

**THE INFLUENCE OF GREEN BRAND POSITIONING AND ATTITUDE ON GREEN PURCHASE INTENTION: GREEN BRAND KNOWLEDGE AS MODERATION****Vigory Gloriman Manalu<sup>1</sup>**<sup>1</sup>School of Economics and Business, Telkom University

E-mail: vigoryglorimanm@telkomuniversity.ac.id

***Abstract***

*This research aims to test the green purchasing intentions of consumers from West Java using variables such as green brand positioning and attitude towards green brands as an antecedent and green brand knowledge as a moderating variable. The exploration carried out in this research used the development theory of planned behavior (TPB). Green brand knowledge is included as a moderating variable to determine how much knowledge consumers have can increase their interest in green products. The population in this research came from the West Java region with special criteria who knew environmentally friendly products. Based on testing the direct relationship and moderating effect of the variables green brand positioning, attitude towards green brands, green brand knowledge and green purchase intention, it was found that the four proposed hypotheses were supported. This research provides an idea of the intention to purchase green products in West Java, where consumers are aware of protecting the environment. Awareness of protecting the environment gives consumers good knowledge of green brands, which can increase green purchasing intentions.*

**Keywords :** *Green Brand Positioning, Attitude Towards Green Brands, Green Brand Knowledge, Green Purchase Intention, West Java.*

**1. INTRODUCTION**

Global warming, climate change, and scarcity of natural resources have increased since the Industrial Revolution, creating challenges for stakeholders and researchers. It was also found that mass production by industry and consumer consumption threatens future generations (Mehraj & Qureshi, 2022). This condition resulted in the promotion of Back to Nature, one of the massive campaigns in Indonesia (Mubarok et al., 2023). This activity is related to efforts to support the realization of the go-green movement. So, consumer awareness in determining the choice of a product will consider the organic label printed on the product.

Products with an environmentally friendly concept contribute to the success of strategies used to address consumers who care about the environment. Green consumerism refers to consumers' awareness of obtaining environmentally friendly, safe and appropriate products (Haung et al., 2008). This situation makes companies integrate the concept of sustainability in business practices and marketing functions through environmentally friendly product positioning (Situmorang et al., 2021). So, companies that create green brand positioning try to differentiate their products from their competitors.

Previous research found that there is a relationship between green purchase intention and green brand positioning (Aulina & Yuliati, 2017; Batool et al., 2023; Mehraj & Qureshi, 2022; Siyal et al., 2021; Wang et al., 2022). The work of Siyal et al. (2021) found that green brand positioning can significantly influence green purchase intention. This research was conducted using respondents from Pakistan, confirming that when a brand is positioned as environmentally oriented, it will increase purchasing interest. Furthermore, other findings found that compared to competitors, the company's green brand positioning on its products

increased interest in green purchases (Batool et al., 2023). On the other hand, attitude towards green brands can be an antecedent of green purchase intention. Attitude towards green brands is seen as a logical customer assessment of environmentally friendly purchases (Wang et al., 2022). Thus, companies that implement green brand positioning and an attitude towards green brands will be able to increase consumer interest who prefer green products compared to their competitors.

This research will propose green brand knowledge as a moderating variable. Based on the phenomenon, it was found that green brand knowledge can be a moderating variable that can increase green purchase intention (Siyal et al., 2021). Green brand knowledge can become a green brand node in consumers' memories associated with various associations towards environmental commitment and concern. The more consumers understand their knowledge of products that carry a green concept, the more they will be able to increase the relationship between green brand knowledge and attitude towards green brands and green purchase intention. Thus, this research aims to test the direct relationship between green brand positioning and attitude towards green brands on green purchase intention and uses green brand knowledge as a moderating variable.

The theory of Planned Behavior (TPB) has been widely used for consumer behavior and environmentally friendly marketing (Han & Kim, 2010). TPB proposes that individual intentions are determined by attitudes toward the behavior associated with subjective norms, behavior and perceived behavioral control (Ajzen, 1991). Previous research found that customers' desire to buy green-labeled products tailored to their needs can be called green purchase intention (Aulina & Yuliati, 2017). Consumers with a positive attitude towards environmentally friendly products can increase the likelihood of environmentally friendly purchasing intentions (Amoako et al., 2020). Consumers with positive opinions on green products tend to be more interested in environmentally friendly products (Sunarjo et al., 2021). Furthermore, consumers who care about the environment may want them to be able to take part in the solution and be able to change consumption patterns (Ansu-Mensah, 2021). Thus, consumers aware of environmental sustainability tend to choose environmentally friendly products.

Current environmental issues, one of which is global warming, are forcing companies to improve their products in an environmentally friendly direction. Green products offered by companies provide opportunities for consumer segments who care about the environment and place the company's positioning in consumers' minds (Montoro Rios et al., 2006). Keller et al. (2010) define brand positioning as an activity companies use to choose a location in consumers' minds by reviewing information to design the desired brand awareness, which can ultimately provide reasons why they should buy a particular brand. Furthermore, positioning is defined as the company's ability to create products that have an impression in the minds of consumers (Kotler et al., 2018). Green brand positioning focuses on the communication and attributes of a brand that is different from its competitors because of the use of environmentally friendly attributes (Situmorang et al., 2021). Good positioning can influence consumer perceptions of product positioning, shaping the product image in consumers' minds (Y. Chen & Chang, 2012). Thus, appropriate green brand positioning used by companies that concentrate on environmentally friendly products will be able to increase green purchase intention.

Attitude has become a significant component of behavioral intention in green psychology. Attitudes can form over time and may be difficult to change, although psychological drives can influence attitudes (Montoro Rios et al., 2006). Attitude is an important concept because it is often associated with various models, such as the Theory of Reason Action (TRA) and the

Theory of Planned Behavior (TPB) (Ajzen, 1991; Ajzen & Fishbein, 1975, 1980). Attitude is the main predictor of an individual's tendency to buy green products and has a positive relationship with behavior (Liu et al., 2020). Before deciding to buy green products, consumers must be aware of the environment (Siyal et al., 2021). Previous research found that attitudes are related to purchasing intentions for green products (Al Mamun et al., 2018; Sunarjo et al., 2021; Wijekoon & Sabri, 2021). Thus, studying and testing the relationship between attitudes toward green brands and green purchase intention will contribute to consumers' pro-environment attitudes.

Companies that have environmentally friendly brands are expected to be able to carry out environmentally friendly marketing to attract consumers (Y.-S. Chen, 2010). Green brand knowledge provides information to influence consumer behavior to be more environmentally friendly by purchasing green products (Bhaskaran et al., 2006). By knowing the brand, consumers can identify environmentally friendly products and their environmental benefits (Tan et al., 2022). Consumers note brand identities such as colors, logos, and names that directly or indirectly exploit them. On the other hand, environmental knowledge can influence the intention to purchase green products (Pagiaslis & Krontalis, 2014). Thus, consumers' knowledge of green brands can stimulate an increase in their memory regarding their intention to purchase green products based on brand position and attitudes towards green products.

Based on the description above, this research proposes the following hypothesis:

H1: Green brand positioning has a positive effect on green purchase intention

H2: Attitude towards green brands has a positive effect on green purchase intention

H3: Green brand knowledge can moderate the relationship between green brand positioning and green purchase intention

H4: Green brand knowledge can moderate the relationship between attitude towards green brands and green purchase intention

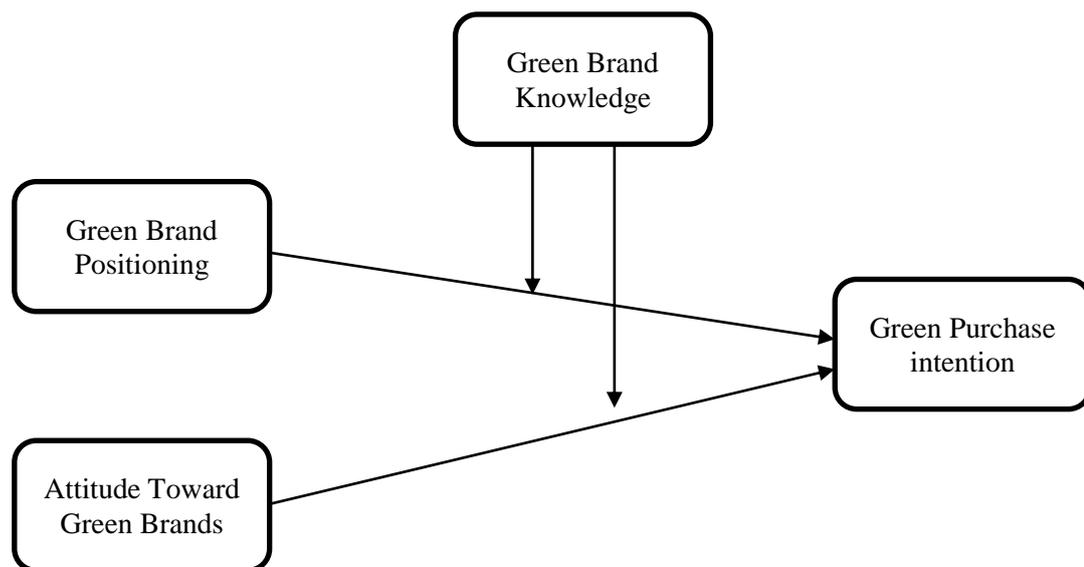


Figure 1. Conceptual Framework

## 2. METHOD

This research will use a quantitative nature approach. The quantitative nature approach was used because it was considered the best for testing hypotheses based on previous research. This

research aims to investigate the moderating influence of green brand knowledge on the relationship between green brand positioning, attitude towards green brands and green purchase intention. The population in this research came from the West Java region with special criteria who knew environmentally friendly products. Furthermore, this research employs four variables to create indicators for statements on the questionnaire. The green brand positioning variable employs four indicators elaborated through work (Siyal et al., 2021), green brand knowledge elaborated through work (Suki, 2016), attitude towards green brands elaborated through work (Suki, 2016), and green purchase intention elaborated through work (Joshi & Rahman, 2019).

This research will use an online questionnaire to collect primary data. The Likert scale will be used in this research to measure the response of each respondent using a five-point Likert scale of 1 (strongly disagree) – 5 (strongly agree). The sampling method technique used is non-probability sampling. Next, to test the model and hypothesis, Structural Equation Modeling (SEM) will be used by presenting confirmatory factor analysis (CFA) to measure the loading factor, average variance extracted (AVE), and composite reliability (CR) to meet predetermined Goodness of Fit (GoF) standards (Bagozzi & Yi, 1988). Data collection will take place from January to February 2025.

### 3. RESULT AND DISCUSSION

#### 3.1. Results

After the questionnaires were distributed online, 237 questionnaires were obtained that met the criteria. Based on the demographics of the respondents obtained and the age of the respondents who filled out the questionnaire, most were 17-27 years old. Furthermore, based on gender, it was found that there were more female respondents with 140 respondents. Based on education level, it was found that the respondents who filled out the questionnaire were at the graduate level, with 126 respondents. Finally, based on monthly income, respondents who had an income of 1,500,001 – 4,500,000 filled out the most questionnaires, namely 170 respondents (Table 1).

Table 1. Demographic Respondent

Demographic Variables	Categories	Frequency	Percentage
Age	17-27	114	48.1
	28-38	81	34.1
	39-49	35	14.7
	>50	7	2.9
Gender	Male	97	41
	Female	140	59
Education level	Undergraduate	78	32.9
	Graduate	126	53.1
	Postgraduate	33	13.9
Income per month (IDR)	< 1.500.000	28	11.8
	1.500.001 – 4.500.000	170	71.7
	4.500.001 – 7.500.000	24	10.1
	>7.500.00	15	6.3

This research uses confirmatory factor analysis (CFA) to evaluate model fit. The results of the CFA were found to be above the required level of goodness of fit (GoF) ( $\chi^2=99.554$ ,  $\chi^2/df=1,185$ , RMSEA= 0,031, GFI = 0,936, AGFI = 0,909, CFI = 0,955). Table 2 shows the results of the CR value > 0.70. Green Brand Positioning 0.821, Attitude Towards Green Brands 0.807, Green Brand Knowledge 0.815, and Green Purchase Intention 0.828. The AVE values for all constructs ranged from 0.517 to 0.619, which exceeds the threshold level of 0.50 (Hair et al., 2010). All AVE values demonstrated adequate convergent validity.

Table 2. Measurement model

Constructs	Items	Factors Loading	AVE	CR
Green Brand Positioning	GBP1	0.782	0.536	0.821
	GPB2	0.674		
	GPB3	0.782		
	GPB4	0.684		
Attitude Towards Green Brands	ATGB1	0.851	0.517	0.807
	ATGB2	0.641		
	ATGB3	0.737		
	ATGB4	0.623		
Green Brand Knowledge	GBK1	0.737	0.526	0.815
	GBK2	0.646		
	GBK3	0.672		
	GBK4	0.834		
Green Purcahse Intention	GPI1	0.749	0.619	0.828
	GPI2	0.889		
	GPI3	0.713		

Table 3. Direct relationship results

Hypothesis	Paths			Beta	t-value	<i>p</i>	Decision
H1	GBP	→	GPI	0.739	9.767	0.001	Supported
H2	ATGB	→	GPI	0.213	4.016	0.001	Supported

Structural equation modeling (SEM) is used to test the path of each proposed hypothesis. Four hypotheses are proposed, with details of two direct relationship hypotheses and two moderation effect hypotheses. Testing the first hypothesis, testing the influence of green brand positioning on green purchase intention, was found to have a positive and significant effect ( $p$ -value  $0.001 < 0.05$ ,  $\beta = 0.739$ ). The second hypothesis, testing the direct influence of attitude towards green brands on green purchase intention, was found to have a positive and significant effect ( $p$ -value  $0.001 < 0.05$ ,  $\beta = 0.213$ ) (Table 3). Furthermore, testing the moderating effect of green brand knowledge on the relationship between green brand positioning and green purchase intention was found to have a positive and significant effect ( $p$ -value  $0.031 < 0.05$ ,  $\beta = 0.16$ ). Finally, the fourth hypothesis testing the moderating effect of green brand positioning on the relationship between attitude towards green brands and green purchase intention was found to have a positive and significant effect ( $p$ -value  $0.001 < 0.05$ ,  $\beta = 0.19$ ). Thus, both proposed moderation effect hypotheses are supported (Table 4).

Table 4. Moderation results

Hypothesis	Paths			Beta	t-value	<i>p</i>	Decision
H3	GBP × GBK	→	GPI	0.16	2.152	0.031	Supported
H4	ATGB × GBK	→	GPI	0.19	5.261	0.001	Supported

### 3.2. Discussions

This research is based on the theory of planned behavior, which analyzes the factors that influence the purchase intention variable. The development of the research model was used using a moderating variable, namely green brand knowledge. Furthermore, this research also tested the variables of green brand positioning and attitude towards green brands as antecedents of green purchasing intentions. Based on testing the direct relationship and moderating effect of the variables green brand positioning, attitude towards green brands, green brand knowledge and green purchase intention, it was found that the four proposed hypotheses were supported.

First, the direct relationship between green brand positioning was found to positively and significantly affect green purchase intention. This finding aligns with previous work, which found that green brand positioning can influence green purchase intentions (Krissanya et al., 2023). To obtain appropriate positioning, a green brand with unique characteristics that not all consumers know is needed. Furthermore, consumers who have high environmental awareness will intend to buy green products based on the product's green brand positioning (Wang et al., 2022). By having a good green brand positioning through the various advertising channels, consumers can become aware and intend to buy green products.

Second, the direct relationship between attitude toward green brands and green purchase intention was found to have a positive and significant effect. These findings indicate that environmentally conscious consumers will impact their intention to purchase green products. The results of this research are supported by previous research, which also found that attitude can influence a person's intention to buy green products (Khoiriyah & Toro, 2018; Lestari et al., 2020). Consumer trust in a product that carries and offers a green concept will be able to increase the intention to purchase green products. Furthermore, consumers with an attitude of contributing to environmental problems will choose products categorized as green.

Third, the moderating effect of green brand knowledge was found to moderate the relationship between brand positioning and purchase intention. Knowledge of a brand will significantly impact their ability to know the brand's position, which will increase purchasing intentions. Consumers who care about the environment, accompanied by their knowledge of green brands, will be able to strengthen the relationship between green brand positioning and green purchase intention (Suki, 2016). So, there is a green impression or sign showing that brand Concentration on the green movement will increase green purchasing intentions.

Fourth, the moderating effect of green brand knowledge was found to moderate the relationship between attitude towards green brands and green purchase intention. Attitudes towards green products can increase the intention to purchase green products if consumers have green brand knowledge. Brands with a green theme will play an important role in improving the attitudes of consumers who intend to buy green products. Attitudes toward green products make consumers responsible for environmental problems, ultimately influencing green purchasing intentions by strengthening their knowledge of green brands (Siyal et al., 2021). Thus, giving a green label to a brand will strengthen the impression of consumers who want to protect the environment.

#### 4. CONCLUSIONS

This research aims to test the green purchasing intentions of consumers from West Java using variables such as green brand positioning and attitude towards green brands as an antecedent and green brand knowledge as a moderating variable. The exploration carried out in this research used the development theory of planned behavior (TPB). Green brand knowledge is included as a moderating variable to determine how much knowledge consumers have can increase their interest in green products. This research provides an idea of the intention to purchase green products in West Java, where consumers are aware of protecting the environment. Awareness of protecting the environment gives consumers good knowledge of green brands, which can increase green purchasing intentions. On the other hand, having an attitude towards a green brand impacts green purchasing intentions, ultimately impacting environmental sustainability. Companies that focus on green products are expected to be able to provide signs or labels that can stick in consumers' minds that the product aims to preserve the environment.

This research provides new ideas but is not free from various limitations. The approach used in this research is quantitative to test hypotheses. It is hoped that future research can use other approaches that are appropriate to the phenomenon and the gap to be resolved. Furthermore, several new variables can be included to be tested, and the dimensions used can be developed. This research only focuses on respondents from areas in West Java. Therefore, it is hoped that future research can be expanded regarding the research objects used. This research uses SEM as a statistical analysis tool to test each hypothesized relationship. It is hoped that future research will use other statistical analyses to support the results.

#### REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211.
- Ajzen, I., & Fishbein, M. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*.
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. Prentice Hall.
- Al Mamun, A., Mohamad, M. R., Yaacob, M. R. Bin, & Mohiuddin, M. (2018). Intention and behavior towards green consumption among low-income households. *Journal of Environmental Management*, 227, 73–86.
- Amoako, G. K., Dzogbenuku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management*, 69(8), 1609–1626.
- Ansu-Mensah, P. (2021). Green product awareness effect on green purchase intentions of university students': an emerging market's perspective. *Future Business Journal*, 7(1), 48. <https://doi.org/10.1186/s43093-021-00094-5>

- Aulina, L., & Yuliati, E. (2017). The effects of green brand positioning, green brand knowledge, and attitude towards green brand on green products purchase intention. *International Conference on Business and Management Research (ICBMR 2017)*, 548–557.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*.
- Batool, S., Arshad, M. R., Gul, R., & Shahid, M. (2023). Role of green customer value, awareness of environmental consequences, green brand positioning and attitude toward green brand in influencing green purchase intention. *International Journal of Social Science & Entrepreneurship*, 3(1), 605–621.
- Bhaskaran, S., Polonsky, M., Cary, J., & Fernandez, S. (2006). Environmentally sustainable food production and marketing: opportunity or hype? *British Food Journal*, 108(8), 677–690.
- Chen, Y.-S. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Chen, Y., & Chang, C. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520.
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4), 659–668.
- Haug, Y. C., Pan, L. J., & Lin, Y. F. (2008). The empirical study of the relationship between green brand positioning and green purchase intension: by green brand attitude as mediating variable. *Marketing Review*, 5(3), 371–408.
- Joshi, Y., & Rahman, Z. (2019). Consumers' sustainable purchase behaviour: Modeling the impact of psychological factors. *Ecological Economics*, 159, 235–243.
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2010). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- Khoiriyah, S., & Toro, M. J. S. (2018). Attitude toward green product, willingness to pay and intention to purchase. *International Journal of Business and Society*, 19(S4), 620–628.
- Kotler, P., Keller, K. L., & Ang, S. H. (2018). *Marketing management: an Asian perspective*. Pearson.
- Krissanya, N., Sholikhah, S., Berutu, M. B., & Sari, D. A. P. (2023). Exploring the role of green brand positioning in determining green product purchase intention. *International Journal of Applied Economics, Finance and Accounting*, 15(2), 88–95.

- Lestari, E. R., Hanifa, K. P. U., & Hartawan, S. (2020). Antecedents of attitude toward green products and its impact on purchase intention. *IOP Conference Series: Earth and Environmental Science*, 515(1), 12073.
- Liu, M. T., Liu, Y., & Mo, Z. (2020). Moral norm is the key An extension of the theory of planned behaviour (TPB) on Chinese consumers' green purchase intention. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1823–1841. <https://doi.org/10.1108/APJML-05-2019-0285>
- Mehraj, D., & Qureshi, I. H. (2022). Does green brand positioning translate into green purchase intention?: A mediation–moderation model. *Business Strategy and the Environment*, 31(7), 3166–3181. <https://doi.org/https://doi.org/10.1002/bse.3069>
- Montoro Rios, F. J., Luque Martinez, T., Fuentes Moreno, F., & Cañadas Soriano, P. (2006). Improving attitudes toward brands with environmental associations: an experimental approach. *Journal of Consumer Marketing*, 23(1), 26–33.
- Mubarok, D. A. A., Jaya, R. C., & Rahmi, P. P. (2023). Analysis the Effect of Green Brand Knowledge and Consumer Perceptions Toward Purchase Intention on Green Products in the Pandemic Era. *Transformasi Manageria: Journal of Islamic Education Management*, 3(2), 364–384.
- Pagiaslis, A., & Krontalis, A. K. (2014). Green consumption behavior antecedents: Environmental concern, knowledge, and beliefs. *Psychology & Marketing*, 31(5), 335–348. <https://doi.org/https://doi.org/10.1002/mar.20698>
- Situmorang, T. P., Indriani, F., Simatupang, R. A., & Soesanto, H. (2021). Brand positioning and repurchase intention: The effect of attitude toward green brand. *The Journal of Asian Finance, Economics and Business*, 8(4), 491–499.
- Siyal, S., Ahmed, M. J., Ahmad, R., Khan, B. S., & Xin, C. (2021). Factors Influencing Green Purchase Intention: Moderating Role of Green Brand Knowledge. In *International Journal of Environmental Research and Public Health* (Vol. 18, Issue 20). <https://doi.org/10.3390/ijerph182010762>
- Suki, N. M. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893–2910.
- Sunarjo, W. A., Manalu, V. G., & Adawiyah, W. R. (2021). NURTURING CONSUMERS'GREEN PURCHASE INTENTION ON NATURAL DYES BATIK DURING CRAFT SHOPPING TOUR IN THE BATIK CITY OF PEKALONGAN INDONESIA. *Geo Journal of Tourism and Geosites*, 34(1), 186–192.
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of brand image and brand trust. *Sustainability*, 14(10), 5939.
- Wang, Yong Ming, Zaman, Hafiz Muhammad Fakhar, & Alvi, Abdul Khaliq. (2022). Linkage of Green Brand Positioning and Green Customer Value With Green Purchase

Intention: The Mediating and Moderating Role of Attitude Toward Green Brand and Green Trust. SAGE Open, 12(2), 21582440221102440. <https://doi.org/10.1177/21582440221102441>

Wijekoon, R., & Sabri, M. F. (2021). Determinants That Influence Green Product Purchase Intention and Behavior: A Literature Review and Guiding Framework. In Sustainability (Vol. 13, Issue 11). <https://doi.org/10.3390/su1311621>