



Assessing the Impact of Green Brand Positioning and Knowledge on Attitudes Towards Green Brands: A Study of Branded Coffee Consumer in Indonesia and their Green Purchase Intentions

Della Ayu Zonna Lia

Marketing Management Program Study, Universitas Negeri Malang, Indonesia

Maura Saskia Aninda

Marketing Management Program Study, Universitas Negeri Malang, Indonesia

Article Info

Keyword:

Green Brand Positioning, Green Brand Knowledge, Attitude towards Green Brand, Green Purchase Intention

JEL Classification Code:
M20, M31, Q01

Corresponding author:

della.lia.fe@um.ac.id

DOI: [10.24123/jeb.v5i3.6475](https://doi.org/10.24123/jeb.v5i3.6475)

Abstract

Purpose: This research attempts to examine the nexus between Green Brand Positioning, Green Brand Knowledge, mediated by Attitude towards Green Brand, and their collective impact on Green Purchase Intention among consumers of a specific coffee brand in Indonesia.

Method: Data was collected from a sample of 296 individuals using an online questionnaire, employing a nonprobability sampling method and PLS-Structural Equation Model for analysis.

Result: The study unveiled that while green brand positioning exhibited no influence on green purchase intention, the combined effect of green brand positioning, green brand knowledge, and attitude towards green brand positively shapes green purchase intention. This highlights the capacity of companies embracing environmentally friendly practices to uphold their commitment to protecting the planet. Particularly in the realm of coffee brands, which have effectively engaged consumers in environmental consciousness, these companies serve as advocates for sustainability and earth preservation. Consequently, this underscores the importance for other entrepreneurs, communities, and government to prioritize environmental stewardship and take proactive measures to safeguard the environment.

INTRODUCTION

Addressing global warming is an imperative task, necessitating concerted efforts to mitigate its impacts and promote sustainable climate practices. In Indonesia, the repercussions of global warming are keenly felt, manifesting in escalating climate change that disrupts various facets of life, notably the environment. Persistent consequences include rising temperatures, altered precipitation patterns, environmental degradation, and heightened occurrences of extreme weather events, as reported by BMKG (Aditya, 2024). A significant contributing factor to global warming is the lack of public awareness regarding environmental sustainability (Khoirala & Alfansi, 2024). Encouraging the purchase of eco-friendly products emerges as one avenue to enhance this awareness and mitigate the adverse effects of climate change. Therefore, fostering community understanding and appreciation of environmental preservation holds promise for addressing these challenges positively. Complementing efforts to raise environmental consciousness, promoting the production and consumption of green products serves as another strategy to curb the impact of global warming.

As environmental awareness continues to rise, entrepreneurs find ample opportunities to expand their ventures by focusing on eco-friendly products. The surge in interest surrounding Green Products has spurred discussions and garnered significant attention, prompting companies to pivot towards environmental consciousness. This shift encompasses alterations in production processes, materials, and packaging to align with eco-friendly standards. Green Product development aims to minimize environmental impact throughout its lifecycle, extending until its disposal, as highlighted by (Pajula et al., 2017). Consequently, consumer demand for sustainable products fuels competition among companies to meet these preferences. Nonetheless, the development of green products poses challenges, necessitating companies to devise effective strategies. Among these strategies is green marketing, as outlined by (Nekmahmud & Fekete-Farkas, 2020). Essentially, green marketing entails utilizing environmentally friendly marketing techniques to advance the objectives of both companies and individuals pertaining to earth conservation and protection. As highlighted by Agustarinda & Pertiwi (2021), many companies now prioritize environmental awareness alongside their primary objective of revenue generation. This shift compels businesses to develop products that uphold environmental sustainability. Despite recognizing that green marketing may not yield significant financial returns, companies acknowledge its potential to foster positive social perceptions, particularly regarding environmental (Rahmawati & Setyawati, 2023). Incorporating environmentally friendly concepts and producing green products signifies a commitment among businesses to prioritize environmental concerns. In Indonesia, numerous coffee brands have embraced environmentally friendly practices in both product development and marketing efforts.

Established in 2018, one of the coffee brands in Indonesia operates as a startup, distinguishing itself by offering top-notch coffee beverages while championing an environmentally friendly ethos. This brand adopts the metaphor of a forest or tree to symbolize its commitment to environmental stewardship, drawing parallels to the forest's capacity to provide shade and ecological benefits to its surroundings. Beyond delivering exceptional coffee, this brand prioritizes eco-friendliness, thereby exerting a positive influence on the environment. Targeting environmentally conscious consumers facilitates the seamless integration of eco-friendly principles into its operations. Through its adoption of green marketing practices, this coffee brand exemplifies the efficacy of employing environmentally friendly concepts and strategies. Such initiatives serve as a catalyst, inspiring other companies and products to embrace green marketing and prioritize the preservation of the natural environment. Consequently, individuals already attuned to environmental concerns are likely to exhibit heightened interest in purchasing green products, thereby bolstering Green Purchase Intentions (GPI).

GPI plays a pivotal role in fostering the development of environmentally friendly products, representing a customer's inclination to purchase green products that align with their preferences (Aulina & Yuliati, 2017). A favorable GPI reflects a positive attitude towards and receptiveness to environmentally friendly products, thereby heightening the likelihood of purchase intentions (Amoako et al., 2020; Situmorang et al., 2021). This inclination is particularly pronounced among consumers who exhibit a heightened level of environmental consciousness, demonstrating a willingness to invest in green products despite their premium pricing (Mabkhot, 2024). Favorable attitudes towards green products further reinforce GPI, underscoring the significance of consumer perceptions in driving purchase intentions (Mohd Suki, 2016). Rooted in a return to nature, the GPI concept exerts substantial influence on companies, brands, and products that espouse green marketing principles. Consumers who prioritize environmental concerns thus wield considerable influence over the success of companies, brands, and products, given the alignment with consumer preferences. Green Brand Positioning (GBP) emerges as a key determinant shaping GPI, exerting a significant impact on consumer decision-making processes.

GBP encompasses the strategic endeavors undertaken by companies to carve out a distinct place in consumers' minds (Mehraj & Qureshi, 2022). This entails crafting a brand image that resonates with consumer preferences, serving as a primary motivator behind repeated brand purchases. Positioned as a marketing tactic, GBP aims to establish differentiators, advantages, and benefits that remain ingrained in consumers' memory (Wati & Ekawati, 2016). It constitutes a

crucial element of the company's strategy in promoting and distributing its green products, conveying the superiority of these offerings to engender consumer interest and recall. By delineating how a brand can position itself in consumers' minds, GBP emerges as a pivotal factor in achieving competitive advantage (Clancy & Trout, 2022). Environmentally friendly green brands project an image and functionality that positively impact the environment, with shifts in consumer behavior reflecting the effectiveness of green marketing endeavors in promoting eco-friendly goods (Imaningsih, 2019). Consequently, environmentally conscious consumers exhibit a propensity to prefer and purchase green products, underscoring the imperative for companies to cultivate an environmentally friendly brand position to attain their desired objectives (Mohd Suki, 2016). Numerous previous studies have attested to the positive influence of GBP on GPI. This assertion finds support in the findings of various researchers, as evidenced by studies indicating that GBP significantly influences consumers' decisions to purchase environmentally friendly products (Huang et al., 2014; Mohd Suki, 2016; Mostafa, 2007; Pebrianti & Aulia, 2021; Situmorang et al., 2021).

Apart from GBP, GPI is also shaped by GBK. GBK entails the dissemination of information aimed at prompting customers to adopt more environmentally friendly behaviors (Pandian et al., 2014). It embodies the imprint of environmentally friendly product brands in customers' minds, reflecting various attributes that underscore a commitment to and concern for the environment, as outlined by (Keller, 1993). This holds significance as GBK can sway customer behavior towards heightened environmental awareness and a preference for green products. Additionally, alongside GBK, GPI is influenced by Attitude towards Green Brand (AtGB). As posited by (Lee, 2008), attitude towards environmentally friendly products stems from the customer evaluation process and a rational assessment of their eco-friendly attributes. Effectively communicating the eco-friendly attributes of products to customers aids in brand selection decisions (Ríos et al., 2006). AtGB represents consumers' evaluations and assessments of green products, ultimately influencing their purchasing decisions. The research gap lies in the need for a deeper exploration of the effectiveness of green marketing strategies, particularly in the context of emerging economies like Indonesia. While there's significant discourse on the rise of environmental awareness and the adoption of green products, there's a lack of specific investigation into the actual impact of green marketing efforts on consumer behavior, particularly in driving GPI.

Green Brand Positioning and Green Purchase Intention

Green Brand Positioning (GBP) constitutes a marketing strategy aimed at establishing distinctiveness, advantages, and benefits that linger in customers' memories regarding a product (Wati & Ekawati, 2016). It centers on the value proposition of products and services that prioritize environmental friendliness, thereby focusing on offerings that cater to environmentally conscious consumers (Mohd Suki, 2016). Through GBP, companies aim to create a lasting impression among consumers regarding green products, facilitating their decision-making process when it comes to purchasing environmentally friendly items. The increased adoption of green marketing concepts by companies reflects and reinforces consumer behavior, underscoring the success of initiatives aimed at promoting environmentally friendly products (Imaningsih, 2019; Mohd Suki, 2016). Consequently, heightened environmental awareness and the utilization of green products contribute to a positive perception among consumers, aligning with initiatives asserting that GBP significantly influences GPI regarding green products (Huang et al., 2014; Mustofa & Rinnanik, 2022). Thus, it is reasonable to posit that the first hypothesis of this study is:

H1: Green Brand Positioning has a positive and significant impact on Green Purchase Intentions

Green Brand Knowledge and Green Purchase Intention

Green Brand Knowledge (GBK) refers to the dissemination of information by companies regarding the distinctive features of eco-friendly products through their brand attributes (Mohd Suki, 2016). This concept encompasses the expectations set by companies for both their customers and the environment, with the aim of enriching customer awareness regarding green products. It is imperative for companies to furnish reliable information about eco-friendly products, fostering

trust among consumers for informed purchasing decisions (Ganapathy et al., 2014; Pandian et al., 2014). Previous studies have indicated that consumers' inclination to purchase eco-friendly products is influenced by their knowledge about such products (Y. Chen & Chang, 2012; Y. S. Chen, Chang, et al., 2020; Yadav & Pathak, 2016). Consumers exhibit a heightened intention to purchase and utilize environmentally friendly products when equipped with knowledge about their environmental benefits (Krissanya et al., 2023). Moreover, consumers who possess environmental awareness and understand the importance of environmental conservation are more inclined to opt for eco-friendly alternatives. Research conducted by (Chin et al., 2020; Huang et al., 2014; Mohd Suki, 2016; Mostafa, 2007; Situmorang et al., 2021) has further corroborated that knowledge pertaining to green products significantly impacts purchasing interest in eco-friendly goods. Consequently, the second hypothesis posited in this study is as follows:

H2: Green Brand Knowledge has a positive and significant impact on Green Purchase Intentions

Green Brand Positioning and Attitude Toward Green Brand

GBP refers to the strategic placement of eco-friendly products, projecting a company's commitment to environmental consciousness as perceived by consumers. Previous research emphasizes that effective GBP should align with consumer expectations, associating environmentally friendly products with desirable and valuable attributes (H.-J. Wang, 2016; Y. M. Wang et al., 2022). Employing GBP as a strategic approach sets a company apart from competitors by emphasizing its environmentally friendly ethos (Huang et al., 2014). It entails ongoing communication regarding the company's environmental stewardship, actively conveying to the public that its products or services possess superior environmental credentials (Chin et al., 2020). Hartmann & Apaolaza-Ibáñez (2012) suggest that GBP can positively influence consumer attitudes towards environmentally friendly brands. Consequently, this study demonstrates a positive correlation between GBP and AtGB (AtGB). This assertion is supported by multiple prior studies (Huang et al., 2014; Wahyuningtias & Artanti, 2020; Wati & Ekawati, 2016), indicating a favorable impact of GBP on AtGB. Thus, the third hypothesis in this study is posited as follows:

H3: Green Brand Positioning has a positive and significant impact on Attitude towards Green Brand

Green Brand Knowledge and Attitude Toward Green Brand

GBK encompasses an understanding of environmentally friendly principles that can resonate with customers, prompting a commitment to environmental care (Keller, 1993). It furnishes consumers with insights into green brands, comprising details regarding the distinctiveness of eco-friendly products, including their raw materials, packaging, and associated benefits. When information regarding environmentally friendly products is effectively communicated to customers, it positively influences their perception and fosters interest in these products (Ganapathy et al., 2014; Geyer-Allély & Zacarias-Farah, 2003; Pandian et al., 2014). Customers can rely on this information to deepen their knowledge of environmental issues and products. This assertion finds support in research conducted by Paul et al. (2016), which suggests that GBK can influence AtGB. Therefore, the fourth hypothesis posited in this study is as follows:

H4: Green Brand Knowledge has a positive and significant impact on Attitude towards Green Brand

Attitude toward Green Brand and Green Purchase Intention

Attitude toward Green Brand (AtGB) represents a customer's evaluation of eco-friendly products, encompassing preferences and opinions about all brands, which ultimately shape their attitude towards a specific brand (Solomon, 2009). Lee (2008) contends that AtGB regarding eco-friendly products evolves through the customer's evaluation process and comprehensive assessment of green brands. Companies' efforts to communicate the essence of their green products to customers play a pivotal role in brand selection (Ríos et al., 2006). Consumer environmental awareness signifies a proactive stance towards eco-friendly products. Previous research highlights the emotional aspect of a positive attitude influencing green product purchase decisions (Smith &

Paladino, 2010). Mostafa (2007) suggests that consumers with a favorable attitude towards eco-friendly products exhibit a stronger intention to purchase them. Consumer attitudes in comprehending, evaluating, selecting, and making purchasing decisions can be positively influenced by green brands, thus stimulating interest in environmentally friendly products. This aligns with prior research indicating that customer attitudes towards green products significantly impact their purchase intent (Yadav & Pathak, 2016). Consequently, it can be inferred that in this study, AtGB positively influences GPI. Therefore, the fifth hypothesis in this study is posited as follows:

H5: AtGB has a positive and significant impact on Green Purchase Intentions.

Green Brand Positioning, Attitude Toward Green Brand, and Green Purchase Intention

GBP plays a vital role in brand management within a competitive market landscape, establishing a brand's distinctiveness and relevance (Huang et al., 2014; Ríos et al., 2006). It acts as a symbol of eco-friendliness, becoming a crucial component of the brand's identity and strongly appealing to environmentally aware consumers within the target demographic (Huang et al., 2014). AtGB represents customers' evaluative judgments regarding green products, reflecting their affinity or aversion towards environmentally friendly offerings (Ginsberg & Bloom, 2004). Y. S. Chen, Huang, et al. (2020) corroborate this notion by suggesting that GBP, mediated by AtGB, exerts a positive influence on GPI. Therefore, it can be inferred that the sixth hypothesis in this study is as follows:

H6: Green Brand Positioning has positive and significantly impact on GPI through Attitude towards Green Brand.

Green Brand Knowledge, Attitude Toward Green Brand, and Green Purchase Intention

GBK entails the consistent dissemination of information regarding environmentally friendly products to customers. This knowledge and the accompanying attitudes of customers play a crucial role in shaping their preferences when making purchasing decisions. It encompasses consumers' comprehension of environmentally sustainable products, influencing the extent to which their ecological attitudes translate into environmentally friendly actions (Connell, 2010; Mostafa, 2007; Padel & Foster, 2005). According to Huang et al. (2014) and Mohd Suki (2016)), the AtGBs can significantly mediate the relationship between GBK and GPI. Thus, the seventh hypothesis in this study is posited as follows:

H7: Green Brand Knowledge has positive and significantly impact on Green Purchase Intention through Attitude towards Green Brand.

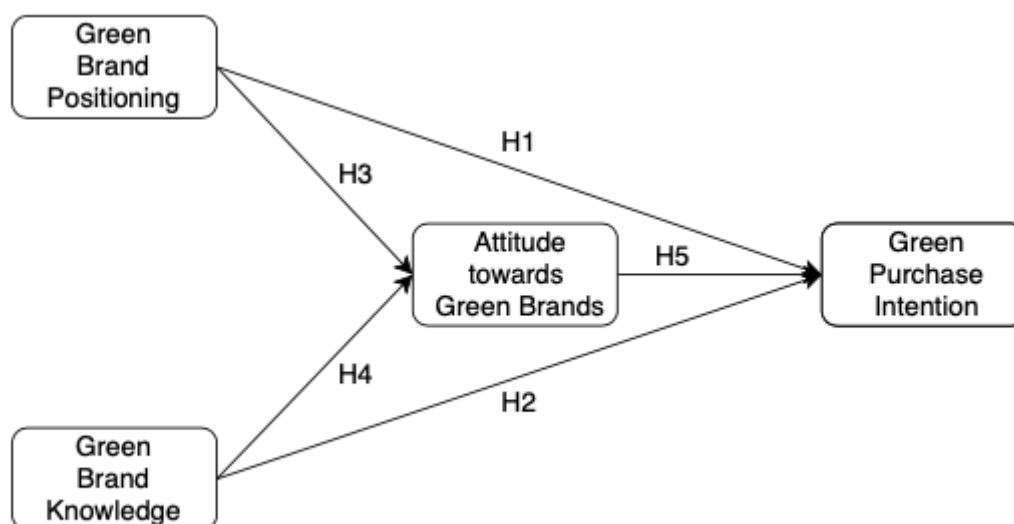


Figure 1. Conceptual Research Framework

RESEARCH METHODS

The research methodology adopts a quantitative approach, involving the collection of data through an online questionnaire distributed via Google Forms. This study employs a quantitative approach with descriptive and explanatory methods. The population under study comprises consumers who have purchased products from one of the coffee brands in Indonesia. Non-probability sampling techniques are utilized, with convenience sampling employed to select respondents from individuals visiting coffee brand outlets in Indonesia with the intention of purchasing coffee. Data analysis is conducted using SmartPLS software employing the SEM-PLS analysis model. The questionnaire yielded responses from 296 participants, and primary and secondary data were gathered from various journals, books, and official websites. The questionnaire utilized in the study was crafted from indicators previously discussed, which were then translated into multiple items featuring response choices on a Likert scale. Participants were tasked with selecting their preferred response from the provided options.

RESULTS & DISCUSSION

Table 1 presents the descriptive analysis results of responses from 296 participants. The majority of respondents identified as female, comprising approximately 75.7% of the total. Furthermore, the age range most commonly reported was 17-25 years old, representing 81.8% of participants. In terms of occupation, students constituted the largest group, that is 57.0% of respondents. Regarding monthly expenses, the majority fell within the range of Rp 1,000,000 to Rp 2,000,000, comprising 32.5% of the sample. Additionally, a significant proportion of respondents hailed from East Java province, making up 77.3% of the total. Notably, 273 participants, or approximately 83.8%, indicated awareness of environmentally friendly coffee brands. Of these, 274 individuals, equivalent to 92.6%, reported purchasing such products. The demographic breakdown also reveals that the highest proportion of respondents made less than 3 purchases of this coffee brand (43.6%).

Table 1.
Distribution of Respondent Data

Characteristic	Category	Frequency	Presentation
Gender	Male	72	24.3%
	Female	224	75.7%
Age	<17	4	1.4%
	17 – 25	242	81.8%
	25 – 33	38	12.8%
	33 – 41	11	3.7%
	41 – 49	1	3%
Professional Status	Student	171	57.8%
	Employee	113	38,2%
	Unemployed	12	4.0%
Monthly Expenses	< Rp. 1.000.000,-	68	23.0%
	Rp. 1.000.000 – Rp. 2.000.000,-	97	32.8%
	Rp. 2.000.000 – Rp. 3.000.000,-	53	17.9%
	Rp. 3.000.000 – Rp. 4.000.000,-	45	15.2%
	Rp. 5.000.000 – Rp. 6.000.000,-	25	8.4%
>Rp7.000.000,-	8	2.7%	
Residence	Jawa	277	93,6%
	Luar Jawa	19	6,4%
How many times have you purchased this coffee brand?	Less than 3 times	129	43.6%
	3 – 8 times	80	27.0%
	More than 8 times	87	29.4%

The assessment of each item's reliability is evident from the standardized loading factor values displayed in Table 2. An item is considered valid when its loading factor value reaches 0.7. Upon analysing the data, it is confirmed that all items in this study meet the validity criterion. The validity results are outlined as on table 2. Referring to Table 2 above, it is evident that each variable item in this study exhibits an Outer Loading exceeding 0.7. Consequently, all items within this study are considered valid and suitable for analysis.

Additionally, examination of Table 3 reveals that the Average Variance Extracted (AVE) for all variables surpasses the threshold value of 0.50. Regarding discriminant validity, it is observed that the values of exogenous variables, specifically GBP (0.834), GBK (0.847), and AtGBs (0.788), as well as the endogenous variable GPI (0.834), exceed the relationships between individual variables and others. Moreover, both the Cronbach's Alpha value and the Composite Reliability (CR) value for all variables exceed the average threshold of > 0.70. Hence, it can be deduced that all constructs within this study are both valid and reliable.

Table 2.
Outer Loading Factor

Variable	Item	Outer Loading Factor
Green Brand Positioning	This coffee brand represents comfort	0.732
	This coffee brand has a high quality	0.731
	This coffee brand is an environmentally friendly product	0.763
	This coffee brand uses a high-tech coffee machine	0.710
	This coffee brand uses environmentally friendly materials to prevent environmental pollution	0.823
	This coffee brand makes coffee products creatively	0.716
	This coffee brand is environmentally oriented	0.824
	This coffee brand is appreciated for embracing the concept of being environmentally friendly	0.770
	This coffee brand has always been consistent in its development	0.720
Green Brand Knowledge	This coffee brand is top-of-mind when considering environmentally conscious options	0.736
	This coffee brand enjoys a positive reputation	0.752
	The product quality from this coffee brand is excellent	0.754
	This coffee brand ensures comprehensive quality assurance	0.825
	The packaging design of this coffee brand is remarkable	0.729
	The packaging of this coffee brand is recyclable	0.752
	This coffee brand is closely linked with environmental preservation	0.808
	Supporting this coffee brand enriches my commitment to environmental protection	0.784
Attitude Towards Green Brand	I believe this coffee brand reflects my socio-economic status	0.759
	I anticipate positive perceptions from others when they learn I choose this brand	0.798
	In my view, the functionality of this coffee product's packaging suits my needs	0.812
	I find the price of this coffee product satisfactory	0.778
	I appreciate the aesthetic appeal of this coffee brand's products	0.734
	My friends hold favorable opinions when they learn I've chosen a product from this brand	0.805
	My expectations regarding environmental consciousness in green products are met by this brand	0.822
Green products from this brand uphold commitments and responsibilities towards the environment	0.792	
Green Purchase Intention	I'm inclined to purchase a product from this coffee brand due to my environmental concerns	0.836
	The likelihood of me purchasing a product from this coffee brand is high	0.782
	I aim to purchase green products due to environmental concerns	0.880
	Overall, I'm content to support environmentally friendly products due to their environmental commitment	0.860
	I'm considering transitioning to this coffee brand's product for ecological reasons	0.882
	I intend to shift towards environmentally friendly products	0.704

The Inner Model test in this study incorporates both the R-square test and hypothesis testing (Table 4). According to Chin (1998), the R-square test is deemed good (high) if the value exceeds 0.67, moderate if it falls between 0.33 and 0.67, and low if it is less than 0.33.

Table 3.
Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)	Result
GBP	0.905	0.907	0.923	0.571	Valid dan Reliable
GBK	0.901	0.904	0.929	0.590	Valid dan Reliable
AtGB	0.913	0.914	0.929	0.621	Valid dan Reliable
GPI	0.906	0.910	0.928	0.683	Valid dan Reliable

Examining the outcomes presented in Table 4, it is noted that the R-square value for AtGB is 0.749. This signifies that 74.9% of the variability in AtGB can be accounted for by GBP, leaving 25.1% unexplained by variables considered in this study, placing it within the moderate influence category. Similarly, the R-square value for the GPI variable in Table 4 is 0.708, indicating that 70.8% of the variability in GPI is explained by GBP, with the remaining 29.2% attributed to variables beyond the scope of this study. This R-square value also falls within the moderate influence category.

Table 4.
R-Square Model

Variable	R-Square	R-Square Adjusted
AtGB	0.749	0.748
GPI	0.708	0.705

Table 5 presents the results of hypothesis testing, revealing that three variables exhibit a positive influence. Notably, GBK on GPI indicates that a greater understanding of environmentally friendly products correlates with increased purchasing tendencies for such brands. Conversely, as indicated in Table 5, certain variables demonstrate no discernible influence, whether positive or negative. Specifically, the relationship between GBP and GPI lacks significance. This observation aligns with prior research findings suggesting the existence of unacceptable hypotheses. For instance, Drozdenko et al. (2011) highlight instances where consumer willingness to pay a premium for eco-friendly products diminishes, despite an increase in consumer concerns regarding environmental issues

Table 5.
Structural Hypothesis Model Test

Hypothesis	Path Coefficient	T Statistics	P Value	Result
GBP → GPI	0.044	0.603	0.547	H1 Rejected
GBK → GPI	0.173	2.275	0.023	H2 Accepted
GBP → AtGB	0.351	5.455	0.000	H3 Accepted
GBK → AtGB	0.545	8.154	0.000	H4 Accepted
AtGB → GPI	0.652	8.585	0.000	H5 Accepted
GBP → AtGB → GPI	0.229	4.418	0.000	H6 Accepted
GBK → AtGB → GPI	0.355	6.175	0.000	H7 Accepted

Green Brand Positioning on Green Purchase Intention

In this study, it was observed that GBP exerts no significant influence on GPI. This conclusion is supported by the coefficient value of 0.044, the t-statistic value of 0.603, which falls below the threshold of 1.96, and the P-Values/significance value of 0.547, which exceeds 0.05.

Analysis of the questionnaire results reveals a despite consumers' interest in environmentally friendly products, they perceive that this coffee brand fails to effectively position its products as environmentally friendly, leading to a lack of interest in making purchases.. This finding is corroborated by (Pebrianti & Aulia, 2021) which underscores that inadequate positioning or knowledge dissemination regarding environmentally friendly products diminishes consumer purchase intent for such products. This aligns with the conclusions of other studies, such as that of (Drozdenko et al., 2011), which suggests a declining willingness among consumers to pay premiums for environmentally friendly products despite increasing environmental awareness. To bridge this gap and enhance consumer interest in environmentally friendly purchases, the coffee brand could consider implementing transparent and authentic sustainability initiatives, improving communication strategies to highlight these efforts, and actively engaging with consumers to educate them about its commitment to environmental responsibility.

Green Brand Knowledge on Green Purchase Intention

This research reveals that GBK positively influences GPI. This conclusion is evidenced by the positive coefficient value of 0.173, the t-statistic value of 2.275, exceeding 1.96, and the P-Values/significance value of 0.023, which is less than 0.05. Additionally, the questionnaire results indicate that consumers are aware of the environmentally friendly orientation of this coffee brand's product, leading them to make purchases due to its eco-conscious concept. These findings are consistent with prior studies conducted by Chin et al., (2020), Huang et al. (2014), Mohd Suki (2016), all of which affirm the positive impact of GBK on GPI. Hence, the inference drawn suggests that heightened consumer awareness regarding environmentally friendly products correlates with increased purchasing interest in such items. Consequently, it is imperative for companies to enhance consumer awareness regarding the environmentally friendly attributes of their products, thereby attracting consumers to make purchases of these eco-conscious offerings. However, it is equally essential for companies to substantiate their claims by actually manufacturing environmentally friendly products, rather than solely labeling them as such.

Green Brand Positioning on Attitude towards Green Brand

In this investigation, it was revealed that GBP exerts a favorable influence on AtGB. This conclusion is substantiated by the positive coefficient value of 0.351, coupled with a t-statistic value of 5.455, surpassing 1.96, and a P-Values/significance value of 0.000, which is less than 0.05. The survey results unveiled that consumers perceive the products of this coffee brand as safe, leading to not only an aesthetic preference for the brand's products but also a sense of security during consumption. This outcome underscores the notion that a favorable brand image ingrained in consumers' minds prompts an instinctive attraction and fosters a positive attitude towards the brand, particularly when it positions itself as a purveyor of environmentally friendly products. This assertion finds support in earlier studies by Huang et al. (2014), Wahyuningtias & Artanti (2020; Wati & Ekawati, 2016), all of which emphasize the positive impact of GBP on AtGB. Consequently, it can be deduced that enhancing the positioning of green product brands in consumers' minds engenders a favorable attitude towards brands espousing environmentally friendly principles.

Attitude towards Green Brand on Green Purchase Intention

In this study, findings indicate that AtGB positively influences GPI. This observation is substantiated by its coefficient value of 0.652, accompanied by a statistical t-value of 8.585, surpassing 1.96, and a P-Values value of 0.000, below the significance threshold of 0.05. Survey results revealed that the product packaging of this coffee brand aligns with consumers' expectations for environmentally friendly products, prompting those inclined towards green brands to express an intent to purchase and transition to eco-friendly alternatives. The perceived support from consumers in fostering the development of environmentally friendly products through their positive attitudes towards Green Brand further stimulates consumer interest in purchasing environmentally friendly products. These findings parallel prior research by Y. S. Chen, Huang,

et al. (2020), affirming the positive influence of AtGB on GPI. Consequently, it can be inferred that consumer attitudes towards environmentally friendly products play a pivotal role in shaping their inclination towards purchasing such products. Therefore, it is imperative for brands embracing environmentally friendly concepts to cultivate favorable consumer attitudes towards green brand, thereby augmenting consumer interest in purchasing their offerings.

Green Brand Positioning on Green Purchase Intention through Attitude towards Green Brand

In this study, findings suggest that GBP, mediated by AtGB, exerts a positive influence on GPI. This observation is supported by a coefficient value of 0.229, along with a statistical t-value of 4.418, exceeding 1.96, and a P-Values value of 0.000, below the significance threshold of 0.05. Analysis of the questionnaire responses indicates that this coffee brand effectively positions its environmentally friendly products to consumers, thereby fostering a positive attitude towards eco-friendly products among consumers. Consumers perceive these coffee brands as offering sustainability benefits to the planet, prompting their interest in purchasing these products. The relationship between GBP and GPI mediated by AtGB is reinforced by research conducted by Huang et al. (2014). Thus, it can be inferred that companies embracing green branding are expected to effectively position themselves as environmentally conscious brands, thereby cultivating positive consumer attitudes towards their products, ultimately driving increased consumer interest in purchasing green products.

Green Brand Knowledge on Green Purchase Intention through Attitude towards Green Brand

In this study, it was determined that GBK, mediated by AtGB, exerts a positive influence on GPI. This outcome is substantiated by a coefficient value of 0.355, with a statistical t-value of 6.175, surpassing 1.96, and a P-Values value of 0.000, below the significance threshold of 0.05. AtGB serves as a mediator in the relationship between GBK and GPI, indicating that consumer interest in purchasing is sparked by their curiosity about green products, leading to a heightened positive attitude towards these environmentally conscious offerings. Respondents in this study concurred that the advancement of Green Products should remain a priority, encouraging individuals to transition to eco-friendly products with the aim of preserving the environment. This discovery aligns with previous research by (Wahyuningtias & Artanti, 2020), which highlighted that GBK, mediated by AtGB, can indeed influence GPI. Hence, it is imperative for companies managing green brands to consistently provide consumers with knowledge about their green brands, thereby enhancing consumer attitudes towards their brand and ultimately generating consumer interest in purchasing their green products.

CONCLUSION

Based on the findings of this study, it can be inferred that GBP lacks the ability to influence GPI. However, other variables demonstrate the capacity to impact GPI among consumers of coffee brands who exhibit a preference for environmentally friendly concepts or green products. Specifically, GBK exhibits a positive effect on GPI, while GBP positively influences AtGB. Moreover, GBK positively impacts AtGB, and AtGB, in turn, positively affects GPI. Additionally, both GBP mediated by AtGB and GBK mediated by AtGB exert positive effects on GPI. The lack of a direct significant relationship between GBP and GPI, contrasted with the significant relationship between GBP and GPI through AtGB. The absence of a direct significant relationship between GBP and GPI underscores the complexity of consumer decision-making and the need to consider multiple factors influencing purchase intentions. The significant relationship between GBP and GPI through AtGB highlights the importance of shaping consumer attitudes toward environmental issues to drive green purchase behavior.

In this study, there remain areas for improvement, notably in the sampling method and the determination of sample size, which should be carefully reconsidered to ensure the proper execution of surveys, thus minimizing errors during article preparation. Moreover, due to the online nature of the survey, researchers were unable to directly validate the accuracy of respondents' answers. Additionally, there is one exogenous variable with a relatively low impact

on endogenous variables, warranting further exploration in future research to identify the more influential variables. Future researchers may consider selecting entities embodying environmentally friendly concepts or companies specializing in green products, such as Ikea, The Body Shop, Unilever, and others.

These findings underscore the significance of companies currently implementing environmentally friendly concepts or selling green products in upholding their vision and mission of protecting the earth. This is particularly evident in the coffee brand examined, which has successfully instilled a greater sense of environmental consciousness among consumers. These companies are aligned in their commitment to the preservation of the planet. Therefore, it is incumbent upon other entrepreneurs, communities, and governments to actively engage in initiatives aimed at fostering greater attention to environmental conservation.

REFERENCES

- Aditya, R. (2024, May 3). *Analisis Suhu Panas dan Potensi Cuaca Signifikan di Sebagian Wilayah Indonesia Sepekan ke Depan*. <https://www.bmkg.go.id/Berita/?P=analisis-Suhu-Panas-Dan-Potensi-Cuaca-Signifikan-Di-Sebagian-Wilayah-Indonesia-Sepekan-Ke-Depan&lang=ID&tag=press-Release>.
- Agustarinda, B., & Pertiwi, S. (2021). Pengaruh Strategi Green Marketing Dan Social Media Marketing Terhadap Keputusan Pembelian Kaos Lokal Kerjodalu. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9. <https://doi.org/10.26740/jptn.v9n3.p1376-1382>
- Amoako, G., Dzogbenuku, R., & 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, ahead-of-print*. <https://doi.org/10.1108/IJPPM-12-2019-0595>
- Aulina, L., & Yuliati, E. (2017). The Effects of Green Brand Positioning, Green Brand Knowledge, and Attitude towards Green Brand on Green Products Purchase Intention. *Proceedings of the International Conference on Business and Management Research (ICBMR 2017)*, 548–557. <https://doi.org/10.2991/icbmr-17.2017.50>
- Chen, Y., & Chang, C. (2012). Enhance Green Purchase Intentions. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen, Y. S., Chang, T. W., Li, H. X., & Chen, Y. R. (2020). The Influence of Green Brand affect on Green Purchase Intentions: The Mediation Effects of Green Brand Associations and Green Brand Attitude. *International Journal of Environmental Research and Public Health*, 17(11), 1–17. <https://doi.org/10.3390/ijerph17114089>
- Chen, Y. S., Huang, A. F., Wang, T. Y., & Chen, Y. R. (2020). Greenwash and Green Purchase Behaviour: The Mediation of Green Brand Image and Green Brand Loyalty. *Total Quality Management and Business Excellence*, 31(1–2), 194–209. <https://doi.org/10.1080/14783363.2018.1426450>
- Chin, T., Lawi, N., Muharam, F., Abdul Kohar, U. H., Choon, T., & Zakuan, N. (2020). Effects of Green Brand Positioning, Knowledge and Attitude on Green Product Purchase Intention. *International Journal of Psychosocial Rehabilitation*, 24, 598–608. <https://doi.org/10.37200/IJPR/V24I1/PR200166>
- Clancy, K. J., & Trout, J. (2022). Brand Confusion. *Harvard Business Review*, March 2022. <https://hbr.org/2002/03/brand-confusion>
- Connell, K. Y. H. (2010). Internal And External Barriers to Eco-Conscious Apparel Acquisition. *International Journal of Consumer Studies*, 34(3), 279–286. <https://doi.org/https://doi.org/10.1111/j.1470-6431.2010.00865.x>
- Drozdenko, R., Jensen, M., & Coelho, D. (2011). Pricing of Green Products: Premiums Paid, Consumer Characteristics and Incentives. *International Journal of Business, Marketing and Decision Sciences*, 4(1), 106 - 116. https://www.researchgate.net/publication/267725435_Pricing_of_Green_Products_Premiums_Paid_Consumer_Characteristics_and_Incentives#fullTextFileContent

- Ganapathy, S. P., Natarajan, J., Gunasekaran, A., & Subramanian, N. (2014). Influence Of Eco-Innovation on Indian Manufacturing Sector Sustainable Performance. *International Journal of Sustainable Development & World Ecology*, 21(3), 198–209. <https://doi.org/10.1080/13504509.2014.907832>
- Geyer-Allély, E., & Zacarias-Farah, A. (2003). Policies And Instruments for Promoting Sustainable Household Consumption. *Journal Of Cleaner Production - J CLEAN PROD*, 11, 923–926. [https://doi.org/10.1016/S0959-6526\(02\)00156-7](https://doi.org/10.1016/S0959-6526(02)00156-7)
- Ginsberg, J., & Bloom, P. (2004). Choosing the Right Green Marketing Strategy. *MIT Sloan Management Review*, 46. https://www.researchgate.net/publication/40967806_Choosing_the_Right_Green_Marketing_Strategy
- Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer Attitude and Purchase Intention Toward Green Energy Brands: The Roles of Psychological Benefits and Environmental Concern. *Journal of Business Research*, 65(9), 1254–1263. <https://doi.org/https://doi.org/10.1016/j.jbusres.2011.11.001>
- Huang, Y.-C., Yang, M., & Wang, Y.-C. (2014). Effects Of Green Brand on Green Purchase Intention. *Marketing Intelligence & Planning*, 32(3), 250-268. <https://doi.org/10.1108/MIP-10-2012-0105>
- Imaningsih, E. S. (2019). The Effect of Green Perceived Quality, Green Perceived Risk on Green Satisfaction and Green Trust on The Body Shop Product. *Journal of Marketing and Consumer Research*, 55, 71-78. <https://api.semanticscholar.org/CorpusID:169422655>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1-22. <https://doi.org/10.1177/002224299305700101>
- Khoirala, C. M., & Alfansi, L. (2024). Green Euphoria: Unraveling the Power of Sustainable Brands - Examining the Nexus of Green Brand Image, Authenticity, and Emotional Well-being with the Mediating Force of Green Brand Attachment. *Journal of Entrepreneurship and Business*, 5(1), 28–42. <https://doi.org/10.24123/jeb.v5i1.6069>
- 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. <https://doi.org/10.33094/ijaefa.v15i2.838>
- Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing Intelligence & Planning*, 26(6), 573–586. <https://doi.org/10.1108/02634500810902839>
- Mabkhot, H. (2024). Factors Affecting Millennials' Green Purchase Behavior: Evidence from Saudi Arabia. *Heliyon*, 10(4), e25639. <https://doi.org/https://doi.org/10.1016/j.heliyon.2024.e25639>
- Mehraj, D., & Qureshi, I. (2022). Does Green Brand Positioning Translate into Green Purchase Intention? A Mediation–Moderation Model. *Business Strategy and the Environment*, 31. <https://doi.org/10.1002/bse.3069>
- Mohd Suki, N. (2016). Green Product Purchase Intention: Impact of Green Brands, Attitude, And Knowledge. *British Food Journal*, 118(12), 2893–2910. <https://doi.org/10.1108/BFJ-06-2016-0295>
- Mostafa, M. M. (2007). Gender Differences in Egyptian Consumers' Green Purchase Behaviour: The Effects of Environmental Knowledge, Concern and Attitude. *International Journal of Consumer Studies*, 31(3), 220–229. <https://doi.org/10.1111/j.1470-6431.2006.00523.x>
- Mustofa, A., & Rinnanik. (2022). The Impact of Environmental Concern, And Environmental Attitude on Green Product Purchase Intention. *Business and Accounting Research (IJEBAAR)*, 6(3):1-11. <https://www.topbrand-award.com/top-brand-index>
- Nekmahmud, M., & Fekete-Farkas, M. (2020). Why Not Green Marketing? Determinates Of Consumers' Intention to Green Purchase Decision in A New Developing Nation. *Sustainability (Switzerland)*, 12(19), 1–31. <https://doi.org/10.3390/su12197880>

- Padel, S., & Foster, C. (2005). Exploring The Gap Between Attitudes and Behaviour: Understanding Why Consumers Buy or Do Not Buy Organic Food. *British Food Journal*, 107. <https://doi.org/10.1108/00070700510611002>
- Pajula, T., Behm, K., Vatanen, S., & Saarivuori, E. (2017). Managing the Life Cycle to Reduce Environmental Impacts. In S. N. Grösser, A. Reyes-Lecuona, & G. Granholm (Eds.), *Dynamics of Long-Life Assets: From Technology Adaptation to Upgrading the Business Model* (pp. 93–113). Springer International Publishing. https://doi.org/10.1007/978-3-319-45438-2_6
- Pandian, S., N, J., Gunasekaran, A., & Subramanian, N. (2014). Influence Of Eco-Innovation on Indian Manufacturing Sector Sustainable Performance. *The International Journal of Sustainable Development and World Ecology*, 21. <https://doi.org/10.1080/13504509.2014.907832>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting Green Product Consumption Using Theory of Planned Behavior and Reasoned Action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/https://doi.org/10.1016/j.jretconser.2015.11.006>
- Pebrianti, W., & Aulia, M. (2021). The Effect of Green Brand Knowledge and Green Brand Positioning on Purchase Intention Mediated by Attitude Towards Green Brand: Study on Stainless Steel Straw Products by Zero Waste. In *Jurnal Dinamika Manajemen*, 12(2). <http://jdm.unnes.ac.id>
- Rahmawati, E., & Setyawati, H. A. (2023). Pengaruh Green Brand Knowledge dan Environmental Concern Terhadap Green Purchase Intention Melalui Green Attitude pada Produk The Body Shop. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi*, 5(4), 387–408. <https://doi.org/10.32639/jimmba.v5i4.430>
- Ríos, F., Luque Martínez, T., Fuentes, F., & Soriano, P. (2006). Improving Attitudes Toward Brands with Environmental Associations: An Experimental Approach. *Journal of Consumer Marketing*, 23, 26. <https://doi.org/10.1108/07363760610641136>
- Situmorang, T. P., Indriani, F., Simatupang, R., & Soesanto, H. (2021). Brand Positioning and Repurchase Intention: The Effect of Attitude Toward Green Brand. *Journal of Asian Finance, Economics and Business*, 8, 491–499. <https://api.semanticscholar.org/CorpusID:236558117>
- Smith, S., & Paladino, A. (2010). Eating Clean and Green? Investigating Consumer Motivations Towards the Purchase of Organic Food. *Australasian Marketing Journal (AMJ)*, 18(2), 93–104. <https://doi.org/https://doi.org/10.1016/j.ausmj.2010.01.001>
- Solomon, M. R. (2009). Consumer Behavior: Buying, Having, and Being (8th ed.). *Management Decision*, 47, 845–848. <https://doi.org/10.1108/00251740910960169>
- Wahyuningtias, L., & Artanti, Y. (2020). Pengaruh Green Brand Positioning Dan Green Brand Knowledge Terhadap Green Purchase Intention Melalui Sikap Pada Green Brand Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4, 320. <https://doi.org/10.24912/jmieb.v4i2.8205>
- Wang, H.-J. (2016). Green Brand Positioning in the Online Environment. In *International Journal of Communication*, 10, 1405-1427. <https://ijoc.org/index.php/ijoc/article/view/3996/1598>
- Wang, Y. M., Zaman, H. M. F., & Alvi, A. K. (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>
- Wati, D. A. S. P., & Ekawati, N. W. (2016). Pengaruh Green Brand Positioning terhadap Niat Pembelian Dimediasi oleh Sikap (Kasus The Body Shop Bali). *E-Jurnal Manajemen Universitas Udayana*, 5(10), 6731-6761. <https://ojs.unud.ac.id/index.php/manajemen/article/view/23846>
- Yadav, R., & Pathak, G. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739. <https://doi.org/10.1016/j.jclepro.2016.06.120>