


## Green Marketing Communication Strategy on Le Minerale Product Purchasing Decision

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| Article Info   | ABSTRACT   |
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| <p><b>Keywords:</b><br/>Green Marketing Communication,<br/>Generation Z,<br/>Purchase Decisions.</p>   | <p>This research examines the influence of sustainable marketing communications or green marketing communications on Generation Z's purchasing decisions for Le Minerale bottled drinking water products in Denpasar City. This research employed a quantitative methodology, gathering data through questionnaires distributed to 60 Generation Z individuals who consume Le Minerale. The study utilized a purposive sampling method, categorized under non-probability sampling methods. With the aid of SmartPLS software, the data was examined using the Partial Least Square (PLS) method. The data analysis results indicate that the p-value for hypothesis testing with path coefficients is 0.000, or less than 0.05. Therefore, if the p-value is less than 0.05, it suggests a direct relationship between the variables under analysis, in accordance with the guidelines for hypothesis testing using path coefficients. With a p-value of 0.000 and an effect size of 0.780, the t statistic in this investigation was reported at 22,000. Since the p-value is less than 0.05 and the t statistic is much higher than the 2.00 cutoff, it is possible to accept H1 and reject H0. The findings reveal that eco-friendly marketing communication significantly and positively influences purchasing decisions. Generation Z, who have high environmental awareness, tend to be more supportive of brands that actively communicate sustainable practices and transparency in their products.</p> |
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### INTRODUCTION

Growing global awareness of environmental issues has encouraged companies to pay more attention to the environmental impact of their business activities. In response to consumers' increasing concern for sustainability, many companies have begun to integrate sustainability aspects into their operational strategies. This has led to the concept of green marketing, which emphasizes the importance of promoting environmentally friendly products.

One important element in green marketing is green marketing communication, which aims to convey the company's commitment to the environment through transparent and sustainable messages (Pramesti & Harsoyo, 2024). The American Marketing Association (AMA) first introduced the idea of green or sustainable marketing in 1975 during a workshop called "Ecological Marketing." According to the AMA, green marketing includes marketing

strategies for environmentally friendly products, creating products with the aim of reducing harmful effects on the environment, and meeting consumer needs by making efficient use of limited resources.

This approach remains focused on achieving the company's marketing objectives while emphasizing the principle of environmental sustainability. Through promotions that emphasize sustainability, companies are able to add greater value than simply offering products without regard to environmental impacts. This situation brings new challenges for companies, where effective marketing strategies are needed to introduce their products. The success of a business in marketing its products is highly dependent on the company's ability to deliver information persuasively to potential customers.

Therefore, targeted communication to potential customers is the most important factor that companies must prioritize. In marketing activities, marketing communication has a very crucial role, because potential customers will not know about the existence of products in the market without good communication. For companies, implementing a green marketing strategy is not just about following trends, but as a form of long-term commitment to sustainability.

Generation Z is a generation born in the range of 1995 to 2010, characterized as a digital generation that is critical and easily accesses information (Sari et al., 2020). Living in the digital era, Generation Z has a high awareness of environmental issues such as plastic pollution and climate change. On the other hand, effective marketing communication is key in implementing green marketing strategies (Azizah et al., 2020).

To optimally reach Generation Z, companies need to design marketing communications that are authentic and strategic. The messages conveyed must be able to emphasize that their products are not only of high quality but also produced through environmentally friendly processes. Green marketing is not only limited to environmentally friendly products, but also includes transparency in the production process, use of recycled materials, and sustainable business practices (Taali & Maduwinarti, 2024).

This is consistent with the study carried out by Hasanah et al. (2023) with the research title The Influence of Environmental Awareness and Green Advertising on Green Product Purchase Decisions with the research method used, namely the quantitative approach with multiple linear regression; a sample of 252 students using the Slovin formula and The findings of this investigation indicate that Environmental awareness and green advertising have a favourable and noteworthy impact on green product purchase decisions, with a contribution of 48%. Furthermore, research conducted by Pertiwi & Sulistyowati (2021) with the research title The Influence of Green Marketing and Social Media Marketing Strategies on Purchasing Decisions for Kerjodalu Local T-shirts with a research method using a survey-based quantitative method; a sample of 131 customers using random sampling techniques and The study's findings show that social media and green marketing tactics significantly and favourably influence consumers' decisions to buy Kerjodalu items.

Another study was also conducted by Puspa Dewi & Rahyuda (2018) with the research title The Influence of Green Marketing Tools on Consumer Purchasing Behavior. This study uses a research method in the form of a quantitative approach with multiple linear regression;

a sample of 112 respondents using purposive sampling techniques. According to the study's findings, consumer purchasing behaviour is positively and significantly impacted by eco labels, eco brands, and environmental advertising, with eco brands being the most important variable. Next, studies carried out by [Yulianti \(2020\)](#) with the research title *The Influence of Brand Image, Green Marketing Strategy, and Emotional Desire on McDonald's Product Purchase Decisions*. This research uses a research method in the form of a quantitative approach with multiple linear regression; a sample of 111 respondents who have consumed McDonald's products with the results of the study showing that McDonald's product purchase decisions are positively and significantly impacted by brand image and emotional desire, however the impact of green marketing strategy is positive but not statistically significant.

Furthermore, research conducted by [Firdaus et al. \(2020\)](#) with the research title *The Influence of Green Promotion, Product Innovation and Brand Image on Le Minerale Product Purchase Decisions*. This study's methodology is quantitative, and 96 respondents were chosen through the use of purposive sampling. The questionnaires were distributed via Google Form. The analysis's findings indicate that decisions to buy Le Minerale products are significantly influenced by three factors: brand image, product innovation, and green promotion. From previous research that has been conducted, there are several gaps found, namely Green marketing in general has been covered in earlier studies on various different products or brands, such as bottled drinking water in general or other products (eg Kerjodalu, local t-shirts, etc.). The gap is the lack of research that specifically examines Le Minerale as the main object in green marketing communication strategies and its influence on purchasing decisions. Then previous research has studied green marketing in general aspects such as green brands, eco-labels, and greenwashing perceptions. However, only a few specifically discuss how green marketing communication strategies are applied in Le Minerale's advertisements, campaigns, and social media. The gap that is felt is that there has been no research that has explored in depth how Le Minerale's green marketing communication messages are constructed and received by consumers, especially in digital and traditional platforms.

Therefore, this study is here to provide a new contribution with a specific focus on Le Minerale as the main object, analyzing the effectiveness of green marketing communication strategies implemented through various channels, including digital media, examining consumer psychological factors in responding to green marketing strategies, considering market segmentation based on different consumer characteristics and linking the influence of environmental policies to the effectiveness of green marketing communications.

In Indonesia, Le Minerale, a bottled water brand, is one of the companies that integrates a green marketing approach in its communications. As a manufacturer that uses plastic as the main packaging material, Le Minerale realizes the environmental impact of its products. For this reason, the company initiated various green marketing programs aimed at reducing its carbon footprint while educating consumers on the importance of recycling and plastic waste management.

The brand is produced by PT Tirta Fresindo Jaya, a subsidiary of PT Mayora Indah Tbk. Le Minerale offers a variety of drinking water packaging in various sizes, namely 330 ml, 600 ml, and 1500 ml (Ulya & Aqmala, 2024). In mid-2020, Le Minerale introduced new innovations in the form of disposable gallons in 6 liter and 15 liter sizes. These gallons are claimed to have a number of advantages over similar products, such as being more hygienic, practical because they do not need to be returned, free of hazardous materials such as BPA, and equipped with screw caps that maintain cleanliness from air contamination.

In addition, these gallons are 100% eco-recyclable, as all components of the bottle and cap are made from recyclable Polyethylene Terephthalate (PET) plastic. Green marketing has become a widely adopted strategy across various industries as it addresses the demands of environmentally conscious consumers, particularly Generation Z (Islam, 2018). Le Minerale needs to convey messages about their commitment to environmental sustainability in a transparent and convincing manner, especially to Generation Z, which is known to be critical of green claims. This generation is characterized as a careful and selective consumer in assessing information.

Denpasar City, as the center of tourism and culture in Bali, is a strategic location to research Generation Z consumer behavior. With an increasing population and a growing awareness of environmental issues among the local community, Denpasar provides a representative picture of the younger generation's response to green marketing strategies. Products such as Le Minerale bottled water are widely used by both locals and tourists, making it relevant to measure the effectiveness of marketing strategies in this region.

Therefore, this study's goal is to thoroughly examine green marketing communication strategy implemented by Le Minerale in influencing consumer purchasing decisions. This study aims to identify how elements in green marketing communication, such as sustainability messages, the use of digital and traditional media, and the green branding approach, are used by Le Minerale in building an environmentally friendly image. In addition, the purpose of this study is to evaluate the degree to which the green marketing communication strategy implemented by Le Minerale is able to increase awareness, positive perceptions, and consumer purchasing interest in their products. By understanding the impact of various aspects of green marketing, including green advertising, eco-labeling, and the sustainability values communicated in their campaigns, this study will provide insight into the effectiveness of these approaches in shaping consumer purchasing decisions.

Furthermore, additionally this study seeks to determine the variables that affect the effectiveness of Le Minerale's green marketing communication, both in terms of consumer psychology, market segmentation, and external factors such as environmental policies and sustainable consumption trends. By understanding these aspects, the study is expected to reveal the challenges faced by Le Minerale in implementing green marketing strategies as well as the opportunities that can be utilized to improve brand competitiveness and sustainability. The results of this study are expected to contribute to the bottled drinking water industry in designing more effective green marketing strategies, as well as provide recommendations for companies in optimizing sustainability-based marketing communications to attract interest and increase consumer loyalty.

## METHODS

This research utilizes quantitative methodology, which is known as a systematic, planned, and well-structured research approach, from planning to research design (Sugiyono, 2024). In this research, the population is Generation Z Le Minerale consumers in Denpasar City. This research applies purposive sampling techniques through the use of non-probability methods. In general, non-probability sampling guarantee equal opportunities for all individuals in the population to be selected as part of the sample. Therefore, the use of this technique through consideration of certain characteristics in this research, including:

1. Domiciled in Denpasar City
2. 17 to 27 years old
3. Minimum high school / vocational school education
4. Have ever bought Le Minerale at least 2x

According to Roscoe in Sugiyono (2024) the number of appropriate samples ranges from 30 to 500 respondents. According to Roscoe's theory, the sample size must be at least ten times greater than the total number of indicators under examination.. In this research, there are 6 indicators, so the total sample is  $10 \times 6 = 60$  respondents. Therefore, 60 respondents were selected as respondents in this research.

In this research, the main data was collected firsthand from respondents using questionnaires. Respondents were asked to provide answers according to the reality in the research environment without coercion. This research uses a Likert Scale to measure data. Data was gathered by distributing online questionnaires via Google Forms. Respondents of this research are Generation Z consumers who have purchased Le Minerale products at least twice in Denpasar City. The data collected was then analyzed using SmartPLS. At this stage of analysis, researchers will test the model in two aspects, specifically the inner model examines the relationships between variables and tests the hypotheses, while the outer model evaluates multiple variables involved in this study.

## RESULTS AND DISCUSSION

### Data Analysis Results

The following research is intended to analyze the green marketing communication strategies that influence Generation Z's purchasing decisions in Denpasar City. Respondents in this study include the necessary information according to the characteristics of the respondents who answered the questionnaire. Based on gender, the characteristics of the respondents show that there are 39 female respondents, which when percented amounts to 65% of the total respondents, while 21 male respondents represent 35%. These results indicate that female respondents play a major role in this research.

Characteristics of respondents based on age range in this research show that a total of 50 respondents, or 83%, with ages ranging from 17 to 21 years. On the other hand, 10 respondents, representing approximately 17%, fell within the age group of 22 to 27 years. Thus, it can be concluded that the 17-21 age group is the majority group in this research.

This study conducted hypothesis testing utilizing the SmartPLS 4 software and the technique used in analyzing data was Partial Least Square (PLS). Model testing utilizing the PLS program is schematized as follows:

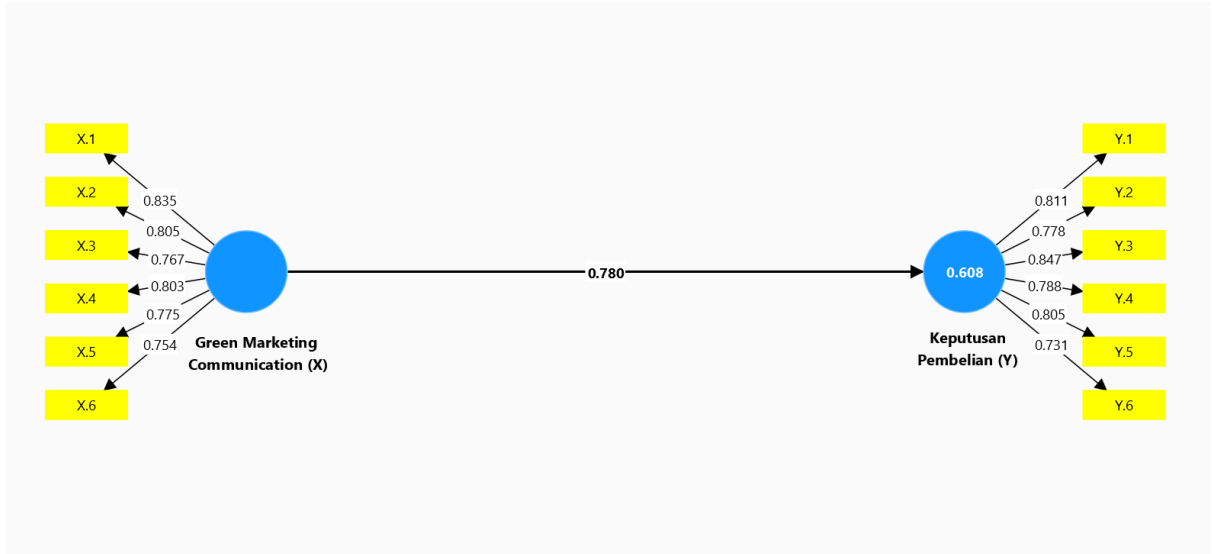


Figure 1. Outer Model

### Outer Model Analysis

#### Convergent Validity

An indicator is considered to exhibit strong convergent validity when its outer loading value surpasses 0.7. The outcomes of the outer loading evaluation are presented in Table 1:

Table 1. Skor Outer Loading

| Variable                          | Indicator | Outer Loading | Explanation |
|-----------------------------------|-----------|---------------|-------------|
| Green Marketing Communication (X) | X.1       | 0.835         | Valid       |
|                                   | X.2       | 0.805         | Valid       |
|                                   | X.3       | 0.767         | Valid       |
|                                   | X.4       | 0.803         | Valid       |
|                                   | X.5       | 0.775         | Valid       |
|                                   | X.6       | 0.754         | Valid       |
| Purchase Decision (Y)             | Y.1       | 0.811         | Valid       |
|                                   | Y.2       | 0.778         | Valid       |
|                                   | Y.3       | 0.847         | Valid       |
|                                   | Y.4       | 0.788         | Valid       |
|                                   | Y.5       | 0.805         | Valid       |
|                                   | Y.6       | 0.731         | Valid       |

Source: Processed Primary Data, 2025

Referring to Table 1, all variable indicators in this research have outer loading scores exceeding 0.7. Thus, all indicators are declared valid and suitable for use in research, and can also be continued to the next stage of analysis.

### Discriminant Validity

The evaluation standard relies on the Average Variance Extracted (AVE) score, which must exceed 0.5. The outcomes of this analysis are displayed in Table 2:

**Table 2.** Average Variance Extracted Score

| Variable                          | AVE   | Explanation |
|-----------------------------------|-------|-------------|
| Green Marketing Communication (X) | 0.625 | Valid       |
| Purchase Decision (Y)             | 0.631 | Valid       |

Source: Processed Primary Data, 2025

As shown in Table 2, all variables have an AVE value exceeding 0.5. The score for the green marketing communication variable is 0.625 and the purchase decision is 0.631. This shows that the criteria for discriminant validity are met by all variables.

### Composite Reliability

A variable satisfies the composite reliability criteria if its composite reliability score is above 0.7. The findings of this analysis are presented in Table 3:

**Table 3.** Composite Reliability

| Variable                          | Composite Reliability | Explanation |
|-----------------------------------|-----------------------|-------------|
| Green Marketing Communication (X) | 0.909                 | Reliabel    |
| Purchase Decision (Y)             | 0.911                 | Reliabel    |

Source: Processed Primary Data, 2025

Table 3 illustrates that all constructs in this study exhibit composite reliability values surpassing 0.7, indicating that they meet the composite reliability standards. Therefore, it can be concluded that all variables demonstrate a high level of reliability.

### Cronbachs Alpha

Ghozali (2021), says that a a construct is considered consistent when the Cronbach's Alpha coefficient surpasses 0.60, it signifies reliability. The outcomes of the analysis are delineated below:

**Table 4.** Cronbachs Alpha

| Variable                          | Cronbachs Alpha | Explanation |
|-----------------------------------|-----------------|-------------|
| Green Marketing Communication (X) | 0.880           | Reliabel    |
| Purchase Decision (Y)             | 0.883           | Reliabel    |

Source: Processed Primary Data, 2025

As shown in Table 4, all constructs exhibit a Cronbach's Alpha coefficient exceeding 0.60, indicating compliance with the established benchmark. Consequently, the reliability of the entire framework can be affirmed.



Figure 2. Inner Model

### Inner Model Analysis

#### Goodness of fit testing

#### Score R-Square

The  $R^2$  coefficient represents the magnitude of variance in the dependent variable attributable to the independent variable. Elevated  $R^2$  scores denote stronger explanatory capability. Models with  $R^2$  values of 0.75, 0.50, and 0.25 are delineated as substantial, intermediate, or insubstantial, respectively (Ghozali, 2021).

Table 5. R-Square Score

|                       | R-Square | R-square Adjusted |
|-----------------------|----------|-------------------|
| Purchase Decision (Y) | 0.608    | 0.601             |

Source: Processed Primary Data, 2025

Table 5 presents the R-Square value, which is utilized in assessing the degree to which green marketing communication variables influence purchasing decisions, with a value of 0.608 or 60.8%. This shows that the relationship between several variables is moderate.

The calculation of the  $Q^2$  test results shows a score of 0.608, which indicates the success rate of the model to explain the diversity of data in the research. A  $Q^2$  metric of 0.608 denotes that the model elucidates 60.8% of the variability within the investigative framework, with the remaining 39.2% being attributable to ancillary elements outside the model's purview. This result demonstrates that the model has a strong goodness of fit, effectively capturing a significant portion of the data's variability.

#### F-Square ( $F^2$ ) Score

This test is carried out to measure the predictive ability and the extent to which the score obtained can reflect the quality of the prediction. Magnitudes of 0.02, 0.15, and 0.35 signify negligible, moderate, and pronounced levels of effect, respectively, within the structural schema.

**Table 6.** F-Square ( $F^2$ ) Score

|                                   | Purchase Decision |
|-----------------------------------|-------------------|
| Green Marketing Communication (X) | 1.552             |

Source: Processed Primary Data, 2025

As illustrated in Table 6, the predictive ability for the green marketing communication score is 1,552, which is included in the large or strong category.

### Hypothesis Testing

#### Path Coefficient

A p-value of less than 0.05 signifies a direct relationship between certain variables analyzed. In this study, the threshold for significance is set at a t-statistic value of 2.00, corresponding to a 5% significance level. Whenever the t-statistic score is greater than 2.00, making the influence between variables significant.

**Table 7.** Path Coefficient (Direct Effect)

|  | Hypothesis | Original Sample | t-Statistics | P Values | Explanation          |
|--|------------|-----------------|--------------|----------|----------------------|
| Green Marketing Communication (X) -> Purchase Decision (Y) | H1         | 0.780           | 22.000       | 0.000    | Significant Positive |

Source: Processed Primary Data, 2025

As outlined in Table 7, the t-statistic registers at 22.000, with an effect magnitude of 0.780 and a p-value of 0.000. Since the t-statistic significantly exceeds the threshold of 2.00 and the p-value falls below 0.05, it can be deduced that H1 is substantiated and upheld.

### Discussion

This research places Generation Z as the main object because this generation is known to have higher environmental awareness than previous generations. Generation Z is often more critical in choosing products and tends to support brands that implement sustainable and environmentally friendly practices. Green marketing communication is measured using several indicators, First, the communication channels used. Second, the communication message delivered. Third, consumer attention to green marketing communication carried out by the company.

This aligns with consumer behavior theory, which suggests that impactful marketing communication can shape consumer perceptions and preferences, particularly for products that emphasize sustainability. This investigation concurs with the insights of [Correia et al. \(2023\)](#) ; [Kemppainen \(2021\)](#) and [Lopes et al. \(2024\)](#) underscoring the advantageous impact of eco-conscious marketing communication on buying tendencies. That is, the more effective the green marketing communication carried out by the company, the more likely Generation Z is to choose the product. These results also show that green marketing communication can increase Generation Z's purchasing decisions, indicating that this generation is increasingly aware and has a strong preference for environmentally friendly products.

## CONCLUSION

The analysis results indicate that various green marketing communication indicators significantly impact consumers' decisions to purchase Le Minerale products for Generation Z in Denpasar City, namely First, the communication channel used. Second, the communication message delivered. Third, consumer attention to green marketing communication carried out by the company. Generation Z consumers are now increasingly concerned about environmental issues and tend to choose products that support sustainability and are environmentally friendly. Clear and effective information about Le Minerale's product commitment to the environment plays a major role in establishing a favorable perception among consumers. For future research, it is recommended that the study of Le Minerale's green marketing communication strategy be developed with a wider scope and a more in-depth approach. One aspect that can be explored further is how the effectiveness of green marketing communication not only influences purchasing decisions but also forms long-term consumer loyalty. Further research can examine whether the communication strategy used by Le Minerale is truly successful in building awareness of the importance of sustainable consumption or merely influencing momentary behavior. In addition, future research can examine more deeply how social and cultural factors influence consumer perceptions of green marketing. Differences in consumer backgrounds, such as education level, income, and lifestyle, can provide new perspectives on how sustainability messages are received and understood by different segments of society. This is important to understand whether Le Minerale's green marketing strategy is inclusive enough and effective in reaching a wider range of consumers.

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