The Influence of Green Products, Green Brand Image, and Green Advertising on Le Minerale Product Purchase Preferences to Buy Mineral Products in Binjai City

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ABSTRACT: The purpose of this study was to determine how consumer preferences for mineral products in Binjai City, North Sumatra, are influenced by green products, green brand images, and green advertising. Quantitative analysis used responses obtained from a random stratified sample. The low R Square of 29.4% was due to momentum, resulting in a bias in purchase preferences during data analysis. The study findings showed that green products were positively and significantly related to the intention to purchase mineral products, green illustrations were positively and significantly associated to buy mineral products, and green advertising was positively and significantly related to the intention to purchase mineral products. In addition to using green products, brand images, and advertising, green marketing should always be carried out.

Keywords: Green Advertising; Green Brand Image; Green Product; Purchase Preferences

INTRODUCTION

Environmental concerns and awareness have changed the perspectives and lifestyles of people and businesses. This is indicated by the shift in business style, where companies start taking an environmentally friendly business initiative approach (Muhammad Ridwan, 2018). Integrating green marketing into a company's marketing strategy is a form of corporate concern for the environment. The green concept encompasses various approaches, but this study focuses on green products, brand images, and advertising. These three strategies are essential in influencing consumer preferences for environmentally friendly goods.

Customers may choose high-quality products if the manufacturer uses environmentally friendly technology and contains natural and organic ingredients. (Mursyidah et al., 2020). This is one of the most critical factors for consumers before using a product. (Rheina Febriane, 2022). Le Minerale uses spring mountain water that contains minerals that are good for health and connects it with Mineral Protection System technology. The company is also dedicated to reducing waste in each country. Nowadays, customer awareness of environmentally friendly products is improving,

and there is an increasing trend for green marketing strategies. The strategy aims to enhance customer care and purchasing intention for environment-friendly products. Reviewing the issue of customer behavior, this study aims to review the correlation among green advertising, green brand image and customer green awareness of environment-friendly products and their impacts on purchase intention (Alamsyah et al., 2020)

According to Krisdayanti and Widodo 2022, buyers are interested in environmentally friendly products because they provide additional benefits for them and the environment. If buyers feel the benefits of their products, they may be more interested in buying environmentally friendly products. According to Putra and Nurlinda (2023). As Panda et al. (2019) quoted, customers also believe that goods with trusted brands provide security when used. Therefore, if the green brand image increases in the product, customers will be more interested in buying the goods (Dewi Indah Kusuma & Bayu, 2022).

More environmentally conscious customers are more likely to purchase products advertised as environmentally friendly because they support business practices that implement sustainable approaches. Green advertising significantly impacts consumer purchasing tendencies because it relates to environmental protection and consumer behaviour in protecting the environment. Customers ultimately want environmentally friendly products because they care about the environment. (Ridwan et al., 2018).

Green marketing is likewise distinguished as any promotional activity that uses environmental ethics as business fundamentals. It can be perceived as an advantage of changing consumer behaviour towards a brand (Prananth, 2018). According to the previous paragraph, it is clear that green products, green brands, and green advertisements influence consumers' preference to purchase green goods. However, many customers do not understand the value of being green, which makes them less appreciative of green campaigns. This study aims to determine the influence of the three above mentioned components on Binjai City customers' preference in purchasing Le Minerale products.

Green products do not harm the environment or the earth. Customers will be more interested in the product when they consider air as a daily necessity. Firmansyah et al. (2019). Green products are goods produced by Clean Technologies or Green Technologies, also known as environmentally friendly technologies. They benefit both consumers and the environment by decreasing their contribution to environmental pollution while assisting in conserving natural resources by fastening recycling processes, ensuring sustainable growth, and keeping the environment healthy for human beings (Chanda,2024). According to research conducted by Liang (2024), Wenting (2022), Xuan (2021), and Jibril (2019), it is shown that green products have a positive and significant impact on consumers' purchase preferences. These studies suggest that as consumers become more environmentally conscious, they are more likely to prefer purchasing green products which align with their values and sustainability goals. It is in contrast to research by Chanda (2022) that explains that the quality of green products does not moderate the relationship between attitude toward green products and green purchasing intention.

According to Kotler and Keller, a green brand image can collect consumer perceptions, ideas, and opinions about a particular product. (2012). Green brand image is related to consumer beliefs

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about a specific brand based on the information they understand before purchasing the product. Customers are more likely to buy other products if they have a favourable opinion about a particular product. Yaahya (2022). In the study conducted by Tri Aji Wibowo and Sri Ekanti (2024) and Majeed (2022), it was shown that Green Brand Image can influence consumer preferences when making purchasing decisions. A positive perception of a brand's commitment to environmental sustainability enhances consumer trust and increases the likelihood of choosing that brand over others. The green image associated with the brand suggests to consumers that the company prioritises environmental responsibility, which aligns with the values of eco-conscious consumers. In contrast, the study by Mandalawatta (2024) presents a different perspective. Mandalawatta (2024) argues that a green brand image doesn't significantly affect costumer's preferences.

According to Alamsyah et al. (2017), green advertising must be done correctly for companies to attract attention and build a good image in customers' eyes. To attract customer attention effectively, green advertising campaigns must convey environmental goals, openly, and easily understood. In addition, Mkik et al. (2017) stated that green advertising includes information about environmentally friendly products, influencing consumer decisions to buy something (Fatharani Novi Alya, 2023). In the study conducted by Novi Alya Fatharani (2023), Melinda (2024), and (Borah et al., 2024), it was found that green advertising has a positive impact on consumer preferences and purchasing decisions. These studies highlight that when companies use green advertising, it can effectively influence consumers to choose eco-friendly products, as it aligns with their growing environmental concerns. In contrast, Zuhdi (2024) explains that green marketing has a negative and insignificant effect on buying interest.

Kotler and Keller (2022:79) state that consumer preference is an attitude toward a particular brand of product formed through evaluating various brands among the available options. Customer preferences vary depending on their point of view. Syam et al., 2022). Based on the background and research gaps above, the researcher wants to conduct a study entitled "The Influence of Green Products, Green Company Imagination, and Green Promotion on Le Minerale Product Purchase Preferences in the Binjai City Community."

METHOD

The method should be well elaborated, enhancing the model, the analysis approach and the steps. This research uses a quantitative Approach; the data sources in this study include primary data and questionnaires from Le Mineral's consumers in Binjai City, North Sumatra. Additionally, the study utilises secondary data from sources such as news, journals, articles, company data, and other relevant materials. The target population was all Le Minerale brand Packaged Drinking Water (AMDK) customers who lived in the area. Respondents were selected using stratified random sampling based on three criteria: (1) Le Minerale product customers, (2) customers who live in Binjai, and (3) customers who are aware of the Le Minerale brand's environmentally friendly campaign. Based on the Lemeshow formula, a minimum of 100 people were sampled for this study. The data from this study could not be analysed. (Asmuni et al., 2021). Data were collected through questionnaires or questionnaire conditions that describe the state, feelings, or silent

conditions of the respondents. (Yafiz et al., 2020). The Likert scale used in this survey consisted of five categories: strongly disagree, disagree, neutral, agree, and strongly agree. After data collection, data will be analysed by validity testing, reliability testing, classical hypothesis testing, multiple linear regression, and hypothesis testing using SPSS 24.

RESULT AND DISCUSSION

Validity and Reliability Test

Researchers use instruments for validity and reliability. A validity test is used to determine the validity of each question in the questionnaire. If the count is greater than the table, the question is valid. In the table, R is 0.1966 if there is a response with a value of 100. The validation results of this study show that each item of the Questionnaire, including green products (X1), green brand images (X2), green advertising (X3), and preference for buying (Y), has a higher calculated r value than the r table. Because of this, the data can be considered valid.

The reliability test determines whether the questions are consistent with the questionnaire if the previously mentioned measurements are confirmed. The Cronbach's Alpha method is used to assess the performance of an instrument. The abovementioned instrument can be problematic if the Cronbach's Alpha value is at most 0.60. According to the data test, the variables for green products (X1) are 0.760, green brand image (X2) is 0.844, green advertising (X3) is 0.871, and preference for products (Y) is 0.861. According to the test results, each variable is reliable because its Cronbach's Alpha value is 0.60.

Normality Test

Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardised Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Std. Deviation	2.37135060
Most Extreme Differences	Absolute	.071
	Positive	.041
	Negative	-.071
Test Statistics		.071
Asymp. Sig. (2-tailed)		.200 [c,d]

Source: Data processed by researchers, 2024

The analysis of the table above shows that the sig value (2-tailed) 0.200 is more significant than 0.05, indicating that the data is usually distributed.

Heteroscedasticity Test

Table 2 Heteroscedasticity Test Results
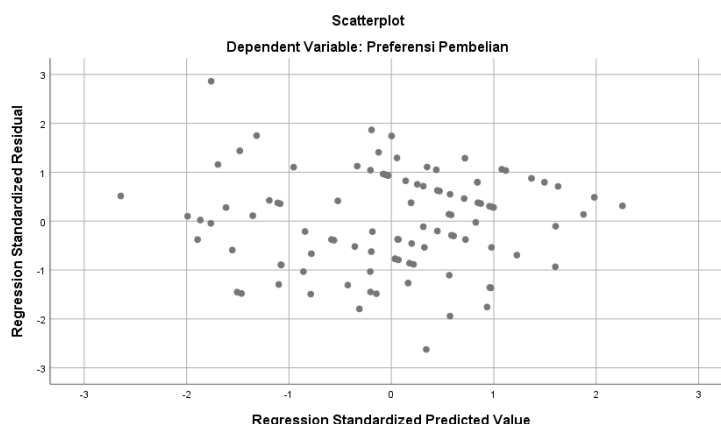
Source: Data processed by researchers, 2024

Based on the results of the graph analysis above (where the points are spread above and below the number 0 on the Y-axis), there is no problem of heteroscedasticity.

Multicollinearity Test

Table 3 Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Green Products	.732	1,367
	Green Brand Image	.847	1.181
	Green Advertising	.851	1.175

Source: Data processed by researchers, 2024

Because the tolerance values of X1 (0.732), X2 (0.847) and X3 (0.851) are more than 0.100, and the VIF values of X1 (1.367), X2 (1.181) and X3 (1.175) are less than 10.00, it can be concluded that there are no symptoms of multicollinearity.

Coefficient of Determination Test

Table 4 Results of Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 [a]	.294	.271	2.408

Source: Data processed by researchers, 2024

Based on the results of the analysis above, the percentage of a diversity of the variable number of purchase preferences (Y) is 29.4%, which can be explained by the variables of green products (X1),

green brand images (X2) and green advertising (X3). Other variables outside the regression model account for 70.6% of the total.

The following research focuses on how people prefer Le Minirale products, considering other factors that might influence their choices.

T Test (Partial)

Table 6 Results of T-Test (Partial)

	Model	T	Sig
1	(Constant)	1,761	.081
	Green Products	3.225	.002
	Green Brand Image	2.021	.046
	Green Advertising	2.262	.026

Source: Data processed by researchers, 2024

Based on the analysis results from the table above, the calculated t (3225) is greater than the t table (1.98498) and sig (0.002) is less than 0.05, so it is concluded that the green brand image has a positive and significant effect on the purchase preference of Le Minerale products. Based on the analysis results from the table above, the t count (2021) is greater than the t table (1.98498), and sig (0.046) is less than 0.05, so it is concluded that the green brand image has a positive and significant effect on purchasing preferences for Le Minerale products.

F Test (Simultaneous)

Table 7. F Test Results (Simultaneous)

	Model	F	Sig.
1	Regression	13.295	.000 [b]
	Residual		
	Total		

Source: Data processed by researchers, 2024

The results of the table analysis show that the calculated f value (13.295) is greater than the f table (2.70), and sig (0.000) is less than 0.05. This shows that variables X1, X2, and X3 have a positive and significant influence on Y simultaneously, so Ha is accepted, and H0 is rejected.

The Influence of Green Products on Purchasing Preferences

The results show that the variable "Green Product" positively and significantly impacts consumer preference for Le Minerale products. The results show that the t count (3225) is greater than the t table (1.98498), and sig (0.002) is less than 0.05. This indicates that products with more significant environmental impact are more popular among customers. This shows that Le Minerale's commitment to the product aligns with customers' willingness to buy it.

Le Minerale implements eco-friendly values in every aspect of its products, helping customers understand and appreciate their choices. Consumers are increasingly interested in purchasing goods that are high quality and good for the environment if done correctly. However, external factors interfere with this study's findings because they affect purchasing preferences during the investigation. The COVID-19 pandemic, which has dramatically changed customer behaviour, is one factor that must be considered. During the pandemic, many customers prioritised health and hygiene over the environmental quality of the product. Some customers chose Le Minerale because of its reputation as a safe and hygienic product rather than because of its eco-friendly campaign.

The results of this study are consistent with research conducted by Liang (2024), Wenting (2022) and Jibril (2019), which shows that green products have a positive and significant impact on consumers' Preference to buy them. Wenting's (2022) study explains that the visual appearance of green products can significantly influence consumer preferences. For instance, using green in packaging or product design fosters associations with nature and sustainability, making the product more appealing to environmentally conscious consumers. Green is often associated with freshness, health, and sustainability, creating a positive perception of the product as eco-friendly. In addition, according to Jibril (2019), demographic factors also significantly influence consumer preferences when it comes to purchasing green products. For example, age, education level, income, and place of residence can affect an individual's interest in environmentally friendly products. Younger consumers, especially Millennials and Gen Z, tend to be more concerned about environmental issues and are more inclined to purchase products that support sustainability. Education level also plays an important role, as consumers with higher education levels tend to be more aware of the environmental impact of their purchasing decisions. Income is another determining factor; higher-income consumers may be more willing to buy green products even if they come at a higher price, as they see value in supporting eco-friendly practices.

The Influence of Green Brand Image on Purchasing Preferences

As shown by the obtained value, t count (2021) is greater than t table (1.98498), and sig (0.046) is less than 0.05, the Green brand image variable has a positive and significant influence on Le Minerale's purchasing preferences. This means customers are more likely to buy products from brands with greater environmental concerns. Consumers are now more likely to use Le Minerale because they believe this product is environmentally friendly.

Using eco-friendly packaging and participation in natural resource conservation programs, Le Minerale has created an excellent reputation. These steps increase customer awareness and increase their trust in the brand. However, the economic crisis and inflation are additional obstacles to this research. With the higher cost of living, many shoppers may be more interested in price than

sustainability. Consumers often prioritise cheaper items when the economy is tough. This can distract them from the sustainability values that the brand stands for. In addition, more and more customers are choosing local products, driving regional economic growth. This suggests that customers prefer Le Minerale because of its green brand image and desire to support local businesses and boost the local economy.

The results of this study are in line with research conducted by Tri Aji Wibowo and Sri Ekanti (2024), (Majeed et al., 2022) and (Melinda & Restuti, 2024), which found that green brand image has a positive and significant effect on consumer preference to buy something. In the study conducted by Melinda (2024), it is explained that there is a substantial relationship between Green Brand Image and purchase decisions. The research shows that a solid green brand image, which reflects the company's commitment to environmental sustainability, can influence consumer perceptions of the product and the brand. The findings of this study are supported by research conducted by Majeed (2022), which explains that a green brand image can enhance consumer preference for purchasing products and provide information to regional and international companies, as well as governments, on how to increase consumers' intentions to make green purchases.

The Influence of Green Advertising on Purchasing Preferences

As indicated by the calculated t value (2262) which is greater than the t table (1.98498) and sig (0.026) which is less than 0.05, the green advertising variable has a positive and significant impact on the purchase preference of Le Minerale products. This shows that the more advertisements emphasise the environmentally friendly aspects, the more likely customers will choose the product. Ads that are attractive and inform customers about ecologically friendly principles can increase their likelihood of purchasing the item.

Le Minerale always uses innovative advertising strategies that focus on environmental sustainability. For example, they promote their products and inform customers about the importance of protecting the environment. In their advertising, Le Minerale highlights fully recyclable packaging, which attracts environmentally conscious customers.

Le Minerale is also active on social media, with content that shows its participation in environmental programs such as reducing plastic and planting trees. These ads encourage customers to participate in environmental conservation by creating an emotional connection between the audience and the brand. However, in the modern era, many customers are influenced by recommendations and reviews on online platforms. This phenomenon must have interfered with this study because if an influencer or public figure recommends Le Minerale without emphasising environmentally friendly advertising, this may be a more substantial reason for customers to buy the product. Therefore, the brand's commitment to sustainability may be less influenced by the popularity or reputation of the influencer than by purchasing preferences.

The results of this study are in line with research by Novi Alya Fatharani (2023), Melinda (2024) and Borah (2024), which found that green advertising has an impact on consumer's preference for purchasing decisions. In the study conducted by Borah (2024), it is explained that green advertising

can influence consumer preferences. Borah emphasises that firms' responses to environmental concerns are driven by the increasing consumer preference for environmentally friendly products. As consumers become more aware of environmental issues, they are more likely to favour products that are marketed as eco-friendly. This shift in consumer behaviour highlights the importance of companies adopting green advertising strategies communicating their commitment to sustainability to align with consumers' growing demand for environmentally responsible products.

CONCLUSION

Based on the result, this study find that green products have a positive and significant influence on Le Minerale product purchase preferences, with a calculated t (3225) more excellent than the t table (1.98498) and sig (0.002) approaching 0.05. This shows that along with the increasing quality of the products offered, Le Minerale customers' main concern is their commitment to long-term goals. With a calculated t (2021) more significant than the t table (1.98498) and sig (0.046) slightly less than 0.05, Le Minerale's Green brand image also appears to be positively correlated with consumer preferences to purchase Le Minerale products. Customers are more likely to buy Le Minerale products because of their high brand image in terms of environmental responsibility. Interventions such as the use of environmentally friendly increase customer trust. With t count (2262), which is greater than the t table (1.98498), and sig (0.026), which is slightly less than 0.05, Green Advertising shows a positive and significant effect on consumer preference for Le Minerale products. Green advertising has the potential to increase buyer interest. Le Minerale uses attention-grabbing advertising campaigns to attract customers and arouse their interest.

Further research should include factors such as product quality, price, and customer service to better understand purchasing preferences. Segment the market by age, gender, or income, use various techniques to gain in-depth insights, and observe changes over time. PT Tirta Fresindo Jaya should continue to develop environmentally friendly products, strengthen the brand reputation with consistent and honest communication, and create attractive and active advertising on social media.

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