

Assessment of the Relationship between Green Brand Positioning, Consumer Attitudes, and Intent to Purchase Sustainable Products.

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ARTICLE INFO

Keywords: Green Brand Positioning, Green Brand Attitude, Green Brand Knowledge, Green Purchase Intention.

Received : 14, September

Revised : 27, September

Accepted: 28, October

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ABSTRACT

This study examines how Green Brand Positioning, Brand Attitude, and Brand Knowledge impact Green Purchase Intention. The independent variables include positioning, attitude, and green brand knowledge, while green purchase intention is the dependent variable, with green brand knowledge acting as a moderator. The research focuses on The Body Shop beauty brand and includes 236 participants. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 21. The results show that green brand positioning positively and significantly influences green purchase intention, as do green brand attitude and knowledge. However, there is no significant difference in the effect of green brand positioning on purchase intention when considering different levels of green brand knowledge.

INTRODUCTION

As time passes, environmental damage becomes increasingly visible and felt by various segments of society, raising deep concerns. One of the most striking consequences of this damage is global warming, which reflects the imbalance of the Earth's ecosystem due to the rise in average temperatures in the atmosphere, oceans, and land. This phenomenon is primarily caused by the increasing emissions of greenhouse gases that accumulate in the atmosphere (Triana, 2008). In this context, a survey conducted by the non-profit organization *Generasi Melek Politik (GMP)*, as cited by (Fury, 2021), reveals four major environmental issues that deeply concern the Indonesian public. These issues include the accumulation of waste threatening public health, river pollution reducing water quality, increasingly frequent flooding, and deforestation disrupting natural habitats. The survey results also indicate that the public believes the leading causes of these environmental problems are inadequate education and environmental awareness in the community.

As environmental conditions become increasingly critical, more consumers recognize the importance of preserving nature. They are seeking ways to minimize environmental damage, leading to the emergence of green consumerism. The high demand for eco-friendly products encourages producers to develop sustainable strategies in their production processes. Since the Earth Summit in 1992 and the Brundtland Commission in 1987, sustainable development has grown to be a major worldwide concern. (Lubin & Esty, 2010). Today, sustainability has become crucial for companies, prompting heightened consumer attention to environmental issues and encouraging many businesses to enhance communication regarding their sustainability practices (Raska & Shaw, 2012).

Positioning is a marketing approach to create differentiation, advantages, and benefits that help consumers recall a product (Apriana & Fanggidae, 2006). It encompasses actions taken by producers to shape the company's image for effective competition in the marketplace. Positioning is vital in improving a company's market standing within a particular segment relative to its competitors. Typically, brand positioning can be accomplished through various categories, including product attributes, usage methods or applications, and the characteristics of the product's users.

Environmental knowledge refers to the body of ecological information that individuals possess about the state of the environment (Chen, 2013). This ecological knowledge serves as a foundation for consumers to understand the actions they can take to protect the environment, supported by a commitment to purchasing green products (Lee, 2009). Additionally, environmental knowledge can influence consumer attitudes (Julina, 2013). The greater the awareness and knowledge consumers have about environmental issues, the stronger their ecological attitudes will be compared to those who are less aware and informed, affecting their ecological behavior.

Attitudes toward green brands reflect consumers' overall perceptions and evaluations of those brands, indicating whether they like or dislike them. This attitude represents the buyers' perspective and their assessment of the

green brand, where the intention to purchase green products is higher among consumers interested in the brand. A positive image shapes consumers' intentions and attitudes toward green products.

Before making a product purchase, consumers typically have an awareness or intention to buy that item. Purchase intention refers to the tendency and goal of an individual to buy their preferred products (Kotler & Keller, 2016). The process of purchase intention includes understanding and analyzing why consumers choose to buy products from specific places. Therefore, marketers need to monitor the market. This study confirms a prior investigation by (Mohd Suki, 2016). Given these considerations, the researchers are interested in exploring the topic of Green Marketing.

THEORETICAL REVIEW

Research requires basic concepts in the form of theories and methods used as the primary reference. Here are the fundamental theories used in the research:

Green Marketing

Green marketing has emerged as an evolution of traditional marketing since the 1980s, marking a significant shift in how companies interact with the environment (Chahal et al., 2014). The green revolution has become crucial in marketing as companies see it as a unique opportunity to achieve broader marketing goals, including sustainability and social responsibility (Prakash, 2002). Green marketing encompasses a range of actions related to enhancing production processes, packaging, and promoting products in a more environmentally friendly manner (Chahal et al., 2014). For instance, companies can adopt cleaner technologies, use recycled materials, and optimize supply chains to reduce their carbon footprint. Moreover, green marketing not only focuses on the products themselves but also involves transparent communication with consumers about the environmental benefits of these products. Companies leverage green marketing to meet the needs of consumers and society while creating pathways toward profitable development with reduced negative environmental impacts (Chahal et al., 2014). In this context, increasingly environmentally conscious consumers are a primary driver for companies to adapt to green marketing practices, fostering loyalty and a positive public image. Research indicates that companies integrating green marketing into their strategies enhance customer satisfaction and achieve competitive advantages in the marketplace.

Theory of Planned Behavior (TPB)

Three primary elements influence a person's intention to carry out a behavior: attitude, subjective norms, and perceived behavioral control, according to Ajzen's 1985 Theory of Planned Behavior (TPB). These factors create the intention, which influences individual behavior (Icek Ajzen, 1991). Attitude towards the behavior reflects an individual's evaluation of whether the behavior is positive or negative, influencing their inclination to perform it.

Research indicates that a more favorable attitude towards a behavior is closely related to a greater likelihood of adopting that behavior (Yadav & Pathak, 2016). On the other hand, subjective norms describe an individual's perception of social pressure from relevant others—whether they feel supported or pressured to engage in a specific behavior (Netemeyer et al., 1991).

Perceived behavioral control also includes a person's ideas about their capacity to carry out the conduct, which can either help or hinder them from acting. Numerous studies support the relevance of TPB in various contexts, including green marketing and consumer behavior. For instance, in the context of purchasing environmentally friendly products, positive attitudes toward sustainability and supportive social norms can enhance the intention to buy those products (Icek Ajzen, 1991).

Green Brand Positioning

Green brand positioning is intricately linked to the value of eco-friendly products or services, determined by the attributes that customers find essential (Rios et al., 2006). This positioning strategy should align with consumer expectations and foster positive connections between the brand and the attributes they value (Wang, 2016). The main objective of positioning is to create a competitive edge in consumers' minds, distinguishing the brand from its rivals through measurable and more abstract characteristics (Gwin & Gwin, 2003). Research indicates that consumers knowledgeable about environmental issues and who have positive experiences purchasing ecological products tend to have a stronger intention to buy green products, thanks to green attributes and successful brand positioning (Mohd Suki, 2016). With the growing awareness of environmental issues, companies must emphasize their competitive advantages through clear marketing strategies to capitalize on opportunities in sustainability-focused markets (Keller et al., 2015).

Green Brand Knowledge

Green brand knowledge refers to consumers' understanding of brands committed to sustainability and the environment, creating mental connections that associate the brand with various positive attributes, such as awareness of environmental issues and proactive actions (Oktaviani & Yusiana, 2019). According to Keller, as explained by (Wahyuningtias & Artanti, 2020), this knowledge serves as a crucial source of information for consumers, encompassing the added value of products, which includes physical attributes, brand awareness, brand image, benefits, and emotional aspects such as feelings and attitudes toward green brands. Consumers strive to acquire accurate information regarding environmental issues to enhance their understanding and make better choices when purchasing eco-friendly products. (Thongplew et al., 2014) Emphasize the importance of access to transparent information about a brand's environmental commitments, which can strengthen green brand knowledge and encourage more sustainable purchasing decisions. Thus, green brand knowledge is not only related to the products themselves but also to the values and ethics of the brand in the context of sustainability, becoming

increasingly important for consumers who are aware of the environmental impact of their choices.

Attitude Towards Green Brands

Attitude towards green brands results from consumer evaluations based on rational assessments of the attributes and values offered by the brand (Cheung & Lee, 2011). This attitude involves personal references that consumers use to evaluate the brand. Companies play a crucial role in shaping these attitudes through effective communication strategies, where conveying eco-friendly attributes can assist consumers in making choices among alternative brands (Rios et al., 2006). Moreover, a positive relationship exists between consumers' environmental concern and their behavior toward green brands (Huang et al., 2014), especially when consumers feel that the company's actions align with the brand positioning they promote (Olsen et al., 2006). Thus, attitude towards green brands reflects a complex interaction between personal values, received information, and perceptions of company actions, which can strengthen the relationship between consumers and the brand while encouraging more sustainable behavior.

Green Brands Purchase Intention

Purchase intention is a crucial element in consumer behavior that reflects a consumer's readiness to buy a product. In green products, green purchase intention indicates consumers' desire to choose products they identify as environmentally friendly or from brands committed to sustainability (Huang et al., 2014). Consumers concerned about environmental issues tend to feel responsible and strive to be part of the solution by altering their consumption patterns. Moreover, they prefer green products due to their environmental concerns and recognize the broader social benefits, making them willing to pay more for such products (Wahyuningtias & Artanti, 2020). This indicates that consumers consider not just price but also the added value of eco-friendly products, encouraging companies to focus on sustainability in their marketing strategies and product development.

Research Model

A research model showing how green brand positioning, green brand attitude, and green brand knowledge relate to purchase intention is shown in the following picture.

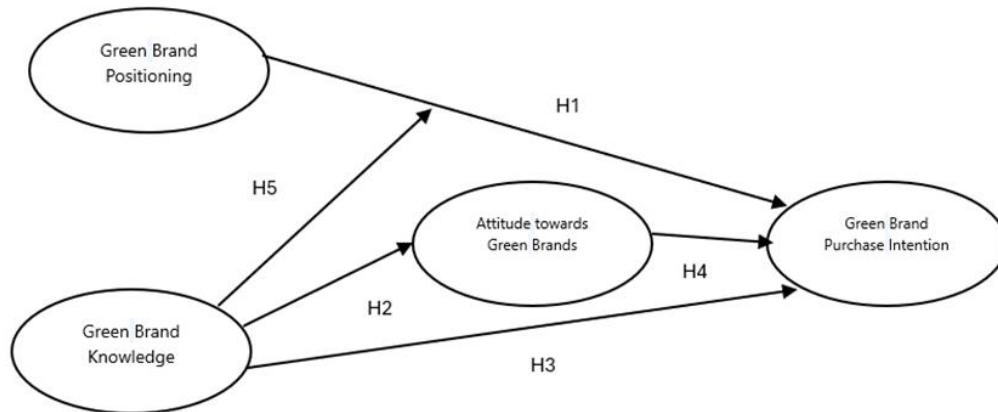


Figure 1 Research Model

METHODOLOGY

Research Objects and Subjects

The object of this research is The Body Shop, and the subject of this study is potential consumers who will or want to buy The Body Shop products.

Data Type

The data used for this study is primary data. Primary data is information gathered directly by the researcher from the source concerning the variables of interest for a specific research purpose (Sekaran, 2016).

Sampling Techniques

The sample represents a portion of the population (Sekaran, 2016). This study utilized a non-probability sampling method, where elements of the population do not have equal chances of being selected for the sample (Sekaran, 2016). The specific non-probability sampling technique employed is Purposive Sampling, which focuses on selecting individuals who meet specific criteria established by the researcher and can provide the desired information (Sekaran, 2016). The respondents' criteria in this study are as follows: Respondents who know and are interested in buying The Body Shop have a minimum age of 17 years and know environmentally friendly products.

Data Collection Techniques

In this study, the data collection technique is the survey method, which utilizes questionnaires to gather information from respondents. The questionnaire is administered online via G-Form, facilitating efficient data collection and making it convenient for respondents to complete. It is designed to evaluate various aspects pertinent to the study. It uses a Likert scale that includes a series of statements to gauge respondents' levels of agreement or disagreement with each item. Online questionnaire methods are particularly effective in social research due to their accessibility and the quickness of data collection.

Instrument Quality Test

Testing the quality of the instruments used in research is crucial to determining how well the measurement results are produced. Researchers can confirm that the instrument yields valid and reliable data by performing these tests. Two common types of tests are conducted to evaluate the quality of an instrument, as outlined below:

Validity Test

Validity is a method used to assess the extent to which an instrument is developed by following specific steps to measure certain variables (Sekaran, 2016). The measurement tool employed is Confirmatory Factor Analysis (CFA), which serves to identify the relationships between variables through correlation tests. Data is considered valid if the factor loading value (standardized loading) exceeds 0.7, indicating that the variable is deemed valid (Ghozali, 2017).

Reliability Test

Reliability is a method used to assess the consistency of the measurement tool applied (Sekaran, 2016). The reliability test aims to determine whether a research questionnaire consistently produces the same results each time measurements are taken. This test utilizes construct reliability (C.R.) as an indicator. A research instrument is considered reliable if the construct reliability (C.R.) value exceeds 0.7 (Ghozali, 2017).

Data Analysis

Hypothesis testing is conducted to evaluate the validity of the questions based on a theoretical framework through a thorough investigative process (Sekaran, 2016). In this study, hypothesis testing and research models were performed using Structural Equation Modeling (SEM). SEM combines two distinct statistical methods: factor analysis, which originates from psychology and psychometrics, and simultaneous equation modeling, rooted in econometrics (Ghozali, 2017). The analysis tool utilized is SEM with AMOS software version 21.0

RESULTS

Table 1 displays the responses of 236 participants in this study, including their age, gender, employment status, and monthly expenditures.

Table 1 Respondent Profile

Classification	Sub Classification	Sum	Percentage
Age	17-25 years old	209	88,6
	26-35 years old	15	6,4
	36-45 years old	12	5,1
	Total	236	100

Classification	Sub Classification	Sum	Percentage
Gender	Man	94	39,8
	Woman	142	60,2
	Total	236	100
Work	Students (S.D., SMP, SMA)	3	1,3
	Student	184	78
	PNS	23	9,7
	Private Employees	9	3,8
	TNI/Polri	3	1,3
	Entrepreneurial	7	3
	Other	7	3
	Total	236	100
Expenditure per Month (Rp.)	<Rp1.500.000	89	37,7
	>Rp1.500.000- ≤Rp3.000.000	44	18,6
	>Rp3.000.000- ≤Rp4.500.000	21	8,9
	>Rp4.500.000	82	34,7
	Total	236	100

Instrument Quality Test

Validity Test

Validity is a method used to assess how well an instrument is created according to specific steps designed to measure particular variables (Sekaran, 2016). A test is deemed valid if the factor loading value (standardized loading) exceeds 0.5 (Ghozali, 2017). Below are the results of the validity test:

Table 2 Validity Test Results

Variable	Item	Factor Loading	Threshold	Remarks
Green Brand Positioning	PMH1	0.674		Valid
	PMH2	0.768		Valid
	PMH3	0.753		Valid
	PMH4	0.639		Valid
	PMH5	0.607		Valid

Variable	Item	Factor Loading	Threshold	Remarks
Green Brand Attitude	SMH1	0.776	> 0,5	Valid
	SMH2	0.739		Valid
	SMH3	0.857		Valid
	SMH4	0.852		Valid
	SMH5	0.706		Valid
Green Brand Knowledge	PTMH1	0.859		Valid
	PTMH2	0.792		Valid
	PTMH3	0.818		Valid
	PTMH4	0.626		Valid
	PTMH5	0.601		Valid
Green Purchase Intention	NH1	0.839		Valid
	NH2	0.674		Valid
	NH3	0.824		Valid

Table 2 indicates that, according to the results of the CFA validity test conducted with AMOS version 21, the factor loading values for all questions from each variable exceed 0.5. Therefore, it can be concluded that all questions are valid and suitable for further testing.

Reliability Test

Reliability testing is conducted to assess the consistency of a questionnaire instrument. An instrument is considered reliable if the component reliability value exceeds 0.7. Below are the results of the reliability test:

Table 3 Reliability Test Results

Variable	C.R.	Cut off	Remark
Green Brand Positioning	0,881	>0.7	Reliable
Green Brand Attitude	0,927		Reliable
Green Brand Knowledge	0,897		Reliable
Green Brand Purchase Intention	0,879		Reliable

Table 3 reveals that, according to the CFA reliability test results obtained with AMOS version 21, the component reliability values for all statement items across each variable exceed 0.7. Thus, it can be concluded that all question items are valid and suitable for further testing.

Assess goodness-of-fit criteria

Evaluating the goodness of fit is the primary objective in Structural Equation Modeling (SEM) to assess how well the hypothesized model aligns with the sample data. The results of the goodness of fit analysis will be presented in the table below:

Table 4 Assessing Goodness of Fit

<i>The goodness of the fit index</i>	<i>Cut-off value</i>	Research Model	Model
<i>Chi-square</i>	Expected small	479,589	Fit
<i>Significant probability</i>	≥ 0.05	0,000	Not Fit
RMSEA	≤ 0.08	0,025	Fit
GFI	≥ 0.90	0,902	Fit
AGFI	≥ 0.90	0,864	Marginal
CMIN/DF	≤ 2.0	1,300	Fit
TLI	≥ 0.90	0,962	Fit
CFI	≥ 0.90	0,970	Fit

The results of the goodness of fit analysis presented in the table above offer an overview of how well the research model aligns with the data utilized. Below is an explanation for each index:

1. Chi-square: A small expected value (479.589) indicates that the model has a good fit. Still, a p-value (significant probability) below 0.05 indicates a significant difference between the model and the data, so this model is not considered fit.
2. Significant probability: A value of 0.000 means a significant difference between the model and the data, indicating that the model is unfit.
3. RMSEA (Root Mean Square Error of Approximation): A value of 0.025 obtained well below the threshold of 0.08 indicates that the model has a good and acceptable fit.
4. GFI (Goodness of Fit Index): The model shows a good fit with a value of 0.902 because it is higher than the threshold of 0.90.
5. AGFI (Adjusted Goodness of Fit Index): A value of 0.864 is below the threshold of 0.90, so it is declared marginal, indicating room for improvement in the model.
6. CMIN/DF (Chi-square minimum / Degrees of Freedom): A value of 1,300 obtained indicates that this model is fit, as it is below the maximum limit of 2.0.
7. TLI (Tucker-Lewis Index) and CFI (Comparative Fit Index): Both show values above 0.90 (0.962 for TLI and 0.970 for CFI), indicating that this model has an excellent fit.

While some indicators suggest that the model is not fully fit, most other indices show good results. This shows that although some aspects need to be improved, this research model can still be maintained for use.

Research Results (Hypothesis Test)

Hypothesis testing is conducted to address the questions of this study and analyze the relationships within the structural model. The P value in Table 5 will be compared to the critical value of 0.05. If the P value is greater than 0.05, it suggests that the exogenous variable does not have a significant impact on the endogenous variable, leading to the acceptance of the null hypothesis (H0) and the rejection of the research hypothesis. Conversely, if the P value is less than 0.05, it indicates that the independent variable has a significant effect on the dependent variable, resulting in the rejection of the null hypothesis (H0) and the acceptance of the research hypothesis. Additionally, it is required that the C.R. exceeds 1.96.

Table 5 Relationship Between Variables

			Estimate	S.E.	C.R.	P	Hypothesis
Positioning Green Brand	→	Green Purchase Intention	0,597	0,104	5,757	0,000	Significant Positive
Green Brand Knowledge	→	Attitude towards Green Brands	0,514	0,063	8,161	0,000	Significant Positive
Green Brand Knowledge	→	Green Purchase Intention	0,177	0,074	2,371	0,018	Significant Positive
Attitude towards Green Brands	→	Green Purchase Intention	0,397	0,083	4,763	0,000	Significant Positive
Moderation Effect							
Green brand positioning and green purchase intent	→	High Knowledge	0,538	0,145	3,703	0,000	Not Moderating
Green brand positioning and green purchase intent	→	Low Knowledge	0,797	0,196	4,065	0,000	Not Moderating

Hypothesis 1 in this study, concerning the impact of Green Brand Positioning on Green Purchase Intention, yields a value of 0.597, with a C.R. value of 5.757 and a P value of 0.000. These results indicate that H1 is supported, as the P value of 0.000 is less than the α level of 0.05, meeting the criteria, and the C.R. value of 5.757 exceeds 1.96, also qualifying it. Therefore, it can be concluded that Green Brand Positioning positively and significantly affects Green Purchase Intention.

Hypothesis 2 in this study, which pertains to the relationship between Green Brand Knowledge and Green Brand Attitude, presents a value of 0.514, a C.R. value of 8.161, and a P value of 0.000. These findings indicate that H2 is supported, as the P value of 0.000 is less than the α level of 0.05, satisfying the criteria, and the C.R. value of 8.161 also exceeds 1.96. Therefore, it can be concluded that Green Brand Knowledge positively and significantly impacts Green Brand Attitude.

Hypothesis 3 in this study, which examines the effect of Green Brand Knowledge on Green Purchase Intention, reveals a value of 0.177, a C.R. value of 2.371, and a P value of 0.018. These results indicate that H3 is supported, as the P value of 0.018 is less than the α level of 0.05, meeting the criteria, and the C.R. value of 2.371 also exceeds 1.96. Therefore, it can be concluded that Green Brand Knowledge positively and significantly affects Green Purchase Intention.

Hypothesis 4 in this study, which examines the relationship between Attitudes Towards Green Brands and Green Brand Purchase Intention, presents a value of 0.397, with a C.R. value of 4.763 and a P value of 0.000. These findings indicate that H4 is supported, as the P value of 0.000 is less than the α level of 0.05, thereby meeting the criteria, and the C.R. value of 4.763 also exceeds 1.96. Therefore, it can be concluded that Attitude Towards Green Brands positively and significantly impacts Green Brand Purchase Intention.

Hypothesis 5 in this study, which examines the role of Green Brand Knowledge as a moderator in the relationship between Green Brand Positioning and Green Product Purchase Intention, shows a value of 0.538, with a C.R. value of 3.703 and a P value of 0.000. Additionally, for individuals with low knowledge of green brands, the estimated value of standardized regression weights is 0.797, accompanied by a C.R. value of 4.065 and a P value of 0.000. Both results indicate a strong positive influence. However, despite this strong influence, it suggests that the moderating effect of green brand knowledge in the relationship between green brand positioning and green product purchase intention was not found to be significant.

DISCUSSION

Based on the data analysis conducted on individuals familiar with and interested in purchasing The Body Shop products in Indonesia, utilizing the Structural Equation Modeling (SEM) technique, the following results were obtained:

The Effect of Green Brand Positioning on Green Brand Purchase Intention

From the results of the testing of hypothesis 1, it can be concluded that the positioning of green brands has a positive and significant effect on the purchase intention for these brands. Overall, the development of this hypothesis is acceptable, suggesting that green brand positioning is an important factor in increasing consumers' purchase intention for green products. This finding aligns with studies carried out by various researchers, who also indicated that the positioning of green brands influences the enhancement of purchase intention for these brands. (Huang et al., 2014; Wahyuningtias & Artanti, 2020; Suki, N. M., 2016; Pebrianti & Aulia, 2021).

The Influence of Green Brand Knowledge on Attitudes on Green Brands

The results of testing hypothesis 2 indicate that knowledge of green brands has a positive and significant impact on consumer attitudes toward these brands. Overall, the development of this hypothesis is acceptable, which suggests that green brand knowledge is an essential factor influencing consumer attitudes towards the brand. This finding is in line with research conducted by several researchers who stated that green brand knowledge is influential in increasing attitudes towards green brands (Suki, N. M., 2016; Wahyuningtias & Artanti, 2020; Pebrianti & Aulia, 2021; Situmorang et al., 2021).

The Effect of Green Brand Knowledge on Green Brand Purchase Intention

The findings from the testing of hypothesis 3 suggest that knowledge of green brands has a positive and significant effect on the intention to purchase these brands. Overall, the development of this hypothesis is acceptable, suggesting that green brand knowledge is an important factor in increasing consumers' purchase intention for green products. This finding is in line with research conducted by several researchers who stated that green brand knowledge is influential in increasing the purchase intention of green brands (Suki, N.M., 2016; Amoako et al., 2020; Evan Himawan, 2022; Pebrianti & Aulia, 2021).

The Effect of Attitude towards Green Brands on Green Brand Purchase Intention

Based on the results of hypothesis testing 4, it can be concluded that attitudes towards green brands have a positive and significant influence on the purchase intention of green brands. Overall, this hypothesis's development is acceptable, suggesting that attitudes towards green brands are important in increasing consumers' purchase intention of green products. This finding is in line with research conducted by several researchers who stated that attitudes towards green brands are influential in increasing the purchase intention of green brands (Aulina & Yuliati, 2017; Suki, N. M., 2016; Evan Himawan, 2022; Oktaviani & Yusiana, 2019).

The Influence of Green Brand Knowledge Moderates the Relationship Between Green Brand Positioning and Green Brand Purchase Intention

The results of hypothesis testing 5 indicate that green brand knowledge does not moderate the relationship between green brand positioning and purchase intention. The estimates revealed that both groups—those with high and low knowledge—demonstrated a strong influence on the connection between green brand positioning and the intention to purchase green products. Consequently, the moderating effect of green brand knowledge in this relationship was found to be insignificant. The interaction estimation yielded a non-significant value, indicating that the impact of green brand positioning on purchase intention did not vary significantly across different levels of green brand knowledge. This finding is consistent with research by Mohd Suki, (2016),

which also concluded that green brand knowledge is not a significant factor in the relationship between green brand positioning and purchase intention

CONCLUSIONS AND RECOMMENDATIONS

The study's results lead to the conclusion that the effects of green brand positioning, green brand attitude, and green brand knowledge on purchase intention are as follows:

1. Green brand positioning has a positive influence on green brand purchase intentions. This shows that the higher the level of green brand positioning, the greater the consumer's purchase intention towards green products from The Body Shop.
2. Green brand knowledge has a positive impact on attitudes towards green brands. This means that the higher the consumer's knowledge of green brands, the more positive their attitude towards green brands from The Body Shop.
3. Green brand knowledge positively influences the purchase intention of green products. This indicates that the greater the consumer's knowledge about green products, the higher their purchase intention towards them from The Body Shop.
4. Attitudes towards green brands positively affect the intention to buy green products. This shows that the more positive the attitude towards green brands, the higher the consumer's purchase intention towards green products.
5. Green brand knowledge does not act as a moderator in the relationship between green brand positioning and the intention to purchase green products. This indicates that having high or low knowledge about green brands does not influence the connection between brand positioning and the purchase intention for The Body Shop's green products.

FURTHER STUDY

Suggestions for green marketing in the future include strengthening communication about the environmental benefits of green products by utilizing digital platforms and social media to reach a broader range of consumers and involving influencers who care about environmental issues. Transparency in production practices and sourcing of raw materials is also essential to build consumer trust. Additionally, collaborations with environmental organizations or social campaigns can increase brand visibility and demonstrate a commitment to sustainability. Holding an educational event about the benefits of green products can attract consumers' attention and increase their awareness. By monitoring market trends and consumer feedback, companies can adjust their green marketing strategies effectively, increasing market acceptance and consumer purchase intentions.

ACKNOWLEDGMENT

The researcher would like to express his deepest gratitude to all fellow lecturers and structural staff in the Management Study Program, Faculty of Economics and Business, Muhammadiyah University Yogyakarta, who have been involved in the process until the completion of this scientific article:

1. Prof. Rizal Yahya, S.E., M.Sc., Ph.D., Ak., CA., CRP as the Dean of the Faculty of Economics, University of Muhammadiyah Yogyakarta.
2. Dr. Rr. Sri Handari Wahyuningsih, S.E., M.Si., as the Head of the Management Program of the University of Muhammadiyah Yogyakarta.
3. All management lecturer colleagues who cannot be mentioned one by one

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