

The Role of Green Brand Positioning, Knowledge, and Attitude to Improve Green Product Purchase Intention

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Abstract

Purpose: This study aims to examine how Green Brand Positioning, Green Brand Knowledge, and Attitude Toward Green Brand influence consumer intention to purchase Fore Coffee's environmentally friendly products.

Methodology: The research uses an explanatory approach with quantitative methods. A total of 180 participants were selected using a purposive sampling technique. Data were analyzed using SmartPLS 3.0 software with the Partial Least Square (PLS) method.

Results: The analysis reveals that Green Brand Positioning, Green Brand Knowledge, and Attitude Toward Green Brand each have a significant and positive impact on Green Product Purchase Intention. Stronger green brand positioning, higher consumer knowledge about environmentally friendly brands, and more positive attitudes toward green brands all contribute to increased purchase intention for eco-friendly products.

Applications/Originality/Value: The study highlights the importance of strengthening green brand positioning and enhancing consumer awareness of environmentally friendly products. These insights are valuable for companies in designing effective marketing strategies focused on sustainability and building a positive brand image that encourages eco-friendly purchasing behavior.

Introduction

Global warming has become a serious problem that affects human life and has led to increased public awareness of the importance of environmental conservation (Kurniawati et al., 2023). This awareness has encouraged companies to implement environmentally friendly business practices in an effort to attract consumers who care about sustainability. This change in consumer behaviour has created high demand for environmentally friendly products and fostered competition among companies to develop effective strategies for producing green products. In Indonesia, many companies have begun to integrate environmentally friendly concepts into their business activities as a form of environmental responsibility (Suki, 2020).

Green marketing has become an important strategy for companies in meeting the needs of consumers who want sustainable products (Erika & Alfonsius, 2024). This approach not only benefits companies but also provides benefits for consumers and the environment. The application of sustainability principles is carried out through communication that positions products as green brands (*Green Brand Positioning*), enabling companies to create an image that highlights their concern for the environment in the minds of consumers (Erika & Alfonsius, 2024).

Green Brand Positioning (GBP) is a brand positioning strategy that aims to create uniqueness and competitive advantage for environmentally friendly products in the minds of consumers. Through strong and consistent positioning, companies can build positive perceptions, integrity, and emotional connections between consumers and brands. This positioning also serves as a differentiator between environmentally friendly products and conventional products, as well as an effective communication tool to strengthen the company's commitment to sustainability (Lia & Aninda, 2024).

Green Brand Knowledge (GBK) refers to the level of consumer knowledge about the identity and benefits of environmentally friendly products. This knowledge greatly influences consumers' purchase intentions because the more information they have, the greater their awareness and pro-environmental behaviour. Conversely, a lack of information can reduce interest in buying green products. Therefore, education and dissemination of ecological information are important in shaping consumer understanding of the importance of green products (Situmorang et al., 2021).

Attitude Toward Green Brand (ATGB) describes consumers' attitudes toward green brands, which include positive or negative assessments based on their experiences and perceptions. Positive attitudes toward environmentally friendly products can strengthen purchase intentions, as environmentally conscious consumers tend to exhibit proactive behaviour in supporting brands that align with sustainability values. Social factors such as the influence of family and friends also play a role in strengthening attitudes and purchase intentions toward green products (Adiputra et al., 2023).

Green Product Purchase Intention (GPPI) Planning that enables consumers to purchase a product is the definition of purchase intention (Bagaskara & Salim, 2023). Purchases of a product brand are said to increase when consumer purchase intentions increase, leading to an increase in purchase transactions. Consumers express their concern for the environment through Green Product Purchase Intention as the main motive for ecological behaviour.

Fore Coffee is a coffee startup committed to environmental sustainability. The name Fore Coffee itself comes from the word "Forest," which reflects the company's spirit in providing benefits to the community, just like trees that support life in the forest. The use of green colours in their products also represents the environmentally friendly concept they promote. Furthermore, Fore Coffee's commitment to a sustainable lifestyle is evident in the application of the 4R principles (*Reuse, Reduce, Recycle, and Recover*) in their packaging.

Despite the growing interest in green marketing and consumer behavior regarding sustainable products, there is a significant gap in understanding how Green Brand Positioning (GBP), Green Brand Knowledge (GBK), and Attitude Toward Green Brand (ATGB) collectively influence Green Product Purchase Intention (GPPI) in emerging markets like Indonesia. Previous studies have mainly focused on individual factors, such as the influence of green advertising or environmental certifications, but have not comprehensively examined the interplay between GBP, GBK, ATGB, and GPPI in the context of local startups like Fore Coffee. Additionally, while the Theory of Planned Behavior (TPB) has been widely used to understand consumer purchase intentions in various domains, its application in the context of green products remains underexplored. This study aims to fill this gap by integrating TPB with the concepts of GBP, GBK, and ATGB to explore their combined effect on GPPI, providing a more holistic view of consumer behavior towards environmentally friendly brands in Indonesia.

Theoretical Framework

Green Brand Positioning must be in line with what consumers want so that they can associate the brand with the identity of a product they own. Positioning aims to create a competitive advantage in the minds of consumers compared to other competitors based on the visible and invisible identity of a product (2). The support for this hypothesis is rooted in the pivotal role of green brand positioning in shaping consumer decision-making (5). An effective positioning strategy cultivates a favorable perception of eco-friendly products in the minds of consumers, thereby guiding their purchasing decisions (Wahyuningtias & Artanti, 2020). Actively communicating a brand's environmental commitment strengthens positive consumer attitudes, which subsequently translates into a greater intention to purchase green products and a concept known in the literature as Green Product Purchase Intention. Empirical evidence from multiple studies substantiates this relationship (Wahyuningtias & Artanti, 2020). Research by Thao et al., (2020) confirms that Green Brand Positioning significantly enhances purchase intention by raising consumer awareness, encouraging the use of eco-friendly products, and fostering a sense of personal involvement. Recent findings from Chen & Chang, (2021) also report a significant positive influence between these two variables. Corroborating these results, Thao et al., (2020) concluded that a strong green brand positioning significantly impacts purchase intention, indicating that consumers with positive environmental attitudes are more inclined to choose brands with a clear green identity. Thus, the first hypothesis can be concluded as follows :

H1 : *Green Brand Positioning* has a significant positive effect on *Green Product Purchase Intention*

Green Brand Knowledge is an important factor in influencing consumer attitudes towards environmental awareness (Chen & Chang, 2021). *Green Brand Knowledge* provides details about a product that has attractive brand characteristics with advantages that satisfy consumer desires. Brand knowledge is an image of a brand that has its own uniqueness (Sherwani et al., 2021). Changes in consumer behaviour can be seen from the contribution of knowledge about environmentally friendly products. Good knowledge will shape consumer attitudes, encouraging them to consume environmentally friendly products (Situmorang et al., 2021). Research conducted by Angela & Soepatini, (2024) shows a significant positive influence of *Green Brand Knowledge* on *Green Product Purchase Intention*. *Green Brand Knowledge* regulates consumers' green attitudes, which impact consumer behaviour. Consumers who are environmentally aware will exhibit strong pro-ecological behaviour and have the urge to purchase environmentally friendly products (Huang et al., 2020). Chen & Chang, (2021) argue that *Green Product Knowledge* is the main factor influencing *Green Product Purchase Intention*. *Green Brand Knowledge* shapes consumers' green attitudes, which in turn influence their behaviour. Consumers with environmental awareness will exhibit strong pro-ecological behaviour and have a strong desire to purchase environmentally friendly products. Thus, the second hypothesis can be concluded as follows:

H2: *Green Brand Knowledge* has a significant positive effect on *Green Product Purchase Intention*

Attitude Toward Green Brand has a significant impact on individual enthusiasm. A positive attitude towards a product will increase the urge to purchase that product. A person's understanding of something is usually reflected in their behaviour. Adiputra et al., (2023) Attitude shapes purchase intention; a high level of attitude will create a strong desire to purchase environmentally friendly products (Pebrianti & Aulia, 2021). This hypothesis is supported by the fundamental principle that a consumer's favorable disposition toward eco-friendly brands serves as a direct precursor to purchasing

behavior. When individuals hold a positive assessment of green brands, it establishes a propensity not only to choose such products but also to develop a reliance on them, thereby strengthening purchase intention. Substantial empirical research validates this causal link. Shidiq & Widodo, (2021) demonstrated that a positive attitude leads to a marked tendency to purchase and even depend on environmentally friendly branded products. Similarly, the findings of Wardani & Rahardjo, (2022) confirm a significant positive influence of Attitude Toward Green Brand on Green Product Purchase Intention. This relationship is further corroborated by the earlier work of Wardani & Rahardjo, (2022), who also established a significant positive influence between these variables. Collectively, this body of evidence strongly indicates that a positive brand attitude is a key driver in the decision to purchase green products.

H3: *Attitude Toward Green Brand* has a positive effect on *Green Product Purchase Intention*

Research Methodology

This research employs a quantitative methodology with a causal design to investigate the influence of GBP, GBK, and ATGB on GPPI. The quantitative causal approach was selected for its efficacy in systematically and measurably explaining the cause-and-effect relationships between the variables under investigation. The study's population comprised individuals within the Greater Solo region who had either purchased or exhibited a potential to purchase Fore Coffee products. A non-probability sampling technique, specifically purposive sampling, was utilized to select the research sample. The criteria for inclusion in the sample were as follows: respondents must be over the age of 17 and must have purchased Fore Coffee products at least once. These criteria ensure that the sample consists of individuals who have direct experience with the product, thus providing valuable insights into the factors influencing their purchasing behavior. This method involved choosing respondents based on pre-defined criteria aligned with the study's objectives. Applying the formula from Hair, to the 18 indicators used, a minimum sample size of 180 respondents was determined to be necessary.

Primary data was collected directly from respondents via an online questionnaire (*Google Form*). This instrument utilized a 5-point Likert scale to gauge respondents' level of agreement with statements corresponding to the research variables. The data collection was conducted over a specified period to ensure the accuracy and relevance of the gathered information. For data analysis, the study utilized Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach, operationalized through the SmartPLS 3.0 software. The analytical process consisted of two main stages: an outer model test to evaluate the instrument's validity and reliability, and an inner model test to examine the relationships between constructs and measure the strength of their influence via path coefficients and model fit indices.

Result and Discussion

Research Result

Respondent Description

This study involved 180 respondents who were residents of the Greater Solo area who had purchased Fore Coffee products. Based on gender characteristics, the majority of respondents were female, numbering 120 (66.7%), while male respondents numbered 60 (33.3%). This shows that women are more dominant in consuming Fore Coffee products than men. In terms of age, most respondents were in the 21–25 age group, numbering 142 (78.9%), followed by 30 respondents (16.7%) aged 17–20, and the remaining 8 respondents (4.4%) were over 25 years old. This data shows that Fore Coffee consumers are predominantly young people or millennials, who tend to have a high awareness of environmentally friendly products and modern lifestyles.

In terms of occupation, the respondents were predominantly students, with 159 respondents (88.3%), followed by entrepreneurs with 13 respondents (7.2%), and private employees with 7 respondents (3.9%). This shows that the majority of Fore Coffee consumers come from young academics who are active and open to new product innovations. In terms of monthly expenditure, respondents with an expenditure of between IDR 1,000,000 and IDR 2,000,000 were the largest group with 77 people (42.8%), followed by respondents with an expenditure of more than IDR 2,000,000 with 67 people (37.2%), and less than IDR 1,000,000, numbering 36 people (20%). This data shows that most respondents have sufficient purchasing power to consume premium products such as Fore Coffee. In terms of purchase frequency, 111 respondents (61.7%) purchased Fore Coffee products more than five times, while 69 respondents (38.3%) purchased them less than or equal to five times. These findings indicate that most respondents have a fairly high level of loyalty and interest in repurchasing, reflecting their satisfaction and interest in the product as well as the environmentally friendly values promoted by Fore Coffee.

Data Analysis Results

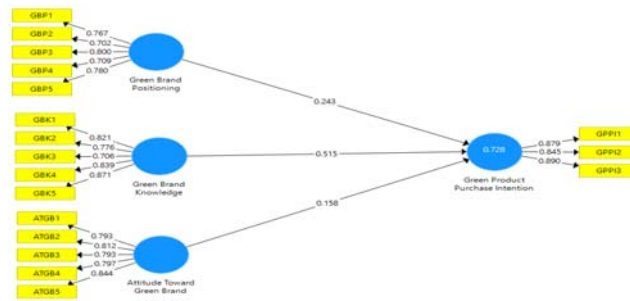


Figure 1. Outer Model

Convergent Validity Test

Validity testing is conducted to examine the suitability and accuracy of a measuring instrument in performing its measuring function. A measuring instrument that can perform its measuring function can be said to have high validity (Kuswati et al., 2021). A research indicator is considered feasible and valid in terms of convergent validity if the outer loading value is >0.7 . However, for the development stage, an outer loading value of >0.5 is considered sufficient or meets the criteria.

Table 1. Outer Model Results

Variable	Indicator	Outer Loading	Description
ATGB	Question 1	0.767	Valid
	Question 2	0.702	Valid
	Question 3	0.800	Valid
	Question 4	0.709	Valid
	Question 5	0.780	Valid
GBK	Question 1	0.821	Valid
	Question 2	0.776	Valid
	Question 3	0.706	Valid
	Question 4	0.839	Valid
	Question 5	0.871	Valid
GBP	Question 1	0.793	Valid
	Question 2	0.812	Valid
	Question 3	0.793	Valid
	Question 4	0.797	Valid
	Question 5	0.844	Valid
GPPI	Question 1	0.879	Valid
	Question 2	0.845	Valid
	Question 3	0.890	Valid

Source: Primary Analysis Data, 2025

Since there are no variable indicators with outer loading values less than 0.5 and the results in the table above indicate that all four variables have outer loading values greater than 0.7, all indicators are deemed practicable or legitimate.

Discriminant Validity Test

The convergent validity test, measured by the Average Variance Extracted (AVE), confirms that the constructs possess adequate validity. An AVE value exceeding 0.50 is the established threshold, indicating that a latent variable satisfactorily explains the variance in its indicators.

Table 2. Average Variance Extracted (AVE) Analysis

Variable	Average Variance Extracted (AVE)	Description
ATGB	0.653	Valid
GBK	0.648	Valid
GBP	0.567	Valid
GPPI	0.760	Valid

Source: Primary Analysis Data, 2025

As presented in the results, the AVE values for all constructs surpass this critical point. Specifically, the scores are as follows: ATGB (0.653), GBK (0.648), GBP (0.567), and GPPI (0.760). Since all values are well above 0.50, it can be concluded that the measurement model demonstrates strong convergent validity, confirming that each variable is represented by its respective indicators effectively.

Reliability Test

A construct or variable is considered dependable if its Cronbach Alpha value exceeds 0.60.

Table 3. Results of Cronbach's Alpha and Composite Reliability Analysis

Variable	Cronbach's Alpha	Composite Reliability	Description
ATGB	0.867	0.904	Reliabel
GBK	0.863	0.901	Reliabel
GBP	0.810	0.867	Reliabel
GPPI	0.842	0.905	Reliabel

Source: Primary Analysis Data, 2025

It is evident from Table 4.7 above that each variable's Cronbach's Alpha and Composite Reliability values are more than 0.7, with Cronbach's Alpha values for the ATGB variable at 0.867, the GBK variable at 0.863, the GBP variable at 0.810, and the GPPI variable at 0.842. The Composite Reliability of the ATGB variable was 0.904, the GBK variable was 0.901, the GBP variable was 0.867, and the GPPI variable was 0.905.

Multicollinearity Test

This test was used to assess whether each independent variable correlated with the other independent variables. The multicollinearity test used a VIF value < 5.

Table 4. Results of Multicollinearity Analysis (VIF)

Variable	Nilai VIF	Keterangan
Attitude Toward Green Brand	2.862	Tidak terjadi multikolinearitas
Green Brand Knowledge	3.097	Tidak terjadi multikolinearitas
Green Brand Positioning	3.196	Tidak terjadi multikolinearitas

Source: Primary Analysis Data, 2025

The multicollinearity assessment, as presented in the preceding table, confirms the absence of collinearity issues among the independent variables. This conclusion is supported by the Variance Inflation Factor (VIF) values, all of which fall below the conservative threshold of 5. Specifically, the VIF results are as follows: ATGB (2.862), GBK (3.097), and GBP (3.196) in their relationship with GPPI. These findings collectively demonstrate that the regression model is free from multicollinearity concerns, thereby ensuring the reliability of the estimated coefficients.

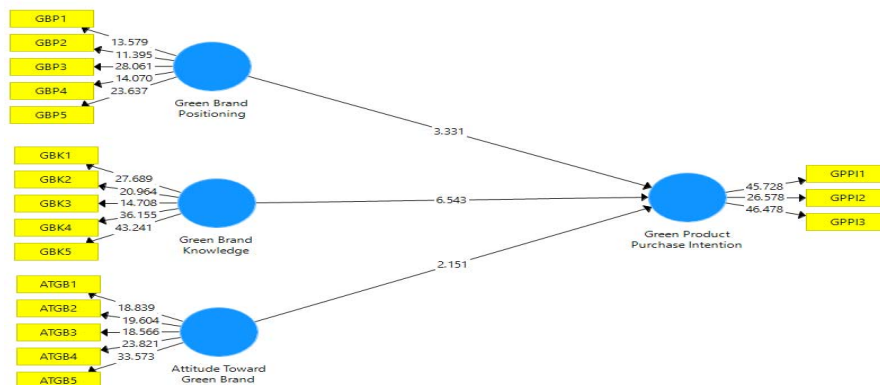


Figure 2. Inner Model

Model Feasibility Analysis (Goodness of Fit)

The tests used to evaluate the combined performance measurement model between the measurement model and the structural model. By examining the findings of the research, one can ascertain whether the model developed is viable for further investigation or not.

Coefficient of Determination (R²)

The R Square test is conducted to measure the extent to which independent variables can explain dependent variables. R2 values range from 0 to 1.

Table 5. Results of R Square

Variable	R Square	R Square Adjusted
Green Product Purchase Intention	0.728	0.723

Source: Primary Analysis Data, 2025

The coefficient of determination (R²) analysis reveals that the independent variables, GBP, GBK, and ATGB, collectively account for 72.8% of the variance in GPPI, as indicated by an R² value of 0.728. This finding demonstrates that the model possesses substantial explanatory power, while the remaining 27.2% of the variance is attributable to other factors beyond the scope of this research model.

Q-Square (Q²)

Q² is used to measure how well the model converts values and estimates parameters. The Q² value ranges from 0 < Q² < 1. The closer the value is to 1, the better the model is..

$$\begin{aligned}
 \text{Q-Square} &= 1 - (1 - R^2) \\
 &= 1 - (1 - 0.728) \\
 &= 1 - (0.272) \\
 &= 0.728
 \end{aligned}$$

Q-square value of 0.728 demonstrates that the model has strong predictive power, with the independent variables explaining 72.8% of the variation in the dependent variable. The residual 27.2% is influenced by other unmeasured factors. Therefore, the model can be considered to have a good goodness-of-fit.

Table 6. Results of NFI

	Saturated Model	Estimated Model
SRMR	0,073	0,073
d_ ULS	0,909	0,909
d_ G	0,382	0,382
Chi-Square	391,761	391,761
NFI	0,815	0,815

Source: Primary Analysis Data, 2025

Based on the above analysis results in the model fit indicator, it shows that an NFI value > 0.1 or higher indicates that the model is significantly better.

Path Coefficient Test

Analysis of the inner model (Figure 4.2) indicates that all hypothesized paths have positive coefficients, with GBK showing the strongest impact on PI (6.543). GBP (3.331) and ATGB (2.151) also exert significant positive influences. The results confirm that higher path coefficients correspond to stronger relationships between the independent and dependent variables in the model.

Hypothesis Testing

The research hypotheses were tested using the statistical outputs from the data analysis. Acceptance of a hypothesis is determined by a P-value below the 0.05 significance threshold, as assessed through t-statistics. The specific results for all direct effect hypotheses are documented in the SmartPLS bootstrapping output's path coefficient table

The structural model (inner model) and its associated coefficients allow for a comparison of the predictive strength of the independent variables, showing their relative influence on the dependent construct from greatest to smallest.

Table 7. Result Of Direct Effect Testing (Path Coefficients)

Model	Original Sample (O)	T Statistics ((O/STDEV))	P Values	Description
ATGB → GPPI	0,158	2,151	0,032	Significantly Positive
GBK → GPPI	0,515	6,543	0,000	Significantly Positive
GBP → GPPI	0,243	3,331	0,001	Significantly Positive

Source: Primary Analysis Data, 2025

Based on Table 7, the results of the direct effect test can be seen from the t-statistics and P-value, as follows :

- 1) Based on the individual hypothesis assessment, the influence of consumer attitudes toward eco-friendly brands on their intention to purchase eco-friendly products yields statistically significant results. This is supported by a t-statistic of 2.151, which exceeds the crucial threshold of 1.96 found in the t-distribution table, as well as a p-value of 0.032, which is lower than the 0.05 significance level. Therefore, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_a). Therefore, it can be concluded that positive attitudes toward eco-friendly brands have a significant and positive impact on the likelihood of purchasing eco-friendly products.
- 2) A key part of this analysis was to verify our educated guess, which showed a clear and strong relationship between knowledge of eco-friendly brands and intention to purchase eco-friendly products. The t-statistic was very high (6.543), and the p-value was very low (0.000), meaning we can confidently reject the idea that there is no relationship. Thus, we found strong evidence that knowledge of eco-friendly brands does indeed make people more likely to purchase their products.
- 3) Evidence from the hypothesis testing indicates a significant partial impact of Green Brand Positioning. The t-statistic value of 3.331 exceeds the required threshold, with a p-value of 0.001; therefore, we reject the null hypothesis, which states that Green Brand Positioning significantly and positively influences Green Product Purchase Intention.

Discussion

This research examines the influence of GBP, GBK, and ATGB on GPPI. The findings from the hypothesis tests are presented as follows :

1. ATGB has a positive and significant effect on GPPI

The analysis demonstrates a significant partial influence of ATGB on GPPI. This conclusion is supported by statistical evidence (t-statistic = 2.151 > 1.96; p-value = 0.032 < 0.05), leading to the rejection of the null hypothesis. The finding implies that a favorable consumer perception of environmentally-oriented brands directly strengthens their purchase intention for green products. This result aligns with prior research by (2), which also confirmed a significant positive relationship between these two variables.

2. GBK has a positive and significant effect on GPPI

The analysis reveals a significant partial influence of GBK on GPPI, as evidenced by a substantial t-statistic. The analysis reveals a significant partial influence of GBK on GPPI, as evidenced by a substantial t-statistic of 6.543 and a p-value of 0.000. These results, which meet the statistical thresholds for significance (t > 1.96, p < 0.05), lead to the rejection of the null hypothesis. This finding indicates that enhanced consumer understanding of environmentally sustainable brands is a key driver in forming purchase intentions for green products. Such knowledge is pivotal, as it fosters a greater awareness of the benefits of eco-friendly products and reinforces a positive brand image. This conclusion is consistent with the findings of Sherwani et al., (2021), whose research also confirmed the significant positive impact of Green Brand Knowledge on purchase intention. A high level of knowledge will increase consumer awareness and understanding of the benefits of environmentally friendly products. When consumers have clear and reliable information about the identity and benefits of environmentally friendly products, they tend to feel more confident and motivated to purchase them.

3. GBP has a positive and significant effect on GPPI

The statistical analysis confirms a significant partial effect of GBP on GPPI. This conclusion is supported by a t-statistic of 3.331, which exceeds the critical value, and a p-value of 0.001, which is below the standard significance level. These results lead to the rejection of the null hypothesis, affirming that a brand's strategic positioning around environmental consciousness exerts a positive and substantial influence on consumers' intent to purchase. This finding underscores that a clearly communicated eco-friendly brand identity is an effective strategy for enhancing purchase likelihood. Consumers who prioritize sustainability are more likely to be attracted to brands whose market position resonates with these values. This outcome is consistent with the research of Anwar et al., (2024), which also established a significant positive relationship between Green Brand Positioning and purchase intention for green products.

Conclusion

This study, entitled "The Influence of Green Brand Positioning, Green Brand Knowledge, and Attitude Toward Green Brand on Green Product Purchase Intention for Fore Coffee," concludes that Attitude Toward Green Brand, Green Brand Knowledge, and Green Brand Positioning each exert a positive and significant influence on Green Product Purchase Intention.

The findings demonstrate a direct relationship between consumer perceptions and purchasing behavior: heightened positive attitudes toward environmentally sustainable brands correlate with a greater likelihood of purchasing green products. Furthermore, comprehensive consumer knowledge of green brands serves to amplify purchase intention by elevating awareness of ecological benefits and solidifying a favorable brand image. Concurrently, strategic brand positioning that effectively communicates an authentic commitment to environmental stewardship also proves to be a significant factor in boosting consumers' intent to purchase.

This study acknowledges several limitations that warrant consideration. First, the research scope is confined to Green Brand Positioning, Green Brand Knowledge, and Attitude Toward Green Brand, thereby excluding other potential determinants such as environmental concern or green perceived value that might influence purchase intention. Second, the online questionnaire methodology may introduce response bias, where participants' answers might not fully reflect actual conditions. Third, with a sample size of 180 respondents predominantly comprising students, the findings have limited generalizability to the broader and more diverse population of Fore Coffee consumers.

To address these limitations, subsequent studies should expand the sample size and geographical coverage to enhance the representativeness of the results. Enriching the research model by incorporating additional variables such as green trust, environmental awareness, or mediating variables is recommended to provide a more comprehensive understanding. A mixed-methods approach combining surveys with interviews or direct observation could reveal deeper dimensions of consumer behavior regarding environmentally friendly products. Therefore, future research is expected to contribute more substantially to the development of green marketing strategies in Indonesia.

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