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ABSTRACT

This research aims to examine and discuss the influence of green brand positioning, attitudes, environmental concerns, and knowledge on green brands on purchase intention. The study population consisted of MR product user in Jakarta. This study applied quantitative descriptive methods, and also managed to collect a sample of 212 respondents with criteria, namely a minimum age of 20 years, location of residence, and users of MR products. The total respondents used as samples were 201 respondents, because 11 respondents did not meet the predetermined criteria. This study uses and applies nonprobability sampling with purposive sampling method, and collects data by distributing questionnaires online with the google form application. The results of the data that have been distributed are then collected to be analyzed using the SmartPLS4 application with the Partial Least Square Structural Equation Modeling (PLS-SEM) model. The results of the analysis show that green brand positioning, attitude, environmental concern, and knowledge on green brands have a positive and significant impact on purchase intention. In addition to academic results, this research is also expected to help MR companies or other companies in increasing the purchase intention of their consumers through several variables in this study. And it is hoped that this research can complement the empirical gap that exists in previous research.

Keywords: *Green brand positioning, environmental concern, attitude, green brand knowledge, green purchase intention.*

1. INTRODUCTION

Body care and beauty have a very important role for consumers today. The use of cosmetics has become a necessity. Based on the Indonesian Food and Drug Supervisory Agency (BPOM) Regulation No 23 of 2019, cosmetics are materials or products used by a person on the outside of the body such as skin, lips, and nails which aim to clean, fragrance, to protect and maintain the body in good condition. From 2018 to 2022, sales of personal care products and cosmetics have increased based on sales in Indonesian e-commerce, becoming the third largest sales (indonesiagoid, 2024). There are so many cosmetic brands with various innovations made to increase market share. One of the innovations used is by creating environmentally friendly products. This innovation is carried out by cosmetic companies because they see environmental conditions that continue to be worrying. Looking at the data analysis conducted at Yale University, Indonesia received the second position from the end as the most environmentally friendly country (zonaebt, 2023). One of the Indonesian cosmetics companies that uses natural ingredients and always holds the concept of being environmentally friendly is MR. But in 2022, MR company performance has decreased in net sales by 5.34% on an annual basis and suffered a net loss of Rp 9.17 billion (investasikontan, 2022). Also, based on data collected by databooks about the most used local cosmetic brands in 2022, MR brand is in the last position. This problem explains that there is a decrease in product sales at MR.

According to (Huang et al., 2014), green brand positioning is an element of a brand's identity and value proposition, focusing on the company's environmentally friendly attributes, which should be effectively communicated to the target audience. Also, according to Sana Batool et al., (2023), Green brand positioning is about creating a brand image based on sustainability that customers appreciate. It highlights the company's eco-friendly qualities, making it stand out and adding value in the eyes of potential customers. So, it can be said that green brand positioning is the role of a company in having a brand identity with the uniqueness and characteristics of its environmentally friendly products to attract consumer interest.

Juliantari et al., (2019) explained, Attitude refers to the way consumers feel about a product, whether they have a positive or negative view. It also includes their confidence in the product's qualities and the benefits it offers. In addition, Adiputra & Aoleria, (2023) also explained Attitudes are a person's way of thinking about something, which is often reflected in their behavior. They can also influence how a person feels or acts towards other people or things. It can be said that attitude is an expression of the attitude of a consumer obtained from experience and other people with the result of liking or disliking an object or product which can determine his behavior.

According to Vania & Ruslim, (2023), environmental concern arises when consumers recognize the importance of safeguarding the environment, motivating them to choose products that are environmentally friendly and cause no harm. Tekin & Çoknaz, (2022) states that environmental concern refers to individuals' awareness of environmental issues and their willingness to take action to address these problems. So, it can be said that environmental concerns is a concerned attitude that arises from a person by seeing the condition of the surrounding environment and is interested in contributing to maintaining or caring for it.

Suki, (2016) said that green brand knowledge refers to the information consumers have about a product's distinct features and how it contributes to the environment. In addition, green brand knowledge also defined by Gading et al., (2024) as as the degree of consumer awareness, understanding, and insight centered on eco-friendly aspects, including consumer comprehension of environmental values, sustainable production methods, and the beneficial impact these brands have on the environment. In other word, green brand knowledge is a information knowledge that consumers have about a product, an environmentally friendly brand that can determine the consumer's purchase intention. Consumers who have knowledge about a brand or green brand knowledge who care about the environment will tend to use the brand, it is based on their knowledge of the benefits of a product (Aulina & Yuliati, 2017).

According to Widiantari & Rachmawati, (2023), Green purchase intention refers to the way consumers' interest in eco-friendly products is assessed, based on their preference for products that are environmentally safe, organic, and recyclable. In addition, Rahmi et al., (2017) also explained green purchase intention refers to consumers desire or interest in choosing products or services that have minimal impact on the environment. Green purchase intention can be also defined as consumer desire or interest in using products that are environmentally friendly and have little effect on the environment to protect the environment itself.

In this study, there is an empirical gap from several variables. research conducted Alamsyah & Artanti, (2021); Martha & Febriyantoro, (2019) explains that environmental concern

variables do not have significant effect on green purchase intention. Also in other studies explain that green brand knowledge has no significant effect on green purchase intention Wahyuningtias & Artanti, (2020); Wicaksono & Wardhana, (2024). With the issues that exist in the MR brand, this research will discuss the factors that can influence consumer purchase intention.

From the explanation above, the research inquiry in this study is articulated as follows:

- 1) Does green brand positioning have an influence on green purchase intention?
- 2) Does attitude have an influence on green purchase intention?
- 3) Does environmental concern have an influence on green purchase intention?
- 4) Does green brand knowledge have an influence on green purchase intention?

The more recognizable a brand is in positioning its business by consumers, the more it can influence customer purchase intentions. Previous studies have indicated that positioning a brand as eco-friendly has a positive and significant effect on consumers' intention to make green purchases.(Almoussawi et al., 2022; Bagaskara & Salim, 2023; Siyal et al., 2021). From the information provided earlier, the initial hypothesis of this study can be expressed as H₁: Green brand positioning positively and significantly influences the intention to buy eco-friendly products at MR in Jakarta.

Attitude is a strong factor in a person in determining an attitude, besides that attitude can also be an evaluation of environmentally friendly products in the context of determining their purchase intention (Manopo et al., 2021). Related to research conducted by (Dwi A.S & Yeni, 2021; Limbu et al., 2022), shows that attitude has a positive and significant influence on green purchase intention. From the information provided earlier, the second hypothesis of this study can be expressed as H₂: Attitude positively and significantly influences the intention to buy eco-friendly products at MR in Jakarta.

Therefore, a person's with concerned attitude towards environment will make that person prefer to use products that affect the environment. Based on the previous research, it shows that environmental concern has a positive and significant impact on green purchase intention (Bazhan et al., 2024; Vania & Ruslim, 2023). From the information provided earlier, the third hypothesis of this study can be expressed as H₃: Environmental concern positively and significantly influences the intention to buy eco-friendly products at MR in Jakarta.

Individuals who have knowledge about a brand or green brand knowledge who care about the environment will tend to use the brand, it is based on their knowledge of the benefits of a product (Aulina & Yuliati, 2017). Based on the previous research, the result shows that green brand knowledge has a positive and significant impact on green purchase intention (Chin et al., 2019; Vania & Ruslim, 2023; Yusiana et al., 2021). From the information provided earlier, the fourth hypothesis of this study can be expressed as H₄: Green brand knowledge positively and significantly influences the intention to buy eco-friendly products at MR in Jakarta.

Based on the framework presented, the research model can be defined as follows:

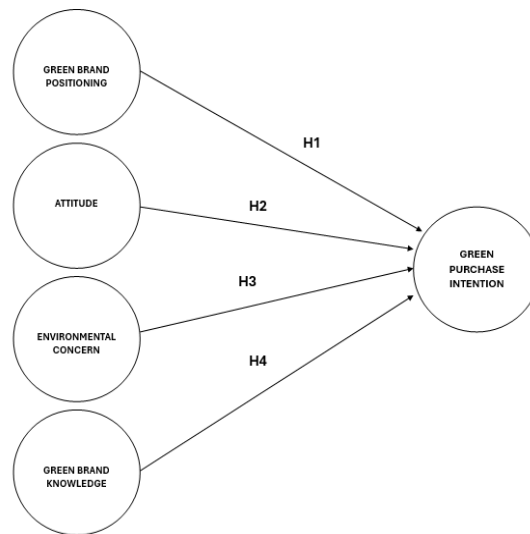


Figure 1. Research Model

2. RESEARCH METHOD

This research uses a quantitative descriptive method with the results explained in the form of reports and the use of results in the form of numbers obtained through questionnaires. This study also using cross sectional that only provide a one-time opportunity for the sample. The participants in this study included all consumers of MR product in Jakarta. Furthermore, in this study there are certain criteria for sampling, also this research used a non-probability sampling method, specifically using a purposive sampling technique. (Malhotra, 2020). This study uses a Likert scale and interval scale as a tool to measure the perceptions of each respondent. The number of Likert scale points used in this study is 5 points with (from totally disagree to totally agree).

In this study, operational variables were measured using items adapted from several sources. The following are the operational variables used in this study:

Table 1. Operational variables

Variable	Indicator	Code	Scale	Source
Green Brand Positioning	Quality plays a vital role in the decision-making process for product selection	GBP1	Interval	(Siyal et al., 2021; Suki, 2016)
	Price plays a vital role in the decision-making process for product selection.	GBP2	Interval	
	Environmentally friendly products match my needs.	GBP3	Interval	
	Environmentally friendly products are expensive.	GBP4	Interval	
	I choose to use ec-friendly products.	GBP5	Interval	
Attitude	I believe that the claims made by the eco-friendly brand are trustworthy.	ATT1	Interval	(Siyal et al., 2021; Suki, 201)
	The concern of an eco-friendly brand has met my expectations.	ATT2	Interval	
	Environmentally friendly brands have kept their promises and are responsible for their statements on environmental protection.	ATT3	Interval	
	I choose environmentally friendly products due to my woory about the environment.	ATT4	Interval	
	I prefer environmentally friendly brands	ATT5	Interval	

Environmental Concern	I am deeply concerned about the environment	EC1	Interval	(Kristia, 2021; Kwant, 2021; Siyal et al., 2021)
	I am ready to cut down on my plastic usage to help protect the environment.	EC2	Interval	
	I am worried about the present condition of the environment.	EC3	Interval	
	Buying recyclable products is my desire to protect the environment.	EC4	Interval	
	I buy products that have an environmentally friendly impact.	EC5	Interval	
Green Brand Knowledge	Environmentally friendly brands have good quality	GBK1	Interval	(Huang et al., 2014; Siyal et al., 2021; Suki, 2016)
	I buy products from a brand because they have an environmentally friendly impact.	GBK2	Interval	
	I buy products from a brand because it has greater green benefits than other products.	GBK3	Interval	
	A brand is known for having environmentally friendly values	GBK4	Interval	
	Made from environmentally friendly materials	GBK5	Interval	
Green purchase intention	I plan to purchase green products because of my concern for the environment.	GPI1	Interval	(Siyal et al., 2021; Suki, 2016)
	I plan to buy a green product in the future due to its environmentally friendly benefits.	GPI2	Interval	
	I am pleased to purchase green products because of their environmentally friendly benefits.	GPI3	Interval	
	I prefer to purchase products that are environmentally friendly.	GPI4	Interval	
	I intend to purchase green products because they use environmentally friendly packaging.	GPI5	Interval	

In this study, data was gathered □ Through online distribution of surveys via Google Forms through platforms such as Instagram, Whatsapp, and Line. In this study, successfully collected a sample of 212 respondents, but among them 11 respondents did not meet the criteria. A total of 201 samples were processed using SmartPLS4 software with the Partial Least Square - Structural Equation Modeling (PLS-SEM) method.

3. RESULTS AND DISCUSSIONS

The Outcomes of the Convergent Validity Assessment

In PLS-SEM, measurements are categorized into two models: the inner model and the outer model. Validity and reliability analysis is testing the outer model (Hair et al., 2019). Validity is used to assess the extent of the accuracy and suitability of a method in making measurements. Validity analysis is further divided into two types, namely convergent validity and discriminant validity.

Table 2. Test Result of AVE

Variables	Average Variance Extracted (AVE)
GBP	0.804
ATT	0.797
EC	0.818
GBK	0.811
GPI	0.819

Table 3. Test Result of Outer Loading

	GBP	ATT	EC	GBK	GPI
GBP 1	0.918				
GBP 2	0.869				
GBP 3	0.908				
GBP 4	0.858				
GBP 5	0.928				
ATT 1		0.902			
ATT 2		0.892			
ATT 3		0.877			
ATT 4		0.873			
ATT 5		0.92			
EC 1			0.908		
EC 2			0.917		
EC 3			0.89		
EC 4			0.918		
EC 5			0.89		
GBK 1				0.922	
GBK 2				0.904	
GBK 3				0.87	
GBK 4				0.914	
GBK 5				0.891	
GPI 1					0.895
GPI 2					0.892
GPI 3					0.895
GPI 4					0.919
GPI 5					0.924

In the results presented above, it shows that the AVE for every variable in this study is valid because it has provided results above 0.50 (Hair et al., 2022). The outer loading results are considered acceptable if they are above 0.708. The outer loading results in this study are acceptable because they have followed the requirements above 0.708.

The Outcomes of the Discriminant Validity Assesment

Table 4. Test Result of HTMT

Variable	ATT	EC	GBK	GBP	GPI
Attitude					
Environmental Concern	0.356				
Green Brand Knowledge	0.409	0.387			
Green Brand Positioning	0.363	0.353	0.39		
Green Purchase Intention	0.474	0.496	0.487	0.487	

Discriminant validity is described as a tool to measure the variable itself and the extent to which it differs from other variables. In conducting the analysis, the tools used in making measurements are the Fornell-Larcker criterion, cross-loadings and heterotrait-monotrait ratio (HTMT). The result value of HTMT results are below 0.90 and it shows that this study meets the requirements (Hair et al., 2022).

The Outcomes of Reliability

Table 5. Result of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho a)	Composite Reliability (rho c)
GBP	0.94	0.958	0.954
ATT	0.936	0.941	0.952
EC	0.945	0.948	0.957
GBK	0.942	0.953	0.955
GPI	0.945	0.946	0.958

Reliability is a tool to measure the accuracy and consistency of a result. In testing reliability using two methods, namely cronbach's alpha and composite reliability. The results of both are acceptable if more than 0.60. Based on reliability test presented in Table 5, it can be seen that the results of both are acceptable. Additionally, it can be concluded that each variable is considered reliable.

The Result of Coefficient Determination (R²)

Table 6. Result of R²

Variable	R-square
GPI	0.416

The coefficient of determination (R²) is evaluated in three categories: an R² of 0.75 or above represents a strong model, 0.50 indicates a moderate model, and 0.25 reflects a weak model. Referring to Table 6, the result of R² in this study is 41,6%, and it can be said that the results of R² in this study are weak.

The Result of Effect Size (f²)

Table 7. Result of Effect Size (f²)

Variable	GPI
GBP	0.076
ATT	0.054
EC	0.083
GBK	0.056

The Result of Hypothesis Testing Result

Table 8. Result of Research Hypothesis

Variables		Path Coefficient	P-values	Result
Green Brand Positioning (GBP)	H ₁	0.239	0.016	Supported
Attitude (ATT)	H ₂	0.201	0.036	Supported
Environmental Concern (EC)	H ₃	0.246	0.008	Supported
Green Brand Knowledge (GBK)	H ₄	0.209	0.048	Supported

Based on the hypothesis test in table 8, it is explained that H₁, Green brand positioning positively and significantly influences green purchase intention, with a p-value of 0.016, which is below the 0.05 threshold. These findings are consistent with prior research conducted by (Almoussawi et al., 2022; Bagaskara & Salim, 2023; Siyal et al., 2021) that green brand positioning Green brand positioning positively and significantly influences green purchase intention. Brands that can position their business to be remembered by consumers

and have advantages over other brands can increase purchase intentions on environmentally friendly products.

H₂ suggest that attitude positively and significantly influences green purchase intention, with p-values of 0,036, which is below the 0,05 threshold. The result of this hypothesis support previous research conducted by (Dwi A.S & Yeni, 2021; Limbu et al., 2022) indicating that attitude has positively and significantly effects the green purchase intention. The reason could be, that customers trust the environmentally friendly brands to fulfill their commitments and responsibilities towards environmental protection in their purchasing decisions. Additionally, a brand's environmentally friendly reputation plays a key role in shaping consumer purchase intentions.

The results of H₃ explain that environmental concern positively and significantly impact the green purchase intention, with p-values of 0,008, which is below the 0,05 threshold. The result of H₃ aligns with previous research conducted by (Bazhan et al., 2024; Siyal et al., 2021; Vania & Ruslim, 2023) indicating that environmental concern positively and significantly impact the green purchase intention. Person's with environmental concern, also a feeling to protect and maintain the environment can increase a person's purchase intention for environmentally friendly products.

H₄ shows that green brand knowledge positively and significantly impact the green purchase intention, with p-values of 0,048, which is below the 0,05 threshold. This H₄ research results are in line with previous research conducted by (Chin et al., 2019; Vania & Ruslim, 2023; Yusiana et al., 2021) indicating that green brand knowledge positively and significantly impact green purchase intention. Consumer's knowledge about a brand's quality, its environmental commitment, and the benefits of purchasing from that brand, could shape their desire to choose and buy environmentally friendly products.

4. CONCLUSIONS AND SUGGESTIONS

The test results and discussion indicate that there is a significant positive relationship between green brand positioning, attitude, environmental concern, and green brand knowledge with green purchase intention. From the results of this study, there are recommendations that are expected to provide benefits to the company and can also be a reference for further research. As for suggestions that need to be considered for further research, such as adding the use of other variables that have not been studied, expanding the research coverage area in the hope of getting more varied sample results, and adding the number of samples used.

According to the findings of this study, it is hoped that the MR brand will continue to produce products with recyclable materials because these materials are a concern for customers for the environment, so as to increase purchase intentions. Regarding brand positioning, it is hoped that the MR brand will remain consistent in organizing and implementing statements regarding environmentally friendly brands, so as to increase consumer purchasing intentions. In addition, the MR brand must maintain the quality of the products sold so that they are easily remembered by consumers. It is hoped that by maintaining product quality, it can increase consumer purchasing intentions. Also, brands with environmentally friendly statements will be preferred by consumers, because they see environmental conditions that are increasingly concerning. That said, the awareness attitude

of consumers will make consumers prefer environmentally friendly brands, so as to increase purchase intentions.

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