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The Influence of Green Marketing Strategy, Green Brand Image, and Environmental Awareness on Purchase Decision of Sosro Bottled Tea Products

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ABSTRACT

This study aims to analyze the influence of Green Marketing Strategy, Green Brand Image, and Environmental Awareness on Purchase Decision on Sosro Bottled Tea Products. The population in this study is people who buy Sosro Bottle Tea products and live in JABODETABEK. The sample used in this study was 150 respondents using the formula Hair et al. The sample collection technique in this study uses non-probability sampling with the method used, namely purposive sampling. And using a quantitative approach method. The data collection technique in this study uses the distribution of questionnaires in the form of google forms with primary data sources. The data analysis method used is Partial Least Square (PLS). The results of this study show that the Influence of Environmental Awareness, Green Brand Image, and Green Marketing Strategy on Purchase Decision has a positive and significant influence

Keywords : *Green Marketing Strategy; Green Brand Image; Environmental Awareness; Purchase Decision.*

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INTRODUCTION

Environmental problems are increasingly becoming a global concern as the negative impact of human consumption activities on ecosystems increases. One of the crucial issues faced is the generation of plastic waste, especially single-use plastics from food and beverage packaging. Indonesia, as a country with a large population and dynamic economic growth, faces serious challenges in plastic waste management. Data from the National Waste Management Information System (SIPSN) notes that the generation of plastic waste in Indonesia continues to increase from year to year. In 2020, plastic waste was recorded at 4.82 million tons, increasing to 5.10 million tons in 2021, then jumping significantly to 7.09 million tons in 2022 and 8.32 million tons in 2023, before decreasing slightly to 6.90 million tons in 2024 (SIPSN, 2020–2024).

The surge in plastic waste generation in 2022 and 2023 is inseparable from changes in people's lifestyles during the COVID-19 pandemic. Public consumption patterns that depend on ready-to-eat products and delivery services have triggered an increase in the consumption of packaged beverage products, including ready-to-drink tea (Suryani & Prabowo, 2022). One of the brands that plays an important role in this market is Sosro Bottled Tea, which is known as a pioneer of packaged ready-to-drink tea since 1969. This product uses packaging made of Polyethylene Terephthalate (PET) plastic and multilayer cardboard which has a low recycling rate due to the limitations of waste treatment infrastructure (Rini et al., 2021).

Furthermore, the results of a global brand audit conducted by the Break Free From, Plastic (BFFP) movement placed large beverage companies such as Coca-Cola, Danone, and Sosro consistently in the list of the top five contributors of branded plastic waste in Indonesia (BFFP, 2022–2023). The BFFP 2022 report shows that single-use plastic bottles from ready-to-eat beverages account for more than 30% of branded waste found in Indonesia. This data corroborates that plastic waste from beverage brands, including Sosro Bottle Tea, is one of the main problems that must be overcome.

Plastic pollution has become one of the biggest environmental challenges in Indonesia. Plastics that are not managed properly often end up in landfills, rivers, or the sea. Cordova et al. (2024) found that more than 50% of the waste along the Ciliwung River is plastic, with a total weight of 55% of the total waste. The habitual pattern of people who like to consume fast food with product packaging made of plastic such as plastic cups, and plastic bags also contributes to the accumulation of waste in Indonesia (Panggih et al., 2021).

In response to these challenges, many companies have begun to adopt sustainability principles through the implementation of green marketing strategies. This strategy not only represents a form of corporate social responsibility for environmental conservation, but also becomes a strategic approach in answering increasing consumer awareness of ecological issues. Therefore, it is important to conduct an academic study on the implementation of green marketing and its impact on consumer behavior and its effectiveness in supporting environmental impact reduction through sustainable consumption patterns (Imaningsih et al., 2023).

This research is based on the research gap found in previous studies. Several studies have found that green marketing strategy, green brand image, and environmental awareness have a positive and significant effect on purchasing decisions (Apriani & Aqmala, 2021; Malini & Lie, 2021; Hasanah et al., 2023; Paramita et al., 2021). However, the results of other studies show weak or insignificant influences (Irfanita et al., 2021; Safitri & Setiyarini, 2023). This inconsistency confirms the need for further research to retest the relationship between these variables.

LITERATURE REVIEW

Sustainable Development Goals (SDGs)

Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and desires (Kotler et al., 2021). Consumer behavior is also defined as a series of activities by directly involving individuals in obtaining and using services and products which also contain a process in making decisions to prepare for the determination of these activities (Imaningsih et al., 2023). Factors that affect consumer behavior according to Kotler et al., (2021) are culture; social; personal; and psychological.

Value-Belief-Norm

Value-Belief-Norm is a psychological framework developed by Stern et al., in Hong et al., (2024) to explain how individual values affect beliefs and behaviors towards the environment through a series of psychological processes. According to Liap et al., (2023) the Value-Belief-Norm (VBN) theory is used to understand pro-environmental behavior. According to Lui and Wu (2020), the Value-Belief-Norm (VBN) theory explains that an individual's intention to engage in pro-environmental behavior is influenced by a series of interconnected psychological factors. Within the VBN theory, the main factors influencing such behavior are Values, Beliefs, and Norms.

Purchase Decision

Purchasing decisions are an integration process in which knowledge is combined to evaluate several alternative behaviors and then choose one of them. (Kotler et al., 2021). According to Chanaya & Sahetapy (2020), Purchasing Decision is a person's behavior in buying or using a product, either in the form of a product that is believed to meet his needs or desires. Menurut Anam et al., (2020), Purchasing decisions are a staple part of consumer behavior that leads to the purchase of products or services. From some of the definitions of purchasing decisions that have been explained above, it can be concluded that purchasing decisions are individual behavior in choosing or buying a product or service. According to Hadita et al., (2020) the indicators of purchase decisions are as follows: 1) Needs and Desires for a Product; 2) Desire to try; 3) Stability of the Quality of a Product; 4) Repurchase Decisions.

Marketing Management

According to Kotler and Keller (2021:6), marketing management is a target market to attract, retain, and improve consumers by creating and improving consumers by creating and providing good sales quality. According to Ruth A. Wienclaw (2021), Marketing management is the function and process of managing an organization's marketing budget, personnel, and activities to effectively engage customers and achieve business goals.

Green Marketing Strategy

According to Ottman (2011) in his book entitled "The Rules of Green Marketing: Strategies, Tools, and Inspirations for Sustainability Branding" defines green marketing as the use of marketing strategies to promote environmentally friendly products or services, as well as motivate sustainable consumer behavior. According to Hamdan et al., (2024) Green Marketing Strategy is a design in designing, determining positioning, pricing, logistics, and disposal as the best and effective step towards business sustainability, the environment and prosperity. The indicators of Green Marketing according to Zaky and Purnami (2020) are: 1) Green Product (Eco-Friendly Product); 2) Green Price (Premium Price); 3) Green Place (Environmentally Friendly Distribution Channels); 4) Green Promotion (Environmentally Friendly Promotion).

Green Brand Image

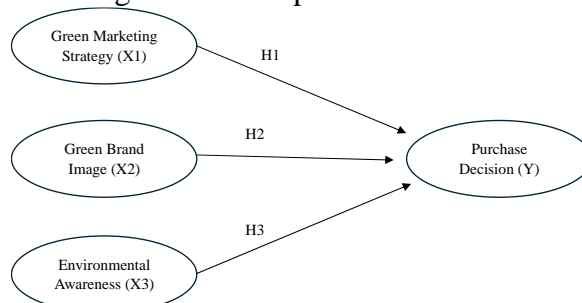
Kotler & Keller (2021) define green brand image as a set of beliefs, ideas, and impressions that a person has towards a brand. According to Chen (in Suyanto and Pramono, 2020), green brand image is defined as a perception that arises in the minds of consumers of a certain brand that has a commitment and concern for environmental sustainability. Green Brand Image is defined as the entire series, concepts and anxieties on the brand in the consumer's memory related to sustainability and environmental issues (Karunarathna et al., 2020). The indicators of green brand image according to Darlius and Keni (2021) are as follows: 1) This brand can be considered as a standardized brand and has a commitment to the environment.; 2) The brand maintains a professional reputation in terms of concern for the environment.; 3) The brand is considered successful in its performance caring for the environment.; 4) The brand is widely known for its concern for the environment.

Environmental Awareness

According to W. Si et al., (2022), environmental awareness is "an individual's intention/conception to promote a series of pro-environmental actions motivated by psychological and emotional factors (knowledge, care, values, and motivation). This approach links awareness directly to possible actions. According to Irfanita et al., (2021) Environmental awareness is an important awareness of environmental protection and an understanding of the vulnerability of the surrounding environment. It reflects an understanding of the importance of sensitivity to the environment and the need to take care of it. Environmental awareness begins with understanding the environmental movement, known as environmentalism. It is the view that humans have a responsibility to respect, protect, and preserve nature from the impacts caused by human activities. According to Inyustisia et al., (2024) there are 3 indicators of environmental awareness, namely: 1) Behavior Towards the Environment; 2) Perception of environmental conditions; 3) attitude towards the environment.

Conceptual Framework

Figure 1. Conceptual Framework



H1: Green Marketing Strategy has a positive and significant effect on Purchase Decision

H2: Green Brand Image has a positive and significant effect on Purchase Decision

H3: Environmental Awareness has a positive and significant effect on Purchase Decision

METHOD

Population and Sample

The population of this study is people who have bought Sosro Bottled Tea products. The sample was determined using a non-probability sampling technique with a purposive sampling method, which is the selection of respondents based on certain criteria. The criteria used include: (a) consumers who have purchased Sosro Bottled Tea products at least five times in one year, (b) domiciled in the JABODETABEK area, (c) between 17-50 years old, and (d) male or female. Based on the sample size theory according to Sekaran and Bougie (2017) and Hair et al., the number of samples is 5–10 times the number of research indicators. With a total of 15 indicators, the minimum sample number is 75 respondents and a maximum of 150 respondents.

Data Collection Method

The data collection technique in this study is to use a survey technique in the form of a questionnaire. Questionnaires are one of the important things for data collection and questionnaires are a way of collecting large amounts of data that is relatively fast and efficient. The type of data used is primary data. Primary data is the first hand data collected by researchers. Primary data in this study was obtained through a questionnaire that will be disseminated online through social media platforms such as WhatsApp, Instagram, and Twitter with Google Form to respondents who have met the predetermined criteria.

Data Analysis Methods

a. Descriptive Statistical Analysis

Descriptive statistical analysis is a form of analysis used to describe data. While descriptive is defined as a way to describe all the variables chosen by calculating data according to the needs of the researcher. This analysis is used to provide an overview or empirical description of the data collected in the study (Paramita, 2021).

b. Analisis Partial Least Square (PLS)

The Partial Least Square Structural Equation Modelling (PLS-SEM) data analysis method is a component-based multivariate statistical modeling technique that allows testing complex

structural models with even small sample sizes and abnormal data (Hair et al., 2021). PLS-SEM was chosen because it is able to test the relationship between latent variables simultaneously with indicators that can be observed both in the measurement model (outer model) and the structural model (inner model). (Memon et al., 2021).

RESULTS AND DISCUSSION

Results of Descriptive Statistical Analysis

Based on the results of an analysis involving 150 respondents were selected using purposive sampling, consisting of consumers of Teh Botol Sosro in the JABODETABEK area. The demographic characteristics of the respondents are presented in Table 1.

Table 1. Respondents Profile

| Characteristic | Category | Frequency | Percentage (%) |
|----------------|-----------------------------|-----------|----------------|
| Gender | Male | 87 | 58.1 |
| | Female | 63 | 41.9 |
| Age | >17 – 23 years | 47 | 31.3 |
| | 24 – 30 years | 12 | 8.0 |
| | 31 – 37 years | 15 | 10.0 |
| | >38 years | 76 | 50.7 |
| Domicile | DKI Jakarta | 18 | 11.4 |
| | Bogor | 1 | 0.6 |
| | Depok | 5 | 3.6 |
| | Tangerang/Tangerang Selatan | 120 | 80.2 |
| | Bekasi | 6 | 4.2 |
| Work | Student | 36 | 24 |
| | Private Employees | 43 | 28.8 |
| | Civil Servant | 32 | 21.6 |
| | Self employed | 15 | 9.6 |
| Income | Housewives | 24 | 16 |
| | < Rp 1.000.000 | 27 | 18.1 |
| | Rp 1.000.000 – Rp 3.000.00 | 42 | 28.1 |
| | Rp 3.000.000 – Rp 5.000.000 | 41 | 27.5 |
| | Rp 5.000.000 – Rp 7.000.000 | 40 | 26.3 |

Source: Primary Data Processed, 2025

Table 1 shows that the majority of respondents are male, above 38 years old, working as private employees, and earning between Rp1,000,000 and Rp3,000,000. These findings suggest that Teh Botol Sosro consumers are dominated by adults with middle-income levels.

Measurement Model Evaluation

The results of validity and reliability testing are presented in Table 2. All indicators have outer loading values above 0.70, AVE values above 0.50, and Cronbach's Alpha and Composite Reliability values above 0.70. These results confirm that all constructs in this study are valid and reliable.

Table 2. Validity and Reliability Test Results

| Construct | Indicator | Outer Loading | AVE | Cronbach's Alpha | Composite Reability |
|--------------------------|-----------|---------------|-------|------------------|---------------------|
| Green Marketing Strategy | GMS1 | 0.845 | 0.663 | 0.733 | 0.825 |
| | GMS2 | 0.721 | | | |
| | GMS3 | 0.747 | | | |
| | GMS4 | 0.768 | | | |
| Green Brand Image | GBI1 | 0.873 | 0.721 | 0.871 | 0.912 |
| | GBI2 | 0.854 | | | |
| | GBI3 | 0.843 | | | |
| | GBI4 | 0.824 | | | |
| Environmental Awareness | EA1 | 0.804 | 0.611 | 0.746 | 0.855 |
| | EA2 | 0.785 | | | |
| | EA3 | 0.756 | | | |
| Purchase Decision | PD1 | 0.801 | 0.684 | 0.846 | 0.896 |
| | PD2 | 0.834 | | | |
| | PD3 | 0.802 | | | |
| | PD4 | 0.870 | | | |

Source: SmartPLS 4 Output, 2025

Structural Model Evaluation

The R^2 and Q^2 values of the research model are presented in Table 3. The R^2 value of Purchase Decision is 0.621, indicating that 62.1% of the variance in purchase decision is explained by Green Marketing Strategy, Green Brand Image, and Environmental Awareness. The Q^2 value of 0.404 demonstrates that the model has good predictive relevance.

Table 3. R^2 and Q^2 Values

| Variabel | R Square | Q Square |
|-------------------|----------|----------|
| Purchase Decision | 0.621 | 0.404 |

Source: SmartPLS 4 Output, 2025

Effect Size (f^2)

The effect size analysis is presented in Table 4. The results indicate the relative contribution of each predictor variable to the endogenous construct.

Table 4. Effect Size (f^2)

| | f-Square | Effect Size |
|--------------------------|----------|-------------|
| Environmental Awareness | 0.047 | Small |
| Green Brand Image | 0.114 | Small |
| Green Marketing Strategy | 0.153 | Medium |

Source: SmartPLS 4 Output, 2025

Hypothesis Testing

The results of hypothesis testing using bootstrapping in SmartPLS 4 are shown in Table 5. All hypotheses are supported, as each path demonstrates a positive and significant influence on purchase decision.

Table 5. Hypothesis Testing Results

| Hypothesis | Original Sample (O) | T Statistics (O/STDEV) | P Values | Conclusion |
|---|---------------------|--------------------------|------------------------|------------|
| Environmental Awareness -> Purchase Decision | 0.155 (Positive) | 2.065 (Significant) | 0.041 (Significant) | Supported |
| Green Brand Image -> Purchase Decision | 0.342 (Positive) | 2.350 (Significant) | 0.020 (Significant) | Supported |
| Green Marketing Strategy -> Purchase Decision | 0.396 (Positive) | 3.100 (Significant) | 0.002 (Significant) | Supported |

Source: SmartPLS 4 output, 2025

Discussion

The Influence of Green Marketing Strategy on Purchase Decision.

Based on the hypothesis test in this study, the T-statistic value is 3.215, the original sample value is 0.362, and the P Values value is 0.001. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive sign, and the P Values value is less than 0.05. These results indicate that Green Marketing Strategy has a positive and significant effect on Purchase Decision. This means that the better the implementation of eco-friendly marketing strategies by PT Sinar Sosro, the stronger the consumer's decision to purchase Teh Botol Sosro products. These findings are in line with Alfian et al. (2023) and Martiah et al. (2023), who emphasized that green marketing strategies significantly encourage consumers to buy environmentally friendly products.

The Influence of Green Brand Image on Purchase Decision

Based on the hypothesis test in this study, the T-statistic value is 2.987, the original sample (β) value is 0.347, and the P Values value is 0.003. The T-statistic value exceeds the T-table value of 1.96, the original sample value indicates a positive sign, and the P Values value is less than 0.05. These results indicate that Green Brand Image has a positive and significant effect on Purchase Decision. This shows that a stronger eco-friendly brand image of Teh Botol Sosro increases consumer preference and purchasing decisions. This finding is supported by Apriani and Aqmala (2021) and Malini and Lie (2021), who also found a significant relationship between green brand image and consumer purchasing behavior.

The Influence of Environmental Awareness on Purchase Decision

Based on the hypothesis test in this study, the T-statistic value is 2.756, the original sample (β) value is 0.298, and the P Values value is 0.006. Since the T-statistic value is higher than the T-table value of 1.96, the original sample value shows a positive sign, and the P Values value is below 0.05, it can be concluded that Environmental Awareness has a positive and significant effect on Purchase Decision. This means that consumers with a higher level of environmental awareness are more likely to buy Teh Botol Sosro, which is marketed with environmentally friendly strategies. This result is consistent with Hasanah et al. (2023) and Paramita et al. (2021), who found that environmental awareness significantly influences purchasing decisions for sustainable products.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of the hypothesis testing analysis and discussions that have been carried out, the conclusions of the research regarding the influence of Green Marketing Strategy, Green Brand Image and Environmental Awareness on the Purchase Decision of Sosro Bottled Tea products are as follows:

1. Green Marketing Strategy has a positive and significant influence on Sosro Bottle Tea product Purchase Decisions. This means that the more effective the company is in carrying out a marketing strategy that focuses on environmental issues, the more it will encourage consumers to buy the products offered.
2. Green Brand Image has a positive and significant influence on Sosro Bottle Tea product Purchase Decisions. This shows that consumers' positive perception of the environmental commitment of the Sosro Bottled Tea brand can improve their decision in choosing the product.
3. Environmental Awareness has a positive and significant influence on Sosro Bottle Tea product Purchase Decisions. This indicates that the higher the level of consumer concern for the environment, the greater their tendency to buy Sosro Bottled Tea products.

Suggestions

Based on the research findings, several recommendations are proposed for PT Sinar Sosro to strengthen consumer purchase decisions:

1. Green Marketing Strategy: Consumers have not fully perceived the environmental benefits of Teh Botol Sosro compared to its competitors. Therefore, the company should optimize communication strategies by emphasizing sustainability values through promotional campaigns, eco-lifestyle brand ambassadors, and transparent disclosure of environmentally friendly business practices.
2. Green Brand Image: The perception of Teh Botol Sosro as an eco-friendly product remains relatively weak. It is recommended that the company reinforce its brand image by integrating eco-labels, environmental certifications, and consistent corporate narratives across multiple media channels to build stronger consumer trust.
3. Environmental Awareness: Consumer awareness of environmental responsibility has not yet strongly influenced purchase decisions. The company should intensify educational initiatives through social campaigns, digital educational content, and partnerships with environmental communities to enhance consumer responsibility toward sustainable consumption.
4. Future Research: Future studies are encouraged to include additional variables such as Green Brand Ambassador, Green Perceived Value, or Green Brand Awareness as independent variables, and to increase the sample size to obtain more comprehensive and representative results.

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