

## The Influence Of Green Brand Towards Consumers' Green Purchase Intention: An Empirical Study Of Lokalate Medan

Erika<sup>1</sup>, Alfonsius<sup>2</sup>

<sup>1,2</sup>Manajemen Study Program, Universitas Pelita Harapan, Kampus Medan, Jalan Imam Bonjol No. 6, Lippo Plaza, Lantai 5 – 7, Kota Medan, Sumatera Utara, 20112, Indonesia

Article Info	ABSTRACT
<b>Keywords:</b> Green Marketing, Green Brand Positioning, Green Brand Attitude, Green Brand Knowledge, Green Purchase Intention.	In the era of intense industrial and production development, environmental issues become one of the most mentioned global community's concerns. Many companies will take this opportunity to help improve their sustainability development by implementing a green marketing strategy. This research discusses the implementation of the green concept by implementing eco-friendly marketing to boost consumers' purchase intention, also illustrates the important role of green brand and waste management. The purpose of this paper is to determine the causal relationship between variables. This study uses nonprobability sampling namely snowball sampling to target respondents that are Lokalate consumers with an age range of 18-45 years. Data as many as 140 respondents gathered by distributing questionnaires using Google Forms. All measurement items were measured on five point Linkert-type scales. Data analyzed using SPSS 25.0 with multiple linear regression (MLR) analysis. The results of this study indicate that green brand has a significant effect on green purchase intention. The four hypotheses in this paper have been tested. Green brand positioning significantly gives positive influence to green purchase intention. Green brand attitude significantly gives positive influence to green purchase intention and green brand knowledge significantly gives positive influence to green purchase intention. This research resulted in positive impact in the form of improving the economy of UMKM in Indonesia and allows reducing waste to meet the concern of green consumers.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license	<b>Corresponding Author:</b> Alfonsius Universitas Pelita Harapan Jalan Imam Bonjol No. 6, Lippo Plaza, Lantai 5 – 7, Medan <a href="mailto:alfonsius@uph.edu">alfonsius@uph.edu</a>



### INTRODUCTION

In the globalization era, where the industrial world is increasingly advanced, production and development are increasingly intense, resulting in environmental issues inevitably becoming a serious consideration. The results of a study published in the journal Nature Climate Change stated that human-caused factors have contributed to climate change that has lasted for decades (Harsono, 2019). Based on data from Statista in 2022, on a global scale can be concluded that the type of waste most produced comes from plastic packaging products, as much as 146 million tons per year. The recently released World Air Quality Report found that

Indonesia was ranked 1<sup>st</sup> as the country with the worst pollution among Southeast Asian countries. This proves the country's waste is a consequential problem. Many companies in Indonesia will see that there are new opportunities, also to help improve a community's standard of living with sustainable development, so the green marketing concept is used as one of the marketing strategies by the company. According to Moravcikova, et al. (2017), a green company is a business-facing positive pressure to be environmentally efficient. Thus, the company will not just focus on selling its products but also sell its commitment to environmental issues by doing green marketing strategies. According to (Baiquni & Ishak, 2019), companies that aim to boost consumer desire to purchase what is offered must have a strong positioning strategy, as it is the cornerstone of a successful differentiation strategy. This suggests that if green companies want to boost their consumers' green purchase intentions, they should implement marketing strategies and initiatives that enhance their green brand positioning and consumer understanding of green products, hence raising consumers' positive brand attitudes.

The concept of "green marketing" arose due to businesses' environmental interests. Lazer (1969) was the first to establish the notion of green marketing, which he defined as a marketing dimension focused on addressing and protecting environmental resources, lowering the environmental impact of traditional marketing while adopting green marketing tactics. The process of advertising products or services based on their environmental benefits is known as green marketing. These items or services may be environmentally friendly in and of themselves, or they may have been produced in an environmentally beneficial manner (Ward, 2020). This could mean that the product or service was made and/or packaged eco-friendly, or that it contains elements that are safe for the environment. Green marketing has been used as a method of addressing customers' desires and expectations for environmentally friendly products through mutually beneficial and sustainable approaches (Lin et al. 2017; Khare & Pandey, 2017).

According to Situmorang (2021), Green Brand Positioning (GBP) is a company's initiative to differentiate its environmentally friendly products from those of its competitors. GBP is related with the value of green-products, which is based on the importance to customers of the brand's environmentally friendly attributes (Aaker and Joachimsthaler, 2002; Wahyuningtias & Artanti, 2020). Positioning aims to build a competitive edge in the minds of consumers over rival brands based on tangible or intangible product attributes (Himawan, 2019). Green brand positioning is concerned with how a brand's communication and attributes differ from those of its competitors due to environmental factors. Consequently, this study defines GBP as a component of brand identity and a value proposition about a company's environmentally friendly attributes which should be actively communicated to target customers. Based on Suki (2016), as cited in Himawan (2019), if consumers already attach to the good positioning of a product, this can be viewed as an advantage for marketers to differentiate products from available competitors, giving the impression of being distinguishable, while also creating more demand and increasing consumers' intention to buy more eco-friendly products.

According to Samudera (2022), Green Brand Attitude (GBA) is a consumer preference-related attitude and the overall evaluation of the brand that may be used as a rationale for customers to buy environmentally friendly items. Attitude toward a brand is linked to a consumer's preference and overall evaluation of a brand, encapsulating their likes and dislikes (Putri and Indarawati, 2018). Environmentally friendly products help to build consumer attitudes toward brands and product purchase preferences. A positive attitude of consumers toward a brand will make consumers make purchases against that brand, but on the other hand, a negative attitude will prevent consumers from making purchases. Attitude toward the brand suggests the consumer's influence on a brand that can lead to concrete actions such as choosing a brand. It can be concluded that brand attitude reflects a consumer's preference for the overall evaluation of a brand, whether they like or dislike it. According to Theory of Plan Behavior (Ajzen, 1991), as cited in Situmorang et al. (2021), attitude is a driving force for purchasing behavior of a product, and a positive consumer attitude towards a product has an impact on increasing purchase intention. According to another study, consumers' attitudes toward buying environmentally friendly products greatly impact their actual buying intention (Yadav & Pathak, 2017). Based on Auliana and Yulianti (2017) findings, having a positive attitude toward an environmentally friendly product will substantially impact the individual's intention to make environmentally conscious purchases. So, customers with a positive attitude toward green brands are more likely to raise their purchase intention toward the green brand.

According to Siyal et al. (2021), green brand knowledge is a green brand node in the consumers' memory related to environmental commitment and concerns. When judging the overall quality of a product, having relevant knowledge is essential. Green brand knowledge informs consumers about distinctive brand characteristics and their advantages for the environment. According to Tristisni et al. (2019), having knowledge of green brands gives consumers information about the added value of a product. This value consists of brand-related ideas such as attributes, awareness, images, benefits, feelings, and attitudes toward green brands, all of which have the potential to influence consumer responses and benefit the environment for consumers. With the knowledge about the benefits and uses of the product to be purchased as well as the value of the product, it can be said that the value makes consumers feel satisfied with the product. In conclusion, green brand knowledge is the information consumers have about the green product they will buy. Chairy & Alam (2019) analyzed various articles concerning consumers' aspirations to make environmentally conscious purchases. They concluded that the variable that was investigated the most in green buying intention papers was green brand knowledge. The majority of the studies demonstrated a significant effect of knowledge on the desire to make environmentally conscious purchases. The more product knowledge consumers have, the better they will understand the qualities and characteristics of green products, which will lead to a stronger desire to buy environmentally friendly goods.

Green purchase intention refers to the degree to which consumers are interested in purchasing environmentally friendly products or services based on their environmental beliefs, as well as the degree to which consumers are inclined to purchase company products or services that have a reputation for being environmentally friendly (Zhang et al., 2018).

Wahyuningtias & Artanti (2020) explain that green purchase intention is a purchase intention for products that are not harmful to the environment. Zeithaml (1988) defines purchase intention as the consumer's degree of intention, such as thinking about purchasing, wanting to purchase, and possibly purchasing. The desire of an individual to consider and like a green product rather than conventional or traditional products that are processed through decision-making is referred to as green purchase intention (Sahay & Mehta, 2013; Tristiani et al., 2019). Consumers are more likely to use friendly products when they are highly committed to protecting the environment. GPI is a type of cognitive behavior that describes how a consumer intends to buy a specific brand that is found to be less harmful to the environment compared to other similar brands. Consumers tend to be more interested in purchasing environmentally friendly products if they are concerned about environmental sustainability and believe it can positively influence themselves, others, and their environment (Sualfiah, 2018). According to the findings of Baiquni & Ishak (2019), Firdaus & Widodo A. (2021), and Himawan (2019) show that green brand positioning, green brand attitude, and green brand knowledge have a positive influence on green purchase intention. The results of this study show that positioning, attitude, and consumer knowledge of green brands have an important role in shaping consumer purchase intentions.

The purpose of this research is to determine the influence of green brand positioning, green brand attitude, and green brand knowledge on consumers' green purchase intention at Lokalate Medan. This research will take the research methodology and theory from a prior study that used comparable variables. Previously, there have been several other studies that have already been carried out using the similar variables. Theoretical concepts and empirical studies regarding the determinants that influence the Green Purchase Intention (GPI) of Lokalate's Medan customers have strengthened the works of literature that explain Green Brand Positioning (GBP), Green Brand Attitude (GBA), and Green Brand Knowledge (GBK) theories on Green Purchase Intention (GPI). Through this research, the author would like to discuss the environmental issues that nowadays are becoming increasingly critical, consumers, especially young consumers, in buying or consuming a product, environmental friendliness becomes an important unavoidable factor, as indicated by the majority of respondents who filled out the questionnaire. In addition, Lokalate should be aware that consumers will act only if they believe that buying eco-friendly products contributes to environmental sustainability. Thus, influencing green consumers and primarily through correct positioning efforts, building lasting positive relationships with consumers, and the delivery of clear and easily accessible product knowledge.

## METHODS

This study uses quantitative methodology with descriptive methods and causal approaches. Quantitative research methodology collects numerically organized data and uses a percentage, frequency, relationship, or proportion measurement to quantify and verify the variables for statistical analysis to create precise and trustworthy measures for statistical analysis (Widodo, 2020). This research utilizes Statistical Package for the Social Sciences (SPSS) v.25.0 to address The Influence of Green Brand Positioning, Green Brand Attitude, and Green Brand

Knowledge toward the Consumers' Green Purchase Intention at Nutrifood Medan (A Study Case on Lokalate Brand). To ensure the accuracy of the data, the population will include both males and females who are domiciled in Medan within, are 18-45 years old, and have ever purchased Lokalate. As the target market of Lokalate is in the 18-45 age range, this study categorized that the consumers of that age are presumed to be able to complete the questionnaire. There were 157 respondents in this survey, but only 140 are qualified and in accordance with the criteria. Therefore, 140 data obtained from the questionnaires distributed online from October 04, 2022 - October 12, 2022 (9 days), will consequently be used as "samples" in this research.

The primary data for this study were gathered by conducting online surveys and distributing questionnaires to research' samples via Google Forms. The researcher utilize the power of social media such as Instagram, TikTok, and WhatshApp as the main instrument to gather the data. The questionnaire is being used because of its simplicity and the researcher's limited time. The questionnaire in this study employed a Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

**Table 1.** Likert Scale Measurement

Symbol	Information	Weight
SD	Strongly Disagree	1
D	Disagree	2
N	Neutral	3
A	Agree	4
SA	Strongly Agree	5

The measurement of variables in this study was adopted from several relevant previous studies. Each of the three-indicators from (Baiquni & Ishak, 2019) measures green brand positioning and three-indicators measures green brand attitude, three-indicators from (Situmorang et al., 2021) measures green brand knowledge. Also, four indicators adopted from (Pradipta and Purwanto, 2013) used to measure green purchase intention.

The data analysis method used in this study is MLR (Multiple Linear Regression) method, which according to (Hayes, 2022), Multiple linear regression (MLR), often known as multiple regression, is a statistical technique that predicts the result of a responsevariable using several explanatory variables. The following methodologies are included in the process of data analysis: test of research instrument (Ghozali, 2018) including validity test, the criteria, if  $r_{count} > r_{table}$  (questionnaire or variable is valid) and reliability test, If the alpha value  $> 0.7$ , then it is regarded as reliable; descriptive statistics including mean, median, mode, variance, and std. deviation; classical assumption test adopted from (Ghozali,2016) including normality, can be performed using the Kolmogorov-Smirnov with the condition when a significant value  $> 0.05$ , data is normally distributed, multicollinearity, with the criteria, multicollinearity arises when the VIF value is greater than ( $>$ ) 10 or the tolerance value is less than ( $<$ ) 0.1; heteroscedasticity, if sig value  $> 0.05$ , then it indicates heteroscedasticity does not occur; multiple linear regression test; coefficient of determination; and hypothesis test

(Zach, 2020) with t-test, if  $t_{count} > t_{table}$  or the sig value.  $< 0.05$ , then  $H_0$  is rejected, and  $H_a$  is accepted and F-test, if  $F_{count} > F_{table}$  or sig.  $< 0.05$ , then  $H_0$  is rejected, and  $H_a$  is accepted.

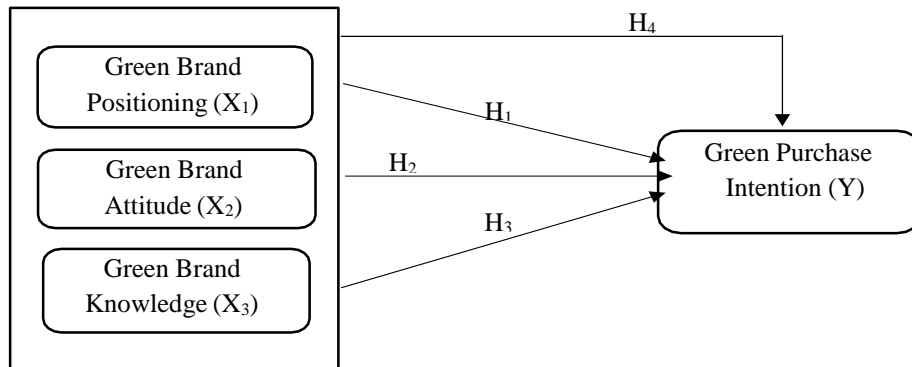


Figure 1. Conceptual Framework

## RESULTS AND DISCUSSION

### Respondents Profile

The majority of Lokalate consumers in Medan are female (55.7%) while the male (44.3%). Moreover, applied Snowball Sampling, the percentage of Lokalate customers in Medan are categorized majority as young adults between the ages of 18 and 24 (62.9%), followed by 25-31 (23.6%), people in 32-38 accounts 7.1%, last 39-45 accounts 6.4%. Next, in the educational background, the majority of Lokalate's consumers are people who are undergraduates (43.6%), followed by high school (34.3), then Diploma (16.4%), and the smallest group is postgraduate (5.7%). In the income section, the majority of respondents have come from middle-level income which is IDR 3,100,000– IDR 5,000,000 (28.6%), followed by IDR 1,100,000- IDR 3,000,000 (25%), IDR 5,100,000– IDR 10.000,000 (18.6%),  $< Rp 1,000,000$  (17.1%), and  $> Rp 10,000,000$  (10.7%). According to the statistics shown earlier, Lokalate has the ability to improve a large number of variables by targeting the market among those aged 18 to 24 that are mostly undergraduates with middle-income levels between IDR 3,100,000 – IDR 5,000,000.

Table 2. Respondents Profile

Characteristic		Category	Number of respondents	Percent	Cumulative Percent
Gender	Male		62	44.3	44.3
	Female		78	55.7	100
	Total		140	100	
Age	18 – 24		88	62.9	62.9
	25 – 31		33	23.6	86.5
	32 – 38		10	7.1	93.6
	39 – 45		9	6.4	100
	Total		140	100	
Level of	High School		48	34.3	34.3
	Diploma		23	16.4	50.7

Characteristic	Category	Number of respondents	Percent	Cumulative Percent
Education	Undergraduate	61	43.6	94.3
	Postgraduate	8	5.7	100
	Total	140	100	
Income	<Rp1.000.000	24	17.1	17.1
	Rp1.100.000 Rp3.000.000	35	25.0	42.1
	Rp3.100.000 – Rp5.000.000	40	28.6	70.7
	Rp5.100.000 – Rp10.000.000	26	18.6	89.3
	>Rp10.000.000	15	10.7	100
	Total	140	100	

### Measurement Model Result

#### Validity Test

A questionnaire must pass a validity test before being distributed to actual respondents. The questionnaire's  $r_{count}$  value should be greater than its  $r_{table}$  value. A significance level (2-tailed) of 5% (0.05) is commonly used for validity test evaluation. Using a maximum of 30 respondents, the  $r$  table value is derived using table  $r$  with the degree of freedom equal to  $n-2$ , therefore, the degree of freedom is  $30-2 = 28$ , and the  $r$  table will be 0.361. This research has four variables in this research with 6 questions for GBP, 6 questions for GBA, 6 for GBK and 8 for GPI. The tables below provide the validity test results for each statement in the questionnaire.

**Table 3.** Validity Test

Variable	Item Code	$r_{table}$	$r_{count}$	Criteria
Green Brand Positioning	GBP1	0.361	0.622	Valid
	GBP2		0.857	Valid
	GBP3		0.636	Valid
	GBP4		0.622	Valid
	GBP5		0.725	Valid
	GBP6		0.852	Valid
Green Brand Attitude	GBA1	0.361	0.420	Valid
	GBA2		0.431	Valid
	GBA3		0.633	Valid
	GBA4		0.620	Valid
	GBA5		0.686	Valid
	GBA6		0.811	Valid
Green Brand Knowledge	GBK1	0.361	0.801	Valid
	GBK2		0.793	Valid
	GBK3		0.711	Valid
	GBK4		0.771	Valid
	GBK5		0.706	Valid
	GBK6		0.831	Valid
GPI1		0.722	Valid	

Variable	Item Code	rtable	rcount	Criteria
Green Purchase Intention	GPI2	0.361	0.650	Valid
	GPI3		0.675	Valid
	GPI4		0.781	Valid
	GPI5		0.638	Valid
	GPI6		0.790	Valid
	GPI7		0.740	Valid
	GPI8		0.771	Valid

### Reliability Test

The reliability test will be evaluated with Cronbach's Alpha through the use of the SPSS program v.25.0; if the value is greater than 0.70, the reliability test will be considered valid. The result of the reliability test was computed using the data collected from 30 people who participated in the pre-test. Reliability test results can be seen in the tables below:

**Table 4.** Reliability Test Result

Variable	Reliability Statistic	
	Cronbach's Alpha	N of Items
Green Brand Positioning (GBP)	0.893	6
Green Brand Attitude (GBA)	0.827	6
Green Brand Knowledge (GBK)	0.916	6
Green Purchase Intention (GPI)	0.910	8

The reliability of the statements in each variable measuring GBP, GBA, GBK, and GPI is demonstrated in table 4 which is shown above. Since the value of Cronbach's Alpha is greater than 0.7 and has values of 0.893, 0.827, 0.916, and 0.910 for variables  $X_1$ ,  $X_2$ ,  $X_3$ , and  $Y$ , respectively, it is practical to conclude that all questions are qualifiedly reliable in measuring the circumstances of GBP, GBA, GBK, and GPI.

### Multiple Linear Regression Analysis

**Table 5.** Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7.166	2.206	
	Green Brand Positioning	.249	.107	.183
	Green Brand Attitude	.409	.091	.341
	Green Brand Knowledge	.400	.088	.336

Dependent Variable: Green Purchase Intention

Based on the information provided in Table 5, the Multiple Linear Regression equation used in this research can be formulated as follows:

$$Y = 7.166 + 0.249 X_1 + 0.409 X_2 + 0.400 X_3$$

The interpretations of the multiple linear regression equation will be detailed one by one below in sequential order.

1. Constant (a) = 7.166



The constant value of 6.208 represents a positive indication that should be noted. This means if Green Brand Positioning ( $X_1$ ), Green Brand Attitude ( $X_2$ ), and Green Brand Knowledge ( $X_3$ ) are assumed have values of zero then Green Purchase Intention ( $Y$ ) will be at a value 6.208.

2. Coefficient regression  $X_1 = 0.249$

There is a positive indication shown by the regression coefficient value of Green Brand Positioning ( $X_1$ ) of 0.249. This value means that when Green Brand Positioning ( $X_1$ ) increases by one unit, the Green Purchase Intention ( $Y$ ) will increase by 0.249. Vice versa, if Green Brand Positioning ( $X_1$ ) decreases by one unit, the GPI ( $Y$ ) will decrease by 0.249. In the assumption that Green Brand Attitude ( $X_2$ ) and Green Brand Knowledge ( $X_3$ ) remain constant.

3. Coefficient regression  $X_2 = 0.409$

There is a positive indication shown by the regression coefficient value of Green Brand Attitude ( $X_2$ ) of 0.409. This value means that when Green Brand Attitude ( $X_2$ ) increases by one unit, the Green Purchase Intention ( $Y$ ) will increase by 0.409. Vice versa, if Green Brand Attitude ( $X_2$ ) decreases by one unit, the Green Purchase Intention ( $Y$ ) will decrease by 0.409. In the assumption that Green Brand Positioning ( $X_1$ ) and Green Brand Knowledge ( $X_3$ ) remain constant.

4. Coefficient regression  $X_3 = 0.400$

There is a positive indication shown by the regression coefficient value of Green Brand Knowledge ( $X_3$ ) of 0.400. This value means when Green Brand Knowledge ( $X_3$ ) increases by one unit, the Green Purchase Intention ( $Y$ ) will increase by 0.400. Vice versa, if Green Brand Knowledge ( $X_3$ ) decreases by one unit, the Green Purchase Intention ( $Y$ ) will decrease by 0.400. In the assumption that Green Brand Positioning ( $X_1$ ) and Green Brand Attitude ( $X_2$ ) remain constant.

**The Coefficient of Determination ( $R^2$ ) Test**

A higher value of the Coefficient of Determination or  $R^2$  demonstrates that this research has better fit goodness for the observations.

**Table 6.** The Outcome of the  $R^2$  Test Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 <sup>a</sup>	.513	.503	2.440

Predictors: (Constant), Green Brand Knowledge, Green Brand Attitude, Green Brand Positioning

In accordance with the results presented in the preceding section on the Determination Coefficient ( $R^2$ ) test, it is possible to ascertain that the Adjusted Determination Coefficient ( $R^2$ ) that was achieved is 0.503. This indicates that Green Brand Positioning ( $X_1$ ), Green Brand Attitude ( $X_2$ ), and Green Brand Knowledge ( $X_3$ ) have the potential to explain as much as 50.3% of Green Purchase Intention ( $Y$ ), while the remaining 49.7% of Green Purchase Intention ( $Y$ )

can be explained by other variables that are not being examined in this research such as Price Sensitivity, Green Trust, Green Advertising, Green Marketing Mix, and also Word of Mouth.

### Hypothesis Test

**Table 7.** The Outcome of Partial Hypothesis Test

Model		t	Sig.
1	(Constant)	3.248	.001
	Green Brand Positioning	2.330	.021
	Green Brand Attitude	4.515	.000
	Green Brand Knowledge	4.556	.000

Dependent Variable: Green Purchase Intention

Furthermore, with the help of SPSS v.25.0 software, the research model and the data obtained were analyzed. The following results can be described as follows:

1. Green Brand Positioning (GBP) has a significant effect on Green Purchase Intention (GPI) with  $t_{count}$  is bigger than  $t_{table}$  ( $2.330 > 1.97756$ ). Moreover, the variable's significant value is 0.021, which is less than 0.05 ( $0.021 < 0.05$ ), indicating a positive significant relationship between the two variables. This supports and strengthens the findings of Syahputri's (2018) claim which concludes that Green Brand Positioning (GBP) has a positive and significant effect on Green Purchase Intention (GPI).
2. Green Brand Attitude (GBA) has a significant effect on Green Purchase Intention (GPI) with  $t_{count}$  is bigger than  $t_{table}$  ( $4.515 > 1.97756$ ). Moreover, the variable's significant value is 0.000, which is less than 0.05 ( $0.000 < 0.05$ ), indicating a positive significant relationship between the two variables. This supports and strengthens the claim of Wahyuningtias & Artanti (2020), which concludes that Green Brand Attitude (GBA) has a positive and significant effect on Green Purchase Intention (GPI).
3. Green Brand Knowledge (GBK) has a significant effect on Green Purchase Intention (GPI) with  $t_{count}$  is bigger than  $t_{table}$  ( $4.556 > 1.97756$ ). Moreover, the variable's significant value is 0.000, which is less than 0.05 ( $0.000 < 0.05$ ), indicating a positive significant relationship between the two variables. This supports and strengthens the claim of Pratiwi et al. (2018), which concludes that Green Brand Knowledge (GBK) has a positive and significant effect on Green Purchase Intention (GPI).

**Table 8.** The Result of Simultaneous Hypothesis Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	854.427	3	284.809	47.821	.000 <sup>b</sup>
	Residual	809.973	136	5.956		
	Total	1664.400	139			

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant), Green Brand Knowledge, Green Brand Attitude, Green Brand Positioning

Green Brand Positioning (GBP), Green Brand Attitude (GBA), and Green Brand Knowledge (GBK) have a simultaneous effect on Green Purchase Intention (GPI), with Fvalue

generated is 47,821 in which the amount larger than its  $F_{table}$  value of 2.67 ( $47.821 > 2.67$ ). Moreover, the variable's significant value is 0.000, which is less than 0.05 ( $0.000 < 0.05$ ), indicating a significant positive relationship between the three independent variables and one dependent variable. This supports and strengthens the findings of Baiquni & Ishak (2019), which concludes that Green Brand Positioning (GBP), Green Brand Attitude (GBA), and Green Brand Knowledge (GBK) have a simultaneous effect on Green Purchase Intention (GPI).

## CONCLUSION

This study discusses four different problem formulations and based on the results of data analysis and hypothesis testing using SPSS V.25.0, 4 hypothesis are positively accepted. Green brand positioning, green brand attitude, and green brand knowledge have a simultaneous influence on the green purchase intention of Lokalate's customers. Partially green brand positioning has a significant influence on the green purchase intention, green brand attitude has a significant influence on the green purchase intention, and green brand knowledge has a significant influence on the green purchase intention of Lokalate's customers. These findings suggest companies to build a green product identity to strengthen the knowledge of current and potential customers so that consumers can easily distinguish the benefits of consuming green brands from other brands. Campaign programs also needed to convince consumers that purchasing environmentally friendly products will help protect the environment from future damage. Moreover, highly suggested to educate employees about environmental issues so that they want to convey a green message to consumers. In conclusion, by being sensitive to the factors driving consumers' purchases of green brand, Lokalate will be able to predict their behavior patterns better, especially considering that the majority of Lokalate's market consists of consumers aged 18–24 years who are aware and mostly care about the green impact to the earth.

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