient of Determination (R^2)

	<i>R-Square</i>
Environmental Awareness	0,674
Purchase Intention	0,454

Source: Data Processed By Researchers, 2026

The analysis reveals that Environmental Awareness has an R-square value of 0.674, indicating 67.4% of its variance is explained by Green Marketing, with the remaining 32.6% attributed to factors beyond the model. Purchase Intention shows an R-square value of 0.454, meaning 45.4% of its variance can be accounted for by Green Marketing and Environmental

Awareness combined, while 54.6% stems from other unmodeled influences. These findings demonstrate the structural model's solid explanatory capability, particularly in capturing Green Marketing's substantial impact on environmental consciousness among AQUA Life consumers. The moderate R^2 levels reflect realistic behavioral research outcomes where external factors naturally contribute to purchase decisions.

Hypothesis Testing (Direct Effect)

This study employed the bootstrapping approach for hypothesis testing within Partial Least Squares (PLS) analysis. A hypothesis is deemed accepted if the t-statistic surpasses 1.96 and the p-value is below 0.05.

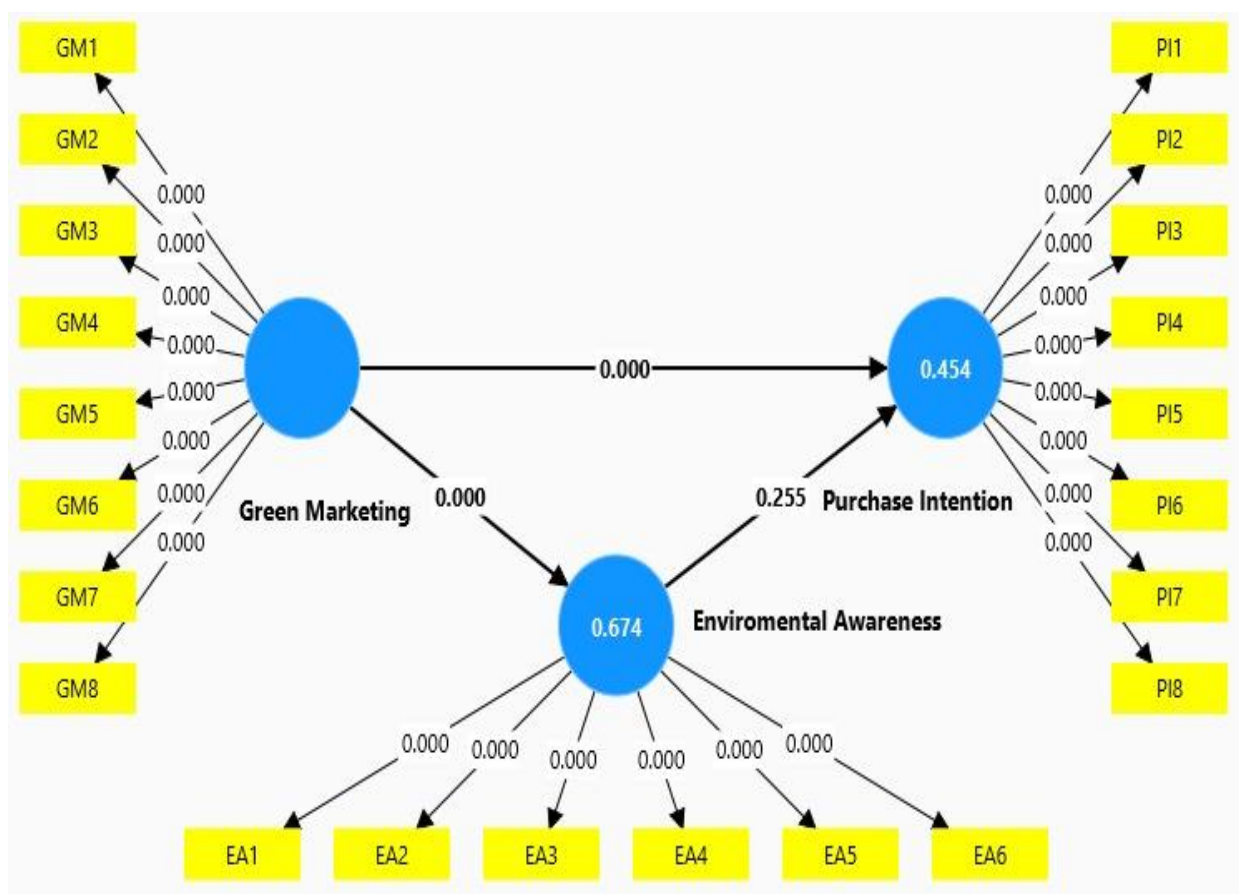


Table 2. Path Coefficients (Direct Effects) Results

	<i>Original Sample(0)</i>	<i>T- Statistics</i>	<i>P-Value</i>	Hypothesis
Green Marketing -> Purchase Intention	0,951	6,337	0,000	Accepted
Green Marketing -> Enviromental Awareness	0,821	13,611	0,000	Accepted
Enviromental Awareness -> Purchase Intention	-0,383	1,138	0,255	Rejected

Source: primary data processed by researchers, 2025

Based on the results ($\beta = 0.951$, $t = 6.337$, $p = 0.000$), green marketing has a substantial and favorable effect on the intention to purchase. Due to the t-statistic being larger than 1.96 and the p-value being smaller than 0.05, the null hypothesis is rejected. This shows that customers' propensity to buy AQUA Life products is greatly enhanced by more environmentally friendly marketing strategies. In other words, environmentally oriented marketing strategies successfully influence consumer buying behavior.

Green marketing exerts a substantial and beneficial influence on environmental consciousness ($\beta = 0.821$, $t = 13.611$, $p = 0.000$). The elevated t-statistic substantiates a robust correlation, leading to the acceptance of the hypothesis. Green marketing significantly contributes to elevating customers' knowledge of environmental concerns, especially via information dissemination, promotional activities, and sustainability messaging.

The intention to buy is somewhat influenced by environmental knowledge, but the effect is not statistically significant ($\beta = -0.383$, $t = 1.138$, $p = 0.255$). Any t-statistic below 1.96 and p-value over 0.05 allows one to reject the null hypothesis. This demonstrates that consumers' pro-environmental stance does not necessarily translate into increased spending. It appears that raising people's awareness about the importance of purchasing eco-friendly products might not be enough in this particular scenario, as indicated by the negative coefficient.

The results indicate that whereas green marketing directly affects both environmental awareness and purchase intention, environmental awareness does not substantially convert into purchase intention. This indicates the existence of an intention–behavior gap, wherein customers may recognise environmental challenges yet lack the motivation to translate that awareness into action during purchasing decisions.

Indirect Effect (Mediation)

Table 3. Mediation Effect Results

	<i>Original Sample (0)</i>	<i>T- Statistics</i>	<i>P Value</i>	<i>Hypothesis</i>
<i>Green Marketing -> Enviromental Awareness - > Purchase intention</i>	-0,314	1,073	0,283	Rejected

Source: Data Processed By Researchers, 2026

Green marketing's indirect effect on purchase intention through environmental knowledge is not statistically significant, according to the data ($\beta = -0.314$, $t = 1.073$, $p = 0.283$). The results show that consumers' environmental knowledge does not improve as a consequence of exposure to green marketing, but that awareness does not translate into a stronger desire to buy environmentally friendly products. In other words, environmental awareness fails to function as a mediating variable, indicating the absence of an indirect mechanism linking green marketing to purchase intention.

One plausible explanation for this finding is the existence of the well-documented attitude–behavior gap in green consumer behavior. Consumers may express concern and awareness about environmental issues but do not necessarily act on these concerns when making purchasing decisions [11]. This gap often arises because pro-environmental attitudes are not always strong enough to override practical considerations such as price, convenience, and product availability. In the context of AQUA Life, consumers may be aware of environmental issues but still prioritize functional benefits or affordability over sustainability attributes.

The intention to buy is somewhat influenced by environmental knowledge, but the effect is not statistically significant ($\beta = -0.383$, $t = 1.138$, $p = 0.255$). Any t-statistic below 1.96 and p-value over 0.05 allows one to reject the null hypothesis. Thus, even if consumers are environmentally aware, their purchase intention may remain low if they perceive eco-friendly products as expensive, less accessible, or not widely endorsed by their social environment [16]. This explains why environmental awareness in this study does not significantly influence purchase intention, thereby weakening its mediating role.

Moreover, according to Signalling Theory (Spence, 1973), green marketing serves as a signal that conveys a company's environmental commitment directly to consumers. The pronounced direct influence of green marketing on purchase intention indicates that customers are more responsive to explicit and trustworthy indicators, such as eco-labels, sustainable packaging, and brand reputation, than to their intrinsic awareness. In other words, consumers may rely more on external cues provided by companies rather than their own environmental knowledge when making purchase decisions. This reduces the importance of environmental awareness as an intervening variable.

Another explanation relates to the possibility of skepticism toward green claims (green skepticism). Consumers may be aware of environmental issues but remain doubtful about the authenticity of green marketing messages [17]. As a result, increased awareness does not necessarily lead to trust or purchase intention. This condition weakens the role of environmental awareness as a mediator.

Additionally, contextual factors in emerging markets such as Indonesia may also play a role. Previous studies suggest that in developing countries, economic considerations often outweigh environmental concerns [18]. Consumers may endorse environmental sustainability conceptually but exhibit reluctance to incur additional costs for eco-friendly products. This elucidates why environmental awareness did not substantially affect purchasing intention in this study.

4. Conclusion

The results show that AQUA Life customers in Kediri City and Regency are highly influenced by Green Marketing when it comes to their intention to buy. The green marketing strategy also significantly enhances Environmental Awareness. However, Environmental Awareness demonstrates no significant effect on Purchase Intention and fails to mediate the Green Marketing-Purchase Intention relationship.

These findings offer novel scientific contributions by testing the Green Marketing mediation model through Environmental Awareness within Indonesia's first eco-friendly bottled water product context. Practically, results affirm that AQUA Life's green marketing initiatives such as 100% recycled PET packaging and FSSC 22000 certification directly drive consumer purchase intention without requiring environmental consciousness as an intermediary. The research provides strategic guidance for bottled water companies to optimize green marketing communication for sustainable product sales growth.

The study's limitations encompass a sample of 61 respondents restricted to Kediri, which constrains national generalisability, and a dependence on self-reported data that may be influenced by social desirability bias. Future study ought to broaden its geographical coverage, integrate mediator variables such as environmental scepticism or price sensitivity, and employ mixed-method approaches for a more profound investigation of eco-friendly purchasing decision-making processes.

Content Attribution (If you use AI assistance):

The author acknowledges the use of ChatGPT (GPT-5.3, developed by OpenAI) and Perplexity AI as supporting tools in the writing process of this research paper, particularly for language editing, paraphrasing, structuring academic sentences, and formatting research findings according to PLS-SEM reporting standards. It is important to emphasize that the data analysis using SmartPLS 4.0, research design, statistical interpretation of path coefficients, t-statistics, p-values, R^2 values, and VIF results were conducted independently by the author. All empirical data and results were directly extracted from the original research file without AI generation or

modification. Thus, the author assumes full responsibility for all final results, analyses, and conclusions presented in this study.

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