

The Impact of Green Marketing and Brand Image in Influencing Consumer Behavior in Choosing Bottled Drinking Water (Brand Aqua in Medan City)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Green Marketing dan Brand Image terhadap perilaku konsumen dalam memilih produk air minum dalam kemasan merek AQUA di Kota Medan. Pendekatan kuantitatif diterapkan dengan menggunakan data primer yang dikumpulkan melalui kuesioner yang disebarakan kepada 400 responden yang dipilih secara purposive sampling. Uji validitas dan reliabilitas mengkonfirmasi bahwa semua indikator variabel valid dan reliabel. Analisis regresi linier berganda mengungkapkan bahwa baik Green Marketing maupun Brand Image memiliki pengaruh positif dan signifikan—baik secara parsial maupun simultan—terhadap perilaku konsumen. Koefisien determinasi (R^2) sebesar 45,3% menunjukkan bahwa variabel-variabel tersebut menjelaskan perilaku konsumen sejauh itu, sedangkan sisanya sebesar 54,7% dipengaruhi oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini. Temuan ini berkontribusi pada pemahaman yang lebih dalam tentang bagaimana praktik pemasaran hijau dan citra merek meningkatkan preferensi konsumen terhadap produk ramah lingkungan. Secara praktis, penelitian ini menyarankan pengembangan produk yang berorientasi pada keberlanjutan.

Kata kunci: Citra Merek, Perilaku Konsumen, Kesadaran Lingkungan, Pemasaran Hijau, Keberlanjutan

Abstract

This study aims to analyze the influence of Green Marketing and Brand Image on consumer behavior in choosing AQUA brand bottled water products in Medan City. A quantitative approach was applied using primary data collected through questionnaires distributed to 400 respondents selected by purposive sampling. Validity and reliability tests confirmed that all variable indicators were valid and reliable. Multiple linear regression analysis revealed that both Green Marketing and Brand Image had a positive and significant effect—both partially and simultaneously—on consumer behavior. The coefficient of determination (R^2) of 45.3% indicates that these variables explain consumer behavior to that extent, while the remaining 54.7% is influenced by other factors not examined in this study. The findings contribute to a deeper understanding of how green marketing practices and brand image enhance consumer preference for environmentally friendly products. Practically, the study suggests developing sustainability-oriented

Keywords: Brand Image, Consumer Behavior, Environmental Awareness, Green Marketing, Sustainability

Introduction

Climate change is a perennial topic of discussion, presenting a complex issue that lacks straightforward solutions for determination and implementation. The climate, frequently subject to fluctuations, influences consumer behavior in purchasing activities, driven by environmental consciousness and a desire to participate in mitigating climate change. Consumer behavior now tends to focus on how they can protect the environment (Andrew & Slamet, 2013). Understanding consumer behavior is a key aspect of marketing, which continuously adapts to changes in technology, the economy, and society. The progress of technology and the dissemination of information have considerably impacted the rise in awareness and the alteration of consumer behaviors regarding consumption patterns influenced by environmental consciousness. (Tunjungsari, 2025). Environmental consciousness and a desire for more sustainable products are major factors in consumer decision-making. (Nainggolan et al., 2025). Many brands, including those that produce bottled water, are required to adapt and respond to developments in consumer behavior based on their awareness of climate change, so that these brands must also consider the added value they can offer to consumers. Every consumer has different behaviors, and most consumers will be more interested in strategies from brands that are unique. (Sri Rezeki et al., 2022). Brands that want to survive must have additional value that distinguishes them from other brands. Furthermore, this additional value will help potential customers make better decisions in making a purchase or encouraging existing purchases. (Rezeki et al., 2023).

Table 1. Market Share 5 Brand AMDK Tahun 2020-2024

Brand	2020	2021	2022	2023	2024
Ades	7.80	7.50	6.40	5.30	5.50
AQUA	61.50	62.50	57.20	55.10	46.90
Cleo	3.70	3.70	4.20	4.20	5.10
Club	6.60	5.80	3.80	3.50	3.390
Le Minerale	6.10	4.60	12.50	14.50	18.80

Source: *Komparasi Brand Index, (Top Brand Award, 2025)*

According to Table 1 above, consumer behavior in choosing the bottled water brand they consume often experiences increases and decreases. One of the bottled water brands facing this challenge is AQUA. Although AQUA is committed to always contributing to the well-being of consumers and the environment, challenges remain unavoidable, as evidenced by the decline in consumer behavior in choosing AQUA for consumption in recent years.

One variable that is considered to influence consumer behavior is Green Marketing. AQUA implements Green Marketing as one of their marketing strategies by creating a movement called #BijakBerplastik, which has three main focuses: developing waste collection infrastructure, educating consumers and the community, and innovating product packaging. (AQUA, 2025). Although this movement is an excellent marketing strategy, its implementation has begun to face difficulties because the Green Marketing that the AQUA brand has been implementing since 2018 is presented through only one medium, making it difficult to reach and be seen by consumers. It has also begun to be considered irrelevant because it has been implemented for seven years and requires novelty and innovation to attract consumers to choose this brand. Green Marketing is a marketing approach that focuses on environmentally friendly products to meet the needs of an environmentally conscious market while helping companies project a positive image (Polonsky, 1994). In addition to the implementation of Green Marketing, Brand Image also plays an important role as one of the factors that can influence consumer behavior. The AQUA brand has a high-value Brand Image as a pioneer of Bottled Water since 1973. However, with the emergence of numerous bottled water brands in the market, each with their own developing brand image in the eyes of consumers, and the resulting shift in consumer behavior, AQUA faces new challenges in maintaining and enhancing its brand image. Brand image provides added value in various ways, such as helping customers process information, differentiating brands, encouraging them to purchase products, evoking positive feelings, and laying the foundation for further brand development. (Aaker, 1991). According to (Zhang, 2015), Brand image is a major factor that influences brand value, which refers to consumers' general perceptions and feelings toward a brand and has an impact on consumer behavior. (Belén del Río et al., 2001) state that Brand image can be defined as the perception of a brand reflected in the collection of associations that consumers associate with the brand name in their memory. Brand image is a collection of various memories that consumers have about a brand, whether positive or negative (Muhammad Ali Akbar et al., 2022).

According to (F. P. Mulyono & Sulistyowati, 2024), in a study entitled "The Effect of Green Marketing and Green Packaging on Consumer Behavior at Guardian Supermarket Surabaya," it was proven that green marketing has a positive effect on consumer behavior. The first research gap in this study lies in the different research locations, where the previous study was conducted in the city of Surabaya, while this study was conducted in the city of Medan. The second research gap in this study lies in the research object, where the previous study used Guardian Supermarket customers as its object, while this study used consumers of AQUA products in the city of Medan as its object. A study entitled "Analysis of the Influence of Individual Factors, Brand Image, and Social Advertising on Consumer Behavior in the Purchase of Fashion Clothing Brands in Batam City" by (Tan et al., 2025), proves that there is an influence of brand image on consumer behavior, albeit negative and insignificant. The first research gap in this study lies in the different research locations, where the previous study was conducted in Batam City, while this study was conducted in Medan City. The second research gap in this study lies in the research object, where the previous study used the people of Batam City as its object, while this study used consumers of AQUA products in Medan City as its object. The third or the last research gap in this study lies in the sampling method where this study used Cluster Disproportional Random Sampling.

Therefore, this study is aimed at investigating the influence of Green Marketing and Brand Image on consumers' choices for AQUA bottled water products in Medan City. In theory, this research contributes to



understanding consumer behavior and sustainable marketing methods. In practice, it provides suggestions for businesses to enhance their eco-friendly messaging and brand image.

Literature Review

Consumer Behavior

Consumer Behavior refers to the actions and activities of individuals when they spend money, obtain, use, assess, and choose products or services that are anticipated to fulfill their needs and wants (F. P. Mulyono & Sulistyowati, 2024). Secondly, (Rizkiyah et al., 2021) state that Consumer Behavior is a form of lesson or study about an individual, group, or organization in terms of choosing, purchasing, using, and evaluating products or services to fulfil their needs. Therefore, it can be concluded that consumer behavior is the activities carried out by consumers, including searching for, purchasing, and using products or services that are expected to satisfy their needs and desires.

According to (Sumarwan, 2014), The indicators of Consumer Behavior are as follows:

1. The purchasing process
The stage where consumers consider alternatives and decide to make a purchase.
2. Consumption
The stage where consumers engage in activities related to consuming the products or services they have purchased.
3. Disposal
The stage where consumers decide to dispose of or eliminate the remains of the products they have consumed.

Green Marketing

Green Marketing is the activity of producing and promoting products that can be reused and are also environmentally friendly (Jannah & Hernawati, 2021). On the other hand, (Pratama & Sarudin, 2023) state that Green marketing is an activity or action that has a broad scope, such as modifying products, creating packaging with environmentally friendly materials, creating advertisements that emphasize public awareness of environmental concerns, and changing production processes. Green marketing focuses on fulfilling the requirements of consumers and other stakeholders in a sustainable manner (Nabivi, 2025). When companies successfully implement effective and appropriate green marketing, they not only produce environmentally friendly products but also influence consumer behavior. (Zhang, 2015). Therefore, it can be concluded that Green Marketing is a strategy carried out by companies to market their products with the intention of meeting consumer needs and desires, accompanied by the goal of protecting the environment.

According to (Made et al., 2018), Green Marketing has several indicators, as follows:

1. Eco-label
Eco-labels attached to products indicate and provide information to consumers that the products are environmentally friendly.
2. Eco-brand
The attributes of a brand's products indicate that they are environmentally friendly.
3. Environmental advertisement
Advertisements that brands apply to a product with the aim of introducing environmentally friendly products.

Brand Image

Brand image can be defined as a set of brand associations in the minds of consumers that originate from their experiences and interactions with the brand, where these associations can be attributes found in the product, functional benefits, symbolic benefits, or feelings attached to the brand (Lane & Keller, 2023). Additionally, (A. Mulyono & Sunyoto, 2025) state that Brand Image is the perception held by consumers, formed by their associations, experiences, and expectations of what the brand offers. Brands must be able to present a positive image of their products in order to compete with other brands. (Nurwilda & Rezeki, 2024). Therefore, it can be concluded that Brand Image refers to consumers' perceptions of a brand, which are gathered and based on their experiences and feelings towards that brand.

According to (Kotler & Keller, 2009), The indicators of Brand Image are as follows:

1. Brand Association Advantages
A brand that can meet consumer needs and desires through its attributes can create a positive attitude.
2. Brand Association Strength
The strength formed from various information that enters consumers' memories and remains as consumers' views of the brand.
3. Brand Association Uniqueness

The uniqueness of a brand that makes it more prestigious than other brands.

Theory of Planned Behavior

The TPB delineates three categories of beliefs that affect an individual's propensity to engage in a particular behavior: (1) behavioral beliefs, which shape attitudes toward the behavior; (2) normative beliefs, which encompass perceptions of the opinions held by peers and influential figures regarding the behavior; and (3) control beliefs, which pertain to perceived self-efficacy in performing the behavior (Ajzen, 1991). The Theory of Planned Behavior explains how customers' attitudes towards sustainable products, subjective norms (including social pressure to adopt environmentally conscious practices), and perceived behavioral control (the capacity to make eco-friendly choices) influence their intentions to purchase sustainable products (Kuria, 2024).

Theoretical Framework

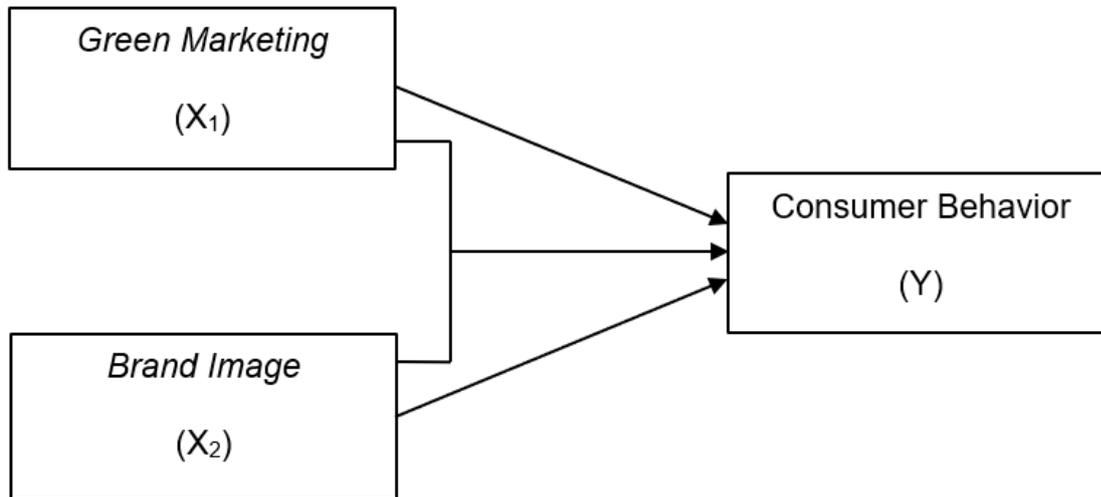


Figure 1. Theoretical Framework

Research Hypothesis

H₁: There is an influence of Green Marketing on the Consumer Behavior of the AQUA Brand in Medan City.

H₂: There is an influence of Brand Image on the Behavior of AQUA Brand Consumers in Medan City.

H₃: There is an influence of Green Marketing and Brand Image on the Consumer Behavior of the AQUA Brand in Medan City.

Methodology

This study employed a quantitative survey approach to examine the influence of Green Marketing and Brand Image on consumer behavior toward the AQUA brand in Medan City. Medan was selected due to its large population and high consumption of bottled water. The data used were primary and secondary data. The population in this study was the 2,486,283 residents of the city of Medan (BPS Kota Medan, 2025). Data were collected through questionnaires using a 5-point Likert scale and analyzed using multiple linear regression. A total of 400 respondents were determined using the Slovin formula with a 5% margin of error, and purposive sampling was applied to select active AQUA consumers based on specific criteria.

Research Result

Validity Test

The validity test results indicate that all statement items for the variables *Green Marketing*, *Brand Image*, and *Consumer Behavior* have **r-count values greater than the r-table value (0.361)**. Therefore, all indicators are **valid** and effectively measure their intended constructs.

Reliability Test

The reliability test shows **Cronbach's Alpha** values of 0.951 for *Green Marketing*, 0.910 for *Brand Image*, and 0.858 for *Consumer Behavior*. Since all values exceed the threshold of 0.6, the measurement instruments are considered **highly**.

Classical Assumption Test

Normality Test

Table 2. Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.94888858
Most Extreme Differences	Absolute	.040
	Positive	.036
	Negative	-.040
Test Statistic		.040
Asymp. Sig. (2-tailed) ^c		.138

Source: Data processed, 2025 (Data Processed Using SPSS)

The *Kolmogorov-Smirnov* normality test yielded a significance value of **0.138 > 0.05**, indicating that the data are **normally distributed**.

Multicollinearity Test

Table 3. Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Green Marketing	.777	1.287
	Brand Image	.777	1.287

a. Dependent Variable: Perilaku Konsumen

Source: Data processed, 2025 (Data Processed Using SPSS)

The multicollinearity test shows **Tolerance = 0.777 > 0.10** and **VIF = 1.287 < 10**, suggesting **no multicollinearity**.

Heterocedasticity Test



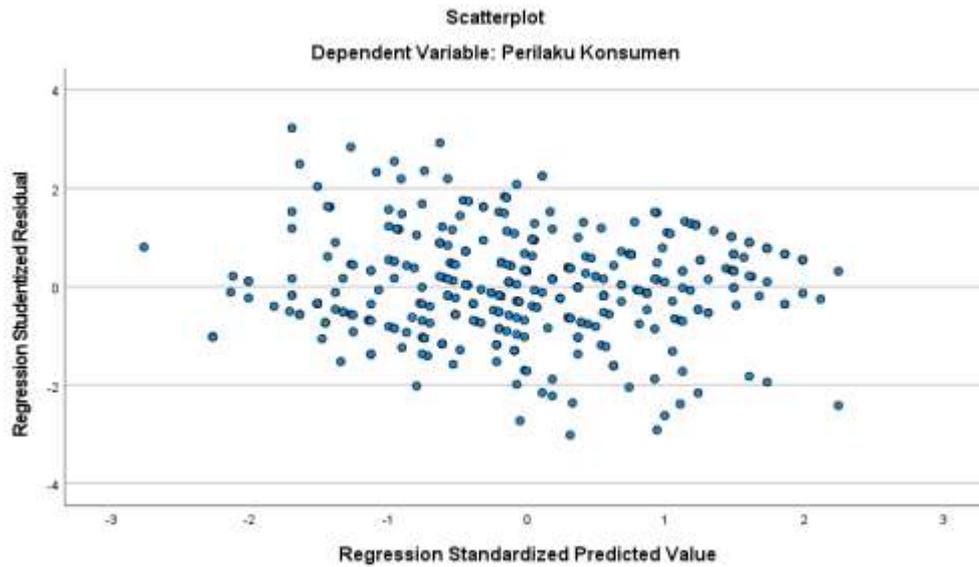


Figure 2. Scatterplot Graphic

Source: Data processed, 2025 (Data Processed Using SPSS)

The *scatterplot* results also show random point distribution, confirming **no heteroscedasticity**. Thus, the regression model satisfies all classical assumptions.

Multiple Linear Analysis Test

Table 4. Multiple Linear Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.902	1.102		3.541	.000
	Green Marketing	.345	.050	.291	6.906	.000
	Brand Image	.495	.043	.485	11.505	.000

Source: Data processed, 2025 (Data Processed Using SPSS)

The regression equation derived from the SPSS output is as follows:

$$\text{Consumer Behavior} = 3,902 + 0,345 \text{ Green Marketing} + 0,495 \text{ Brand Image} + e$$

This indicates that a one-unit increase in *Green Marketing* leads to a 0.345 increase in *Consumer Behavior*, while a one-unit increase in *Brand Image* results in a 0.495 increase. Both coefficients are positive, implying that the two independent variables **positively influence consumer behavior toward the AQUA brand in Medan City**.



Partial Test (t-test)

Table 5. Parsial Test

Coefficients^a

Model		t	Sig.
1	(Constant)	3.541	.000
	Green Marketing	6.906	.000
	Brand Image	11.505	.000

a. Dependent Variable: Perilaku Konsumen

Source: Data processed, 2025 (Data Processed Using SPSS)

The *t*-test results reveal that:

1. *Green Marketing* (X1): $t = 6.906 > 1.966$, $\text{Sig.} = 0.000 < 0.05 \rightarrow$ **significant positive effect**.
2. *Brand Image* (X2): $t = 11.505 > 1.966$, $\text{Sig.} = 0.000 < 0.05 \rightarrow$ **significant positive effect**.

Thus, **H1 and H2 are accepted**, confirming that both variables individually influence consumer behavior.

Simultaneous Test (F-test)

Table 6. Simultaneous Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2868.628	2	1434.314	164.114	<.001 ^b
	Residual	3469.682	397	8.740		
	Total	6338.310	399			

a. Dependent Variable: Perilaku Konsumen

b. Predictors: (Constant), Brand Image, Green Marketing

Source: Data processed, 2025 (Data Processed Using SPSS)

The *F*-test result shows $F = 164.114 > 3.02$ with a significance level of $0.000 < 0.05$, indicating that *Green Marketing* and *Brand Image* **jointly have a significant effect** on *Consumer Behavior*. Therefore, **H3 is accepted**.

Coefficient of Determination Test

Table 7. Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 ^a	.453	.450	2.956

a. Predictors: (Constant), Brand Image, Green Marketing

b. Dependent Variable: Perilaku Konsumen



Source: Data processed, 2025 (Data Processed Using SPSS)

The coefficient of determination (R^2) is **0.453**, meaning that **45.3% of consumer behavior** toward the AQUA brand is explained by *Green Marketing* and *Brand Image*, while **54.7%** is influenced by other factors not included in this model.

Interpretation of Findings

Overall, the findings emphasize that both Green Marketing and Brand Image significantly shape consumer behavior. However, Brand Image exerts a stronger influence, indicating that while environmental awareness contributes to purchasing decisions, brand perception and reputation remain dominant factors in consumers' choices of bottled water products such as AQUA.

Discussion

The Influence of Green Marketing on Consumer Behavior

Green marketing has a partially positive and significant effect on the consumer behavior of the AQUA brand in Medan, which means that every increase in green marketing carried out by the AQUA brand may increase their consumer behavior, as evidenced by the t-test results where t-count X1 (6.906) has a greater value than t-table (1.966), thus accepting H1. The results of this study are similar with (F. P. Mulyono & Sulistyowati, 2024) with the research title "The Effect of Green Marketing and Green Packaging on Consumer Behavior at Guardian Supermarket Surabaya," which proves that Green Marketing has a positive and significant effect on the consumer behavior of the AQUA brand in Medan City.

The Influence of Brand Image on Consumer Behavior

Brand image has a partially positive and significant effect on consumer behavior toward the AQUA brand in Medan, which means that every increase in AQUA's brand image in the eyes of consumers may increase their consumer behavior. This is proven by the t-test results, where t-count X2 (11.505) has a greater value than t-table (1.966), so H2 is accepted. The results of this study are slightly different from those of (Tan et al., 2025) in their study entitled "Analysis of the Influence of Individual Factors, Brand Image, and Social Advertising on Consumer Behavior in the Purchase of Fashion Clothing Brands in Batam City," which proved that green marketing has a negative and insignificant effect on consumer behavior toward the AQUA brand in Medan City.

The Influence of Green Marketing and Brand Image on Consumer Behavior

The F test (Simultaneous Test) shows that F-count (164.114) with a significance level ($0.001 < 0.05$) has a greater value than F-table (3.02), so H3 is accepted and it can be concluded that Green Marketing and Brand Image have a positive and significant value in influencing Consumer Behavior of the AQUA brand in Medan City. Consumer Behavior of the AQUA brand is influenced by the variables of Green Marketing and Brand Image by 45.30%, while the remaining 54.70% is influenced by other variables not examined in this study. Further research is recommended to examine other variables to obtain a broader picture of the factors that can influence Consumer Behavior.

The results of the study, which show that green marketing and brand image have a positive and significant influence on AQUA consumer behavior, can be linked to the Theory of Planned Behavior, whereby consumer behavior will lean towards their decision to choose sustainable products and their opinions and perceptions of the brand.

Conclusion

This study concludes that both green marketing and brand image have a positive and significant influence on consumer behavior toward the AQUA brand in Medan, both individually and simultaneously. These findings highlight that sustainability-oriented marketing strategies and a strong brand image can enhance consumers' purchase decisions and loyalty toward bottled water products.

The results support the theories of green consumer behavior and sustainable marketing, emphasizing that environmentally responsible attitudes play a critical role in shaping modern consumer decisions. In practical terms, AQUA is encouraged to strengthen its green marketing innovation through social media and digital campaigns that promote environmental responsibility and sustainability values. Furthermore, enhancing brand image through innovative packaging design, eco-themed events, and corporate social responsibility initiatives can improve consumer perception and competitiveness in the bottled water industry.

This study is limited to two main variables within the scope of Medan City. Future research should consider incorporating additional variables such as environmental awareness, consumer trust, or perceived value, and expand the research area to provide a more comprehensive and generalizable understanding of consumer behavior toward green products.

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