Mediating the Impact of Green Packaging and Environmental Concern towards Green Purchase Intention through Environmental Attitude

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Abstract. Environmental Attitude is believed to be an important variable that affects individual intentions to buy environmentally friendly products. The purpose of this study was to examine the mediating role of Environmental Attitudes, the influence of Green Packaging, and Environmental Concern on Green Purchase Intentions. In addition, the current study was also intended to test and to analyze variables that affect Environmental Attitudes and Green Purchase Intentions. This study used a quantitative approach. The population of this study was the consumers of Ades, a mineral water brand in Yogyakarta. Purposive sampling techniques were used to determine the criteria for the research sample selection. The sample criteria were a minimum age of 17 years, male and female genders, had bought Ades mineral water, and lived in D.I Yogyakarta. The research data were collected through the distribution of questionnaires using google forms to 178 respondents. Furthermore, the data were analyzed by using SEM SmartPLS version 3. The results of this study indicated that packaging and environmental concerns have a positive and significant effect on Environmental Attitudes and Green Purchase Intentions. However, Environmental Attitudes did not play a role as a mediating variable in the influence of Environmental Concern and Green Packaging on Green Purchase Intentions.

Keywords: Green Packaging, Environmental Concern, Environmental Attitude, Green-Purchase Intention

1 Introduction

Increasing production of goods and services can impact the people's consumption levels and can subsequently impact on the increasing amount of waste that may cause environmental damage. The existence of waste has become a serious problem that remains unsolved to date. The more waste problems exist, the higher waste volume will be there, and then the more difficult it is to recycle. Public awareness of the importance of protecting the environment has increased along with the recent increase in environmental damage. This is inseparable from the role of various environmental organizations that campaign on environmental issues that threaten the survival of humans, animals, and plants due to marketing activities and consumption patterns. Consumers nowadays are increasingly aware, and care more about the environment by starting to switch to products that are environmentally safe.

The emergence of environmentally conscious consumers is both an opportunity and a challenge for marketers. Marketers must be able to benefit by creating more

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environmentally friendly products to meet the needs and desires of consumers. Marketers can implement green marketing to answer these opportunities and challenges. *Ades* is one of the bottled drinking water brands that innovates sustainable packaging with the Eco-crush bottle program. *Ades* mineral water marketing strategy utilizes an environmentally friendly concept, particularly in packaging that utilizes minimal plastic materials which is easier to crush. This easy-to-recycle packaging is expected to meet the needs and desires of consumers who care about the environment, and to reduce the amount of waste that can damage the environment. To achieve this goal, companies have to strive to increase consumer purchasing intentions for environmentally friendly products.

To enhance the effectiveness of green purchase or green products intentions, companies or marketers have to be able to initially understand factors underlying the intentions. Important factors that can affect consumers' purchase intention towards green products include Green Packaging [1–3], environmental concerns, and Environmental Attitudes [3–5]. Environmental Concern can have an indirect effect on Green Purchase Intentions, namely through Environmental Attitudes [6]. Minimal waste behavior affects Environmental Attitudes by buying Green Packaging products [7,8].

According to [9], there are three value criteria that affect individuals' concern for the environment, namely egotic, socioaltruistic, and biosphere values. Egoistic values refer to personal interests. Socioaltrusitic is associated with the welfare of others. Meanwhile, biospherical value refers to individuals' concern for other living things such as animals and plants. This indicates that Environmental Concern is not only concerned with self-interest, but also concerned with environmental problems that threaten the health and welfare of humans, animals, and plants.

Previous studies have indicated that consumers who care about their environment will have a positive attitude and behavior towards green products [10]. Environmental Concern can serve as a predictor of purchase intention of various green products in Saudi Arabia such as organic food, cars, recycled plastics and, organic coffee cups [11]. Furthermore, people with a prominent level of concern are more likely to choose environmentally friendly products, to believe in green brands, and to buy green products. Environmental Concern significantly increases the purchase intention of organic food in various cities in China [12], Hong Kong [13]. This is also evidenced by [14] Environmental Concern greatly determines the consumer's intention to stay at a green hotel, India.

Environmental Attitudes are the main predictors of consumers' intention to buy environmentally friendly goods and services in the USA [15]. The same opinion was expressed by [16] Environmental Attitudes are able to increase green buying behavior. Attitude is an important factor in consumer purchasing behavior in supporting the zero waste movement [17]. However, there are those who do not agree with these various opinions [18] stated that Environmental Attitudes are not able to increase the purchase intention of environmentally friendly tumbler products.

Based on the description of one sample above, environmental issues, and earlier research phenomena, the purpose of the current research is to examine and to analyze the impact of Green Packaging as well as environmental concerns on Environmental Attitudes. In addition, this research also assesses and analyzes the influence of Green

Packaging, Environmental Attitudes, and environmental concerns on Green Purchase Intentions beside testing and analyzing the role of Environmental Attitudes as a mediator of the influence of Green Packaging and Environmental Concern on Green Purchase Intentions.

2 Literature Review and Hypotheses Development

2.1 Green Purchase Intention

Green Purchase Intention is consumer awareness in supporting environmentally friendly concepts, which is reflected in the form of concern for environmental issues, information search, as well as interests in appropriate products [19]. Green Purchase Intention is the possibility and willingness of a person to buy a product that has environmentally friendly features compared to conventional products in purchase consideration [20]. [21] states that Green Purchase Intention is an intention that arises from within consumers which is also seen in the form of environmentally friendly attitudes and behaviors to indicate concern for the environment. Eco-friendly purchasing intent reflects ethical decision-making that demonstrates social responsibility [22].

2.2 Green Packaging

Green Packaging is an innovative tool that can protect the environment from damage compared to conventional packaging. Eco-friendly packaging is packaging made from natural plant materials, can be recycled or reused, is vulnerable to degradation, supports sustainable development, and does not harm the environment and human and animal health [23,24]. Eco-friendly packaging can be an important factor for achieving competitive advantage and business performance, as well as a means of product promotion [25]. Therefore, companies must design environmentally friendly packaging, to support sustainability, health, product promotion facilities, and competitive advantage.

Previous research has found that Green Packaging is able to influence consumers in green product intentions [3,7,26]. Packaging, including labels, and features, can be a determinant of choice and even a consumer's purchasing decision [3]. Based on opinion [27] Green Packaging has a significant influence on Environmental Attitudes. Eco-friendly attitudes in the minds of consumers are formed for several reasons, including information in product packaging such as eco-labels. Consumers choose eco-friendly packaging because of the motivation and attitude to be environmentally friendly [28], and willing to pay more [29]. Based on this description, hypotheses 1 and 2 can be constructed as follows.

H1: Green Packaging has a significant effect on Green Purchase Intention.

H2: Green Packaging has a significant effect on Environmental Attitudes.

2.3 Environmental Concern

Environmental Concern is defined as the level of concern consumers about the environmental threats posed by human intervention and their intention to contribute to the solution of environmental problems [30]. Environmental Concern is defined as commitment and emotional response from consumers such as worries, dislikes, and compassion for various environmental issues around them [31]. Environmental Concern is an emotional commitment and response from consumers such as worry, dislike, and compassion for various environmental issues around them [18]. Consumers who have environmental concerns will have a positive attitude towards the environment [6]. In efforts to support the movement to minimize waste, Environmental Concern is an important predictor of Environmental Attitudes [17].

Environmental Concern is a tool to predict the possibilities of green product purchasing behavior [32]. Environmental Concern has a direct or indirect influence on green buying intentions, namely through Environmental Attitudes [6]. Environmental Concern plays an important role in determining Green Purchase Intentions, [3–5]. According to [33] The greater a person's concern for the environment, the greater the desire to protect the environment through the consumption of sustainable products. Based on this explanation, hypotheses 3 and 4 can be constructed, as follows.

H3: Environmental Concern has a significant effect on Environmental Attitudes.

H4: Environmental Concern has a significant effect on Green Purchase Intention.

2.4 Environmental Attitude

Base on [34] Environmental Attitude refers to a person's tendency to respond consistently to environmental conditions, whether they like it or not, based on perception and knowledge of environmental problems (cognitive), emotions that arise towards the environment (affective), and the tendency to behave or act towards the environment (conative). [35] stated that consumers have awareness of the negative impact of conventional products, tend to switch to more environmentally friendly consumption patterns and develop a more positive attitude towards green products

The intention to behavioral environmentally friendly includes several consumer actions. Based on the Theory of Planned Behavior (TPB), attitudes, and perceived behavioral control are indicators of good intentions, which ultimately lead to behavior, [36]. The perceived behavior refers to the perceived ability of consumers to buy environmentally friendly products. Purchase intention is based on consumer attitudes, evaluations, and external factors so that it can predict their behavior [35]. Several studies prove that Environmental Attitudes play an important role in determining green purchasing intentions, [3–5]. Based on this description, hypothesis 5 can be built as follows.

H5: Environmental Attitudes have a significant effect on Green Purchase Intention.

2.5 The Role of Environmental Attitude as Mediation

To prove the mediating role of Environmental Attitude variables is based on various previous studies.[27] argue that Green Packaging has a significant influence on Environmental Attitudes. Consumers choose eco-friendly packaging because of the motivation and attitude to be environmentally friendly [28]. Green Packaging is able to increase green product intention [3,7,26]. It can be emphasized that Green Packaging can play a significant role in Environmental Attitudes, and Green Purchase Intentions. Therefore, hypothesis 6 can be constructed as follows.

H6: Environmental Attitudes Can Serve as a Mediator of the Influence of Green Packaging on Green Purchase Intention

Consumers who have environmental concerns will have a positive attitude towards the environment [6]. Environmental Attitudes play an important role in determining Green Purchase Intentions, [3–5]. [37] stated that the attitude plays a role as a mediator of Environmental Concern for the intention to buy organic food. This means that attitude can have a direct and indirect effect on the intention to buy environmentally friendly food products. Based on this explanation, hypothesis 7 can be constructed as follows.

H7: Environmental Attitudes can play a role as a mediator of the influence of Environmental Concern on Green Purchase Intentions.

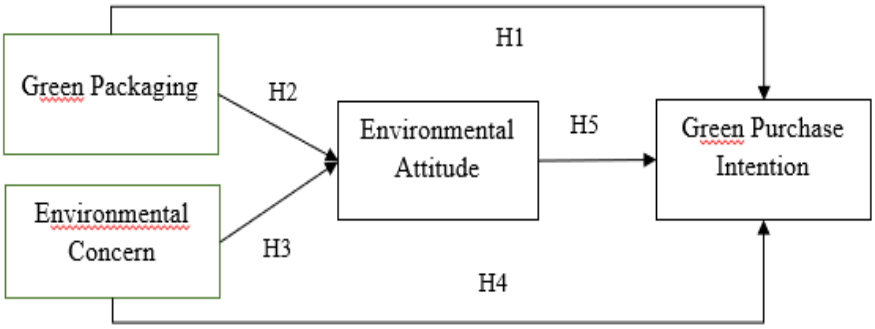

Figure 1. Research Conceptual Model and Hypotheses

3 Method

3.1 Research Design

This research is designed as quantitative research. Quantitative research is the approach to empirical studies to collect, to analyze, and to present data in numerical form rather than narrative or descriptive forms [38]. On the basis on the time dimension, this research is cross sectional in a way that the research was carried out in one period of time. The unit of analysis was a single-unit analysis that refers to the subject of the study [39]. The unit of analysis of this study was individuals, namely consumers of *Ades* mineral water's brand. Based on data collection techniques, this type of research has been included as survey research, where the primary data collection technique has been based on communication with a person as a representative of an individual sample [40].

3.2 Population, Samples, and Sampling Techniques

The research population refers to an entire group of people, events or things of interest that the researcher wants to investigate, [41]. The population of this study was consumers of *Ades* mineral water's brand in the Special Region of Yogyakarta. Why the *Ades* brand? Because Ades mineral water's marketing strategy has utilized an environmentally friendly concept, especially packaging that uses minimal plastic materials which is prone to crush. A sample is a subgroup of population elements selected to participate in a study [42]. The sample of this study is part of the population. The sampling technique uses a purposeful sampling technique. The sample criteria for this study are at least 17 years old, male and female, have bought Ades Mineral water and live in D.I. Yogyakarta. The determination of the number of samples was based on the opinion [43] that the size of the sample if too large would make it difficult to attain a suitable model. The recommended sample size was between 100-200 respondents in order to be able legitimate for interpretation estimation in Structural Equation Modeling (SEM) PLS. Therefore, the number of samples in this study was 178 respondents.

3.3 Data Collection and Data Analysis Techniques

The data collection technique of this study used a survey method. The survey in this study was conducted by distributing questionnaires to 178 respondents using a google form. The data that had been collected were then cleaned before being delivered to further analysis. Furthermore, the data were processed by using SmartPLS Version 3 software. Finally, the results of data processing and cleaning were further analyzed to find out the overall research results.

3.4 Research Instruments

The instrument used to measure the variables of this current study was using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5) [41]. The Green Packaging variable consisted of three instruments which were adapted from

previous studies [3,44]. The Environmental Concern variable was measured using six indicators which were developed from the existing studies [45,46]. Environmental Attitude variables were measured by using five indicators developed from previous research by [47] dan [3]. The Green Purchase Intention variable was measured by four indicators developed from [3] and [48].

4 Result and Discussion

4.1 Measurement Model

To evaluate the measurement model by using PLS analysis, we need to assess the value of validity and reliability in advance. To test the validity and reliability of quantitative research, it can be carried out by evaluating the outer model and the inner model. Furthermore, to evaluate the outer model, convergent validity, reliability, and discriminant validity are used. To find out the validity of a construct or variable, it can be seen from the Average Variance Extracted (AVE) value. A construct is declared to have high validity if it has more than 0.50 [49]. The results of data processing obtained AVE values from Green Packaging of 0.638, Environmental Concern 0.646, Green Purchase Intention 0.679, and Environmental Attitude 0.659. It indicates that the AVE value of each variable in the study > 0.05, so it can be stated that all variables/constructs in this study are valid.

Table 1. The Result of Validity, Reliability, and Multicollinearity

Variable	Indicator	CA	CR	AVE	SLF	VIF
Green Packaging	GP1	0.716	0.841	0.638	0.831	1.528
	GP2				0.807	1.522
	GP3				0.757	1.275
Environmental Concern	EC1	0.862	0.901	0.646	0.836	2.190
	EC2				0.876	2.668
	EC3				0.698	1.524
	EC4				0.767	1.796
	EC5				0.830	2.187
Environmental Attitude	EA1	0.826	0.885	0.659	0.807	2.101
	EA2				0.858	2.412
	EA3				0.728	1.493
	EA4				0.847	1.911
Green Purchase Intention	GPI1	0.844	0.894	0.679	0.822	2.105
	GPI2				0.819	2.031
	GPI3				0.841	2.001
	GPI4				0.815	1.671

To determine the discriminant validity, it is indicated by looking at the cross-loading value. Such validity aims to assess the adequate level of validity in each construct, namely by comparing the correlation of each construct. To see the correlation value of

a construct with a greater indicator compared to the correlation value with other constructs using discriminant validity (Fornel Lacker). It is also possible to use the method of comparing the Square Root of Average Variance Extracted (AVE) of each construct with the correlation value between the construct and other constructs in the model. The results of the discriminant validity test are summarized in Table 2. The results of the test indicated that the value of each variable has met the rules, because the variable has more variants with its indicators than the others [50].

Tabel 2. Discriminant Validity

	GP	EC	EA	GPI
GP	0.799			
EC	0.409	0.804		
EA	0.393	0.804	0.338	
GPI	0.607	0.282	0.812	0.824

Note: Green Packaging (GP), Environmental Concern (EC), Environmental Attitude (EA), Green Purchase Intention (GPI)

4.2 The Result of Hypothesis Test

Tabel 3. Result of Hypothesis Test

Hypothesis	Original Sample (O)	t-Values	P-Values	Result
H1: GP-> GPI	0.078	1.490	0.137	Not support
H2: GP-> EA	0.574	11.089	0.000	Support
H3: EC -> EA	0.772	16.318	0.000	Support
H4: EC-> GPI	-0.122	0.930	0.353	Not Support
H5: EA -> GPI	0.211	1.527	0.127	Not Support

The results of hypothesis testing 1 to 5 are summarized in Table 3. To see the direction of the relationship or influence between variables, it can be seen from the original sample value. Meanwhile, to determine the relationship between significant or insignificant variables is determined by P-Values. Overall, the condition that an influence between variables is said to be significant can be seen from the positive or negative value of the original sample (O), and the t-value > 1.96 and the P-value ≤ 0.05 [51]. Thus, based on Table 3. Hypotheses 2 and 3 are supported, while hypotheses 1, 4, and 5 are not supported.

Based on Table 3., the results of hypothesis 1 testing of the influence of Green Packaging on Green Purchase Intention were obtained with an original sample value (O) of 0.078, a P-value of 0.137 (> 0.05), and a t-value of 1.490 (< 1.96). The results indicate that the influence of Green Packaging (GP) on Green Purchase Intention is

positive but not significant, so hypothesis 1 is not supported. The results of the current study are not in line with the research conducted by [3,7,26], who suggest that Green Packaging has a positive and significant effect on green buying intentions. This can be interpreted that the consumers' intention to buy Ades drinking water have not been on the basis of environmentally friendly packaging reasons.

Based on the VIF value, it was found that the lowest answer value of the Green Packaging variable was in GP3, namely the item 'I can easily distinguish the recyclable Ades mineral water bottle packaging'. This means that for the consumers, it has been not easy to distinguish between *Ades* mineral water packaging that can be recycled or environmentally friendly. This indicates that *Ades* packaging does not reflect environmentally friendly packaging. In other words, companies have to pay more attention to the things indicating that Ades packaging is recycled packaging one which is easily recognized by the consumers, the ones who ultimately have the intention to buy the product.

The results of hypothesis 2 testing of the influence of Green Packaging (GP) on Environmental Attitude (EA) obtained an original sample value (O) of 0.574, a P-value of 0.000 (<0.05), and a t-value of 11,089 (> 1.96). The results indicate that the influence of Green Packaging (GP) on Environmental Attitude is positive and significant, so hypothesis 2 is supported. This means that the increase is Green Packaging will also increase environmental attitude. The results of this study are in line with the opinion [27] that Green Packaging has a significant influence on environmental attitudes. Consumers choose eco-friendly packaging because of the motivation and attitude to be environmentally friendly [28]. Therefore, it can be proved that consumers have a good attitude towards *Ades* drinking water for the reason of environmentally friendly packaging.

The results of hypothesis 3 testing of the influence of Environmental Concern (EC) on Environmental Attitude (EA) obtained an original sample value (O) of 0.772, a P-value of 0.000 (<0.05), and a t-value of 16,318 (> 1.96). The results indicate that the influence of Environmental Concern (EC) on Environmental Attitude is positive and significant, therefore hypothesis 3 is supported. This means that the increasing Environmental Concern will also increase environmental attitude. The results of this study are in line with [6,17] that Environmental Concern has a positive influence on Environmental Attitudes. Consumers who have environmental concerns will have a positive attitude towards sustainable products.

The results of hypothesis 4 testing of the influence of Environmental Concern (EC) on Green Purchase Intention (GPI) obtained an original sample value (O) of -0.122, a P-value of 0.353 (>0.05), and a t-value of 0.930 (< 1.96). The results indicate that the influence of Environmental Concern on Green Purchase Intention is negative and insignificant, therefore hypothesis 4 is not supported. The results of this study are not in line with [3–5,32] that Environmental Concern plays an important role in determining Green Purchase Intentions. In addition, it does not support research [6] that Environmental Concern has a direct or indirect influence on Green Purchase Intentions.

This study also failed to prove the opinion [33] which states that the greater a person's concern for the environment, the greater his desire to protect the environment through the consumption of sustainable products. The more environmental concerns increase, the lower the Green Purchase Intention. Therefore, consumers buy *Ades* drinking water not because they care about the environment, but because of other factors which were not studied in current research.

Another finding could be indicated from the smallest Environmental Concern indicator VIF value which is EC3 with the statement item "I think every individual has a responsibility to care for and protect the environment". This indicates that consumers are of the view that environmental responsibility is not the responsibility of each individual, but the responsibility of other parties, such as the government. Therefore, companies must increase environmental concern to consumers, especially the responsibility of each individual to protect the environment. One way is to buy eco-friendly products.

The results of hypothesis testing of hypothesis 5 on the influence of Environmental Attitude (EA) on Green Purchase Intention (GPI) obtained an original sample value (O) of 0.211, a P-value of 0.127 (>0.05), and a t-value of 1.527 (< 1.96). The results indicate that the influence of Environmental Attitude on Green Purchase Intention is positive but not significant, therefore hypothesis 5 is not supported. The results of this study are not in line with [35] sthat the purchase intention is based on attitude. This study is also unable to prove that Environmental Attitudes play an important role in determining Green Purchase Intentions. [3–5]. The results of this study support the research of [18] that Environmental Concern has no effect on environmental attitude. Consumers buy environmentally friendly products, in this case *Ades* drinking water is not based on an attitude towards the environment.

The lowest Environmental Attitude indicator VIF value result is EA3, or in the item "I am willing to reduce my personal consumption as part of an effort to help protect the environment". This indicates that consumers' willingness to reduce personal consumption to support environmental protection is still low. This has an impact on consumer purchase intentions on environmentally friendly products are also low. Therefore, companies must pay more attention to consumer attitudes by increasing their willingness to reduce personal consumption to protect the environment.

4.3 Results of Testing the Mediation Role of Environmental Attitude Variables

The results of testing the mediating role of Environmental Attitudes on the influence of Green Packaging and Environmental Concern on Green Purchase Intention are presented in Table 4. The results of hypothesis testing of the 6 roles of Environmental Attitudes on the influence of Green Packaging on Green Purchase Intention obtained an original sample value (O) of 0.016, a P-value of 0.287 (>0.05), and a t-value of 1.065 (< 1.96). Based on these results, this indicates that Environmental Attitudes are not able to play a role as a mediator of the influence of Green Packaging on Green Purchase Intentions, so hypothesis 6 is not supported. Similarly, the results of hypothesis 7 testing

are also not supported, because the original sample value (O) of 0.163 was obtained, but the P-value was 0.130 (>0.05) and the t-value was 1.515 (<1.96), so hypothesis 7 was not measured. This result is not in line with opinion [37] that the attitude plays a role as a mediator of Environmental Concern for Green Purchase Intentions. These results prove that concern has no direct or indirect effect on green buying intentions.

Tabel 4. The Role of Environmental Attitude as Mediation

Hypotheses	Original Sample (O)	t-values	P Values	Result
H6: GP-> EA -> GPI	0.016	1.065	0.287	Not Support
H7: EC ->EA -> GPI	0.163	1.515	0.130	Not support

5 Conclusion and Suggestions

5.1 Conclusion

This study was conducted to examine and to analyze the direct and indirect influence of Green Packaging, and Environmental Concerns on Green Purchase Intentions through Environmental Attitudes. The study found that packaging did not affect Green Purchase Intentions. This means that consumers' purchase intention for *Ades* brand drinking water was not determined by Green Packaging. On the other hand, however, this study found that packaging has a positive and significant effect on Environmental Attitudes. This means that the more environmentally friendly the *Ades* drinking water packaging, the better the consumer attitude towards the bottled drinking water product.

This study succeeded in proving that Environmental Concern can have a positive and significant effect on Environmental Attitudes. This means that consumers who have concern for the environment will have a positive attitude towards the environment, including green products. The higher the level of concern for the environment of a person, the higher his attitude towards the environment. However, this study found that Environmental Concern can have a negative and insignificant effect on Green Purchase Intentions. This means that consumers who have environmental concerns do not have the intention to buy environmentally friendly products. The higher the level of Environmental Concern a person has, the lower the intention to buy environmentally friendly products. This is an interesting finding for further research to elaborate why someone who has environmental concerns does not have the intention to buy green products.

Another finding from this study indicates that Environmental Attitudes are not proved to have a significant effect on green buying intentions. The higher the environmental attitude, the more a person does not always have the intention of buying environmentally friendly products. Furthermore, this study also found that Environmental Attitudes were not proved to mediate the influence of Green Packaging and Environmental Concern on Green Purchase Intentions. Overall, the study found that Green

Packaging could not have a direct or indirect effect on Green Purchase Intentions: likewise with Environmental Concern for green buying intentions.

5.2 Suggestions

Based on the conclusions elaborated above, current research findings can provide suggestions for both practitioners and academics. For practitioners, especially *Ades* producers, they can increase purchase intentions by investigating and evaluating how packaging and environmental concerns, both directly and indirectly, as this affects consumers' intentions to make green purchases through their attitudes toward environment. Packing has a little effect on consumers' intentions to make green purchases based on the findings of the current study. This indicates that Green Packaging has little influence on consumers' intentions to purchase *Ades* brand drinking water. However, this study also discovered that packaging significantly and favorably influences environmental sentiments. This implies that consumers will feel better about *Ades* drinking water bottled products as the more environmentally friendly packaging.

The current study was successful in demonstrating that environmental attitudes can be significantly and positively impacted by environmental concern. Companies, especially for green packaging, should pay more attention on things that can indicate that *Ades* packaging, for instance, is recycled packaging. Therefore, consumers will be easier to distinguish which packaging is recycled and which one is not. This strategy can increase the intention to buy these mineral water products. In addition, companies should also increase consumer environmental awareness through increasing consumer awareness in a way that individuals also have the responsibility to protect the environment. Companies should increase Green Purchase Intentions by increasing consumer awareness so that they are willing to reduce consumption or use of products that are not environmentally friendly.

The limitation of this study is that it only examined the consumers of one brand of *Ades* mineral water, and the locus was only limited to the special region of Yogyakarta, and therefore the results of the current study can be still problematically generalized. Another limitation is that it only researched one brand of mineral water. For academicians, the results of this research can be replicated in future studies either with the same model or by testing different variables. To achieve generalizability of the research results, future research is recommended to expand the scope of the research area, such as Central Java, Jakarta, West Java, East Java or other regions which experience environmental problems. Future research can also expand mineral water products to other brands which have marketing strategies in applying environmentally friendly concepts.

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