MARKETING STRATEGY OF GREEN PRODUCT PURCHASE INTENTION IN INDONESIA

Adipa Gusti Permana
Aerostreet Indonesia, Klaten, Central Java, Indonesia.
E-mail: Adipagusti61@gmail.com

Asep Rokhyadi Permana Saputra
Management Program Study, Ekonomic Faculty, Yogyakarta Mercu Buana University, Indonesia
E-mail: asep@mercubuana-yogya.ac.id

Agus Dwidasa Warsono
Management Program Study, Economics and Business Faculty, Sebelas Maret University, Surakarta, Central Java, Indonesia.
E-mail: agus.dwidasa@uns.ac.id

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Green Brand Positioning, Green Brand Attitude, dan Green Brand Knowledge terhadap Green Buying Intention produk ramah lingkungan di Indonesia. Penelitian ini dilakukan dengan pendekatan analisis multivariat, menggunakan data primer dengan Google form pada 385 konsumen produk green shoe Aerostreet Indonesia. Banyaknya sampel yang diambil dengan rumus Lameshow. Teknik pengambilan sampel menggunakan Double Sampling. Alat analisis outer model dilakukan dengan menguji kualitas instrumen data mentah dengan menggunakan uji reliabilitas menggunakan metode Cronbah's Alfa dan Composite Reliability, dan Inner model dengan melihat Goodness-of-fit. Uji validitas dengan uji konvergen, dan uji validitas diskriminan dengan Average Variable Extract (AVE). Pendekatan model Structural Equation Modeling (SEM), menggunakan software Smartpls workspace versi 4.0. Green Brand Positioning berpengaruh positif dan signifikan terhadap Green Buy Intention, Green Brand Attitude berpengaruh positif dan signifikan terhadap Green Buy Intention, dan Green Brand Knowledge berpengaruh positif dan signifikan terhadap Green Buy Intention. Diperlukan jumlah sampel penelitian yang banyak pada penelitian selanjutnya, dan penambahan variabel akan menambah perspektif penelitian ini. Pentingnya menyampaikan pesan pengetahuan produk kepada konsumen, agar perilaku pembelian konsumen semakin mengarah ke loyalitas konsumen. Namun perlu ditambahkan bahwa pengetahuan dan pemahaman terhadap produk ramah lingkungan juga diperlukan untuk mendorong pembelian produk ramah lingkungan.

Kata Kunci: *Green Brand Attitude, Green Brand Knowledge, Green Buy Intention, Green Brand Positioning*

ABSTRACT

This study aims to analyze the effect of Green Brand Positioning, Green Brand Attitude, and Green Brand Knowledge on Green Purchase Intention of green products in Indonesia. This research was conducted using a multivariate analysis approach, using primary data with the Google form on 385 consumers of Aerostreet Indonesia's green shoe products. The number of samples taken with the Lameshow formula. The sampling technique uses Double Sampling. The outer model analysis tool is carried out by testing

the quality of the raw data instrument using the reliability test using Cronbah's Alfa and Composite Reliability methods, and the Inner model by looking at Goodness-of-fit. Test the validity with the convergent test, and test the discriminant validity with the Average Variable extract (AVE). Structural Equation Modeling (SEM) model approach, using Smartpls workspace version 4.0 software. Green Brand Positioning has a positive and significant effect on Green Purchase Intention, Green Brand Attitude has a positive and significant effect on Green Purchase Intention, and Green Brand Knowledge has a positive and significant effect on Green Purchase Intention. A large number of research samples is needed in further research, and the addition of variables will increase the perspective of this research. It is important to convey product knowledge messages to consumers, so that consumer buying behavior is increasingly towards consumer loyalty. However, it should be added that knowledge and understanding of environmentally friendly is also necessary to encourage the purchase of environmentally friendly products.

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

PENDAHULUAN

The main problem for the world today is environmental sustainability (Saputra et al., 2025) this has encouraged various industries to revolutionize everything in it so that it is aligned with prioritizing the effectiveness and efficiency of the use of sustainable resources. Even the Indonesian government is currently committed to reducing Greenhouse Gas (GHG) emissions by 29% or the equivalent of 834 million tons of CO_2-Equivalent independently and by 41% or the equivalent of 1.08 billion tons of CO_2-Equivalent if it gets international assistance, he hopes from the industrial sector will contribute to reducing three sources of emissions, namely Energy Use, Industrial Processes and product use, and waste management during production (Kemenperin: Wujudkan Daya Saing Global, Kemenperin Akselerasi Penerapan Industri Hijau, 2021). Not only is the industry currently moving or changing towards Green Industry, public awareness to buy green products is also growing. Today's consumers have greater awareness of green products or environmentally friendly services, thus directing consumers to develop positive green purchase intentions while participating in environmental preservation (Wicaksari et al., 2024). In Indonesia, WWF- Indonesia (World Wildlife Fund For Nature) together with Nielsen Media Research conducted a survey of consumers in 2017 where the survey results showed that 63% of consumers were willing to use or buy sustainable products or services, 61% felt they had a responsibility towards environmental preservation and 52% feel comfortable because they have contributed to environmental preservation (Panduan Pengadaan Berkelanjutan WWF-ID, 2020). This phenomenon cannot be separated from the attention of one of the green brands engaged in the famous "Aerostreet" retail shoe industry in Indonesia, where the slogan "Now everyone can buy a good green shoes" with competitive prices and quality, was able to attract consumers. The selection of the main raw materials in collaboration with the local community with local wisdom, and environmentally friendly supporting materials, as well as the new Shoes Injection Mold technology, where the sole material is melted under high pressure to blend together with the fabric material from the shoe so that the process does not use glue, and it is claimed environmentally friendly, also not easily damaged (Laelasari et al., 2018).

In line with the trend that is currently developing, namely customer buying intentions that are shifting to buy environmentally friendly products and programs or strategies carried out by Aerostreet such as the use of the new Shoes Injection Mold technology so that there is no use of glue in the production process as well as various collaborations

carried out with famous brands or figures makes products from Aerostreet in demand and consumers' purchase intention for this product is quite high, this is shown by one of the achievements of this brand being number 1 for the Best Selling Brand on an e-commerce platform. There are several other factors later that will support customer purchase intentions for environmentally friendly products or commonly known as Green Purchase Intention. The first factor is Green Brand Positioning, product or service value that focuses on environmentally friendly brands that are useful to consumers (Siyal et al., 2021). Green Brand Attitude, is an environmentally friendly consumer attitude, which leads to a person's assessment of a green brand as a whole (Y.-S. Chen et al., 2017), and the last is Green Brand Knowledge, referred to as a green brand in consumer memory associated with various associations with environmental commitment and environmental issues (Susanto et al., 2024). From several previous studies, it was found that there was an effect of Green Brand Positioning on Green Purchase Intention. One of them was stated in the research results (Saputri et al., 2024) that consumers have a more positive attitude towards Green Brand Positioning, with a positive attitude that consumers have towards brands. green, they have a greater Green Purchase Intention. Meanwhile, research conducted by Mohd Suki, (2016) found that green brand positioning has a positive and significant influence on the intention to buy green products. Research conducted by Aulina & Yuliati, (2017) shows that Green Brand Attitude has a positive effect on Green Purchase Intention. Green Brand Attitude is positively related to Green Purchse Intetion, so companies must increase their consumers' Green Brand Attitude in research conducted by Chen et al., (2020).

LITERATURE REVIEW

Purchase Intention is one of the important things in the study of consumer behavior. This statement is in line with what was stated by Fishbein & Ajzen, (1977) when before consumers decide to make a purchase of a product or service, what must be considered is the tendency of consumers to have intentions or desires within themselves. It was not until the 2000s that the term Global Warming appeared which caused a demand to emerge from company stakeholders to include environmental sustainability in the company's agenda (Johnstone et al., 2014). This term was actually initiated by the American Marketing Association in 1975 at an "Ecological Market" workshop known as Green Marketing which assumes marketing of environmentally friendly products (Azad & Laheri, 2014). Green Marketing is a corporate effort in designing, promoting, calculating prices, and distributing products that are friendly to the environment (Jain & Kaur, 2004). Changes in consumption and production patterns due to increased awareness of protecting the environment have an impact on consumer purchase intentions or Purchase Intentions to change to Green Purchase Intentions. Green Purchase Intention is the desire of consumers who already have concern for the environment (Saputra et al., 2024) to buy a Green Product or Green Brand (Y. Chen & Chang, 2012). There are several approaches that have been put forward by experts to understand Green Purchase Intention or factors that can affect a consumer's Green Purchase Intention, for example (Rimaldi et al., 2024) confirms that Green Brand Positioning can be used as a brand marketing strategy to increase Green Brand Knowledge. , and form a positive Green Brand Attitude and increase the Green Purchase Intention of the company's products, this is also corroborated by the research of Yusiana et al., (2021), therefore companies need to ensure their Green Brand Positioning to meet the expectations of consumers who understand environmentally friendly (Siyal et al., 2021).

HYPOTHESIS DEVELOPMENT

Green Brand Positioning on Green Purchase Intention

Green Brand Positioning is explained as one part of the identity or characteristics of companies that are environmentally sound and must actively communicate it to consumers (Thao et al., 2020), companies that use the Green Brand Positioning strategy have environmentally friendly properties as a differentiator for the company's brand. with its competitors (Thoo et al., 2018). According to (Puspitasari et al., 2024) Green Brand Positioning is a series of attributes and benefits of certain brands related to environmental impacts and perceptions as environmentally friendly (Gong et al., 2021), therefore leaders must be able to create a conducive atmosphere for communication (Evina et al., 2024). Leaders must communicate with their subordinates, for certain purposes, convey information, change the behavior of subordinates or direct behaviors that are in accordance with expectations. Green Brand Positioning carried out by the company will make the brand or product of the company have its own characteristics, namely a brand or product that is environmentally sound. This can raise purchase intention or Green Purchase Intention from consumers (Bursan et al., 2021).
Based on some of these statements, the hypothesis can be formulated as follows:
H1: Green Brand Positioning has a positive and significant effect on Green Purchase Intention.

Green Brand Attitude on Green Purchase Intention

Green Brand Attiude is an attitude or reaction that arises automatically from consumers towards products that are environmentally sound (Y.-S. Chen et al., 2020). Green Brand Attiude is a rational assessment given by consumers to products that are environmentally sound (Kashi, 2019). Green Brand Attitude is the consumer's attitude towards a brand or product, whether it is in accordance with what the consumer expects with regard to products or brands that are environmentally sound (Liu et al., 2020). This suitability will affect consumers' Green Purchase Intention (Sreen et al., 2018). Based on this explanation, the hypothesis can be formulated as follows:
H2: Green Brand Attitude has a positive and significant effect on Green Purchase Intention.

Green Brand Knowledge on Green Purchase Intention

Green brand knowledge is a memory that is owned by consumers for brand attributes that invite consumers to be environmentally conscious (Kumaradeepan, 2021). This is corroborated by the research results of Egypt et al., (2022) where green brand knowledge is a company process in providing information to employees regarding the uniqueness of its products which have quality (Munamba & Nuangjamnong, 2021) and environmental benefits (Tan et al., 2022). Green Brand Knowledge should also provide information to consumers from companies, where information from these companies is related to unique products (Sayed et al., 2021) and environmentally sound (Saputra & Renata, 2023) and according to what consumers want. thus affecting the Green Purchase Intention of Consumers Wardani & Rahardjo, 2022)
Based on the explanation, the hypothesis can be formulated as follows:
H3: Green Brand Knowledge has a positive and significant effect on Green Purchase Intention
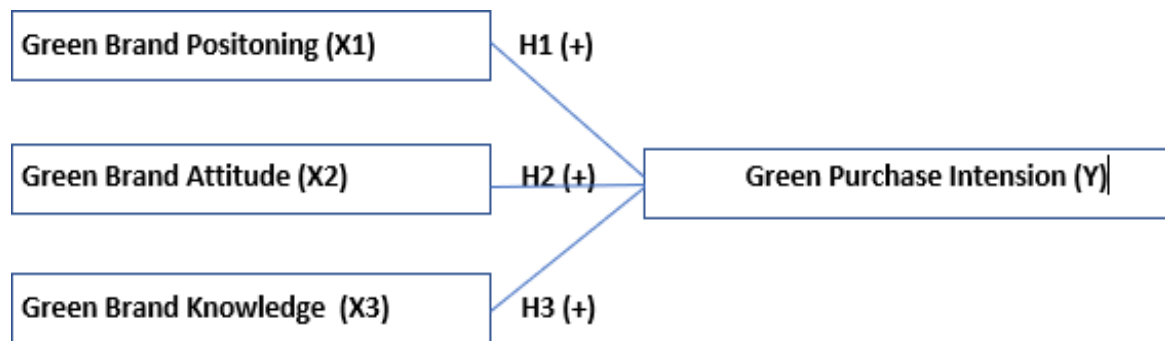
Figure 1. Research Model

METODE PENELITIAN

Population and Sample

The population in this study is infinity data, thus a proportional sample is needed so that it is not biased. This sample is important because it is representative of the population (Sugiyono, 2013). Sampling used a purposive sampling technique, with certain criteria set deliberately by the researchers, namely based on the age limit of 17 - 35 years and have used this shoe product. The sampling technique was double sampling, the sample size was 385 respondents using the Lameshow formula with a 5% sampling error.

Data Analysis

The Likert scale $1 - 5$ is designed with the aim of measuring attitudes, opinions, and perceptions of a person or group related to social phenomena (Juliandi et al., 2021). This scale is applied to the questionnaire distributed via the Google form.

This analysis technique uses multivariate analysis. The outer model is carried out by testing the quality of the raw data instrument using a reliability test using the Cronbah's Alpha method and Composite Reliability > 0.7 (Werts et al., 1974), validity test using convergent validity with outer loading factor > 0.70 (Chin, 1998), and Discriminant Validity with Average Variable Extract (AVE) > 0.50 (Hair et al., 2014). Inner model with Goodness-of-fit (Bentler & Bonett, 1980). The output of this study used descriptive statistical analysis and Structural Equation Modeling (SEM) analysis, using SmartPLS version 4 software.

Variable Operational Definitions

Variable operational definitions are part of the supporting elements of communication between research, in which there are instructions on how a variable is measured (Siyoto & Sodik, 2015).

Table 1. Operasional Variables

Variables	Operasional Definitions	Indicators
Green Brand Positioning (Lymperopoulos et al., 2012) and (Huang et al., 2014)	Green Brand Positioning is an attribute and benefit of an environmentally sound brand	1. Functional Positioning 2. Green Positioning 3. Emotional Positioning

Green Brand Attitude (Aulina & Yuliati, 2017), and (Huang et al., 2014)	Green Brand Attitude is a consumer's assessment of products that are environmentally sound and the assessment is carried out rationally	1. Cognitive Element 2. Emotional Element
Green Brand Knowledge (Huang et al., 2014) and (Kumaradeepan, 2021)	Green Brand Knowledge is consumer memory of a brand or product that invites consumers to have environmental insight	1. Green Brand Awarness 2. Green Brand Image
Green Purchase Intention (Dianita S, 2019); And (Hanjani & Widodo, 2019)	Green Purchase Intention is the intention to buy or eat that consumers have for environmentally friendly products because these consumers are aware of the importance of protecting the environment	1. Transactional Interests 2. Referential Interest 3. Preferential Interest 4. Exploratory interest.

RESULT

Table 2. Respondent Descriptive Analysis

Demografic	Total	Presentase
Age		
17-23	167	43,3%
24-29	136	36,1%
30-34	79	20,6%
>35	0	0,0%
Professions		
Student or graduate	162	42,1%
Government employees	67	17,4%
Entrepreneur	93	24,1%
Private employees	63	16,4%

Table 2 can be concluded that based on age, out of 385 respondents there were 167 or 43.3% of the dominant respondents aged 17-23 years. Based on profession, there were 162 or 42.1% of respondents who were students or graduate.

Table 3. Mean and Loading

Variables	Questionnaire Items	Mean	Loading
	GBP1. I think Quality and price are important when consumers buy eco-friendly products	3,683	0,839

		3,xxx	0,xxx
Green Brand Attitude (X2)	GBA1. I will like this green Product more because it is environmental friendly product	3,816	0,709
	GBA2. I will prefer this green product because of my concern for the environment.	3,644	0,711
	GBA3. I agree that this green product can be more valuable because it is environmentally friendly	3,992***	0,897
	GBA4. I feel that the environmental reputation of this green product is generally reliable	3,564	0,779
	GBA5. I feel that the environmental performance of this green product is generally reliable	3,836	0,836
	GBA6. I feel that the environmental claims of this green product are generally credible	3,823	0,679*
	GBA7. Concern for the environment this green product meets my expectations	3,964	0,845
Green Brand Knwoledge (X3)	GBK1. Eco-friendly products can be a profitable investment in the long term	3,873	0,734
	GBK2. The environmental performance of this green product meets my expectations	3,797	0,770
	GBK3. Lack of availability of access is the main reason for the low popularity and demand for eco-friendly products	3,821	0,701
	GBK4. I bought Aerostreet products because they are environmentally friendly	3,782	0,615*
	GBK5. I bought this green product because it has more environmental benefits than other products.	3,969	0,756
Green Purchase Intention (Y)	GPI1. I intend to buy this green product because of its concern for the environment	3,418**	0,397*
	GPI2. I look forward to buying this green products in the future because of the environmental performance	3,603	0,752
	GPI3. Overall, I am happy to buy this green products because they are environmentally friendly	3,771	0,867
	GPI4. I will buy this green Product because of my concern for the environment	3,579	0,765
	GPI5. I bought this green product which is high environmental friendliness	3,771	0,874
Green Brand Positioning (X1)	GBP2. In my opinion, this eco-friendly product meets my personal wants and needs	3,782	0,764
	GBP3. I know this green product is an environmentally friendly product from the advertisement	3,642	0,787
	GBP4. In my opinion, environmentally friendly products are relatively more expensive	3,597	0,733
	GBP5. I prefer to buy eco-friendly products	3,694	0,820
Green Brand Attitude (X2)	GBA1. I will like this green Product more because it is environmental friendly product	3,816	0,709
	GBA2. I will prefer this green product because of my concern for the environment.	3,644	0,711
	GBA3. I agree that this green product can be more valuable because it is environmentally friendly	3,992***	0,897
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	GBA6. I feel that the environmental claims of this green product are generally credible	3,823	0,679*
	GBA7. Concern for the environment this green product meets my expectations	3,964	0,845

not used, because the loading factor is low
** Lowest mean
***Highest mean.

Table 3 shows the results of the outer loading calculation showing that there are 3 indicators that are invalid and suitable for use because they are less than 0.7, namely the GBA6, GBK4, and GPI1 indicators.

Table 4. Average Variance Extrancted (AVE)

Variable	AVE	Result
Green Brand Positioning (X1)	0,624	Valid
Green Brand Attitude (X2)	0,613	Valid
Green Brand Knowledge (X3)	0,514	Valid
Green Purchase Intention (Y)	0,565	Valid

Table 4 shows convergent validity, so that it can be fulfilled, you must know the Average Variance Extracted (AVE) value, AVE can be said to be valid if > 0.50 (Sarstedt et al., 2014).

Table 5. Cronbach's Alpha and Composite Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Result
Green Brand Positioning (X1)	0,850	0,867	Reliable
Green Brand Attitude (X2)	0,893	0,903	Reliable
Green Brand Knowledge (X3)	0,765	0,776	Reliable
Green Purchase Intention (Y)	0,799	0,857	Reliable

The value of the latent variable has a value of Composite Reliability and Cronbach's Alpha ≥ 0.70, which means that the construct has good reliability. According to Sarwono, (2010), the variant extract or reliability test is a minimum value of 0.5. The closer to 1 the more reliable. From the results of the distribution of respondents' answers to all variables with 4 variables and 22 indicators that have good reliability.

Tabel 6 . Discriminant Validity (Fornell Larcker Coner)

Variable	Green Brand Positioning (X1)	Green Brand Attitude (X2)	Green Brand Knowledge (X3)	Green Purchase Intention (Y1)
Green Brand Positioning (X1)	0,790			
Green Brand Attitude (X2)	0,748	0,783		
Green Brand Knowledge (X3)	0,624	0,706	0,717	
Green Purchase Intention (Y)	0,747	0,734	0,640	0,752

In the table above, the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlation between one construct and the other constructs in the model, so that the constructs in the estimated model meet the criteria of discriminant validity (Fornell & Larcker, 1981).

Tabel 7. Goodness-Of-Fit Measures

Indicator	Result	Criteria
SRMR	0,105	acceptable if <= 0.08

d_ULS	2,797	acceptable if >= 0.95
d_G	2,587	acceptable if P >= 0.05
Chi-square	362,997	close to zero
NFI	0,511	acceptable if >= 0.90

Table 7 shows the Goodness-of-fit measurements. There are several tests on Goodness-Of-Fit Measures for SEM, namely Standardized Root Mean Square Residual (SRMR) is used to assess the fit between the observed correlations or relationships. It is said that Standardized Root Mean Square Residual (SRMR) is acceptable if <= 0.08. However, the results obtained by researchers were 0.105 using SEM-PLS 4.0 software. The SRMR results are still in the category suitable for use in this study, explained by Bentler & Bonett, (1980) a value of less than 0.08 - 0.10 is still acceptable. Furthermore, the values of d_ULS (the squared Euclidean distance), d_G (the geodesic distance) are actually not related to any value, because the confidence intervals of d_ULS and d_G are not obtained by running a "normal" bootstrap procedure. Furthermore, Chi-Square cannot be used as the sole measure of overall model fit, one of the reasons is because Chi-Square is sensitive to sample size. When the sample size increases, the Chi-Square value will also increase and lead to rejection of the model even though the value of the difference between the sample covariance matrix and the model covariance matrix is minimal and small. Furthermore, the Normal Fit Index (NFI) produces values between 0 and 1. The closer to 1 the better or the more suitable the model is built.

Tabel 8. Hypothesis Test

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1 Green Brand Positioning -> Y Green Purchase Intention	0,415	0,417	0,047	8,870	0,000
X2 Green Brand Attitude -> Y Green Purchase Intention	0,307	0,307	0,058	5,264	0,000
X3 Green Brand Knowledge -> Y Green Purchase Intention	0,165	0,166	0,050	3,281	0,001

Table 8 shows that the effect of Green Brand Positioning is positive and significant on Green Purchase Intention as indicated by the original sample value of 0.415 and the t-statistic value of 8.870. Green Brand Attitude has a positive and significant value to Green Purchase Intention as indicated by the original sample value of 0.307 and the t-statistic value of 5.264. Green Brand Knowledge has a positive and significant value to Green Purchase Intention as indicated by the original sample value of 0.165 and the t-statistic value of 3.281.
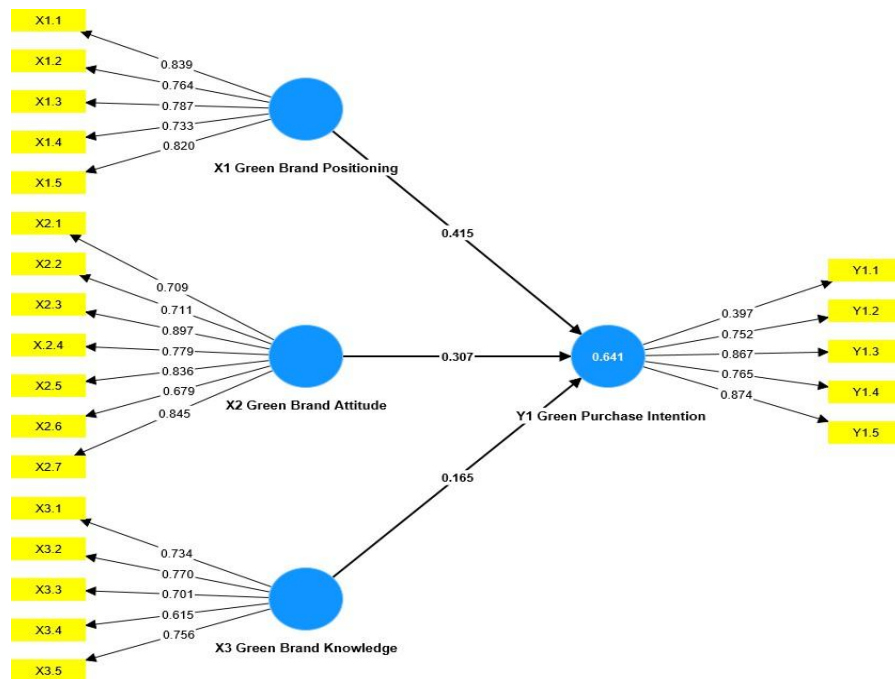
Figure 2. Path Coefficients P values

HASIL DAN PEMBAHASAN
Green Brand Positioning has a positive and significant effect on Green Purchase Intention

The results of the analysis show that the Green Brand Positioning variable has a significant positive effect on the Green Purchase Intention of green products which is indicated by a significant value at a statistical value that is greater than the allowed average. This condition shows that the Green Brand Positioning strategy carried out by this green product is by utilizing local wisdom resources, using new technology, there is no use of glue in the production process so as to minimize the impact on the environment which is already going well, the higher the level of Green Purchase Intention. It can be seen from the GBP2 indicator: "In my opinion, environmentally friendly products from green products are in accordance with my personal desires and needs" has the highest average. Thus, it can be concluded that Green Brand Positioning has a positive and significant effect on Green Purchase Intention.

Thus Green Products that are in their production process that have started or have implemented sustainable strategies or technologies and are campaigning for their Green Brand Positioning to increase consumer awareness to trust and believe in environmentally friendly products. for companies to attract consumers' Green Purchase Intention (Saepuddin & Saputra, 2023).

Green Brand Knowledge has a positive and significant effect on Green   Purchase Intention

The positive effect of Green Brand Knowledge on Green Purchase Intention on green products shows that the better the Green Brand Knowledge, the better the level of Green Purchase Intention. Seen in the GBK5 indicator: "I bought this green product because it has more environmental benefits than other products". Thus, it can be concluded that consumers understand more about environmentally friendly brands (Green Brand Knowledge), which brand positions itself as an environmentally friendly brand, knows the content of an

environmentally friendly product, understands the benefits of more environmentally friendly products compared to conventional products, the higher the Green Purchase Intention of the consumer (Nurhayati et al., 2023).

KESIMPULAN

Based on the indicator with the lowest mean in the Green Brand Positioning variable, "In my opinion, environmentally friendly products are relatively more expensive", then companies should make products in bulk or in large quantities so that the variable costs incurred by the company are lower, and the company can use more product materials. environmentally friendly in all parts of its products.

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